



## “Strengthening the Cooperation between Chinese Environmental NGOs and the Media” Workshop Report

Date: 15 -17 November 2006

Venue: Xiaotangshan, Beijing

Participants: 46 from NGOs 21 from the media (See the full list at the end of the report)

Host Organization: Green Earth Volunteers (GEV)

Workshop Agenda:

Key issues (the following aren't questions):

- The space for cooperation between environmental NGOs and the media
- Challenges and problems in cooperation
- Ways to deal with the challenges and problems
- Environmental NGOs' needs in cooperation
- Suggestions and proposed actions for improving cooperation between environmental NGOs and the media

### Agenda

**15<sup>th</sup> Nov. 2006**

---

9:30—9:50

#### **Opening of the Workshop:**

Chair: Mr. Ma Jun

- Introduction to the project: Yiyi Lu (Chatham House), Feng Li (FDI)
- Address by Mr. Li Hengyuan (Deputy General Secretary of the All-China Environment Federation)
- Address by Mr. Li Ruinong (China Environment News)

9:50—10:50

#### **Session 1: Presentation on the Research Report and Action Plan**

Speaker: Ms. Wang Yongchen, director of GEV

10:50—11:05

Break

11:05—12:10

#### **Session 2: Group Discussion**

Chair: Mr. Ma Jun

Topics:

- The space for cooperation between environmental NGOs and the media
-

	<ul style="list-style-type: none"> <li>• Experience-sharing and cases of cooperation</li> </ul>
12:10—12:30	<b>Summary of Group Discussions</b>
12:30—14:00	<b>Lunch</b>
14:00—15:45	<b>Session 2: Group Discussion(continued)</b>
	Topics:
	<ul style="list-style-type: none"> <li>• Challenges and problems in the cooperation</li> <li>• Ways to deal with the challenges and problems</li> </ul>
15:45—16:00	<b>Break</b>
16:00—17:30	<b>Session 3: Role Play—Understanding the different styles and strategies of different types of media</b>
	Chair: Mr. Ma Jun
	<ul style="list-style-type: none"> <li>• Participants will be divided into three or four groups. Each group will be given an environmental topic or incident. The group will prepare an act showing how NGOs work with different types of media—newspapers, television, radio and new media (Internet) to cover the topic/incident.</li> <li>• Requirement: participants from the media and NGOs will switch roles. NGO participants will play the role of journalists, while journalists will play the role of NGO staff.</li> <li>• Time: 30 minutes to prepare, 30 minutes for the role play, 30 minutes for discussion.</li> </ul>
17:30—18:00	<b>Summary</b>
Evening	<b>Understanding the Operation of International Media</b>
	Mr. Liu Dengli (Environmental Education Media Project);
	Mr. Shi Jiangtao (Journalist, South China Morning Post)

---

**16<sup>th</sup> Nov. 2006**

---

Morning	<b>Session 4: Study Visit to Global Village of Beijing and Greenpeace</b>
	Chair: Ms. Wang Yongchen
	<ul style="list-style-type: none"> <li>• Learning about the experience of the two organizations in working with the media.</li> </ul>
Afternoon	<b>Session 4: Study Visit (Continued)</b>
	Chair: Ms. Wang Yongchen

---

---

Evening

- Investigating the water pollution problem in Beijing

**Discussion of the Visits**

---

**17<sup>th</sup> Nov. 2006**

---

9:00—10:30      **Session 5: Experience sharing and analysis of individual cases  
–the needs of NGOs in cooperating with the media**

Chair: Ms. Liu Haiying

Case I: Voice of Green (Hebei Province) organizing media coverage  
of heavy metal pollution in Anqing County

Case II: Green Eyes China's "20-day Action to Save Night Herons"

Case III: The Campaign to Save the Chenhu Lake Wetland

- The three NGOs presenting the cases describe their needs  
in the cooperation with the media
- Participants offer advice to the NGOs on the spot

10:30—10:45      **Break**

10:45—12:00      **Session 6: Consensus – future goals and action plans**

Chair: Ms. Liu Haiying

- The feasibility of the actions proposed in the research  
report and further suggestions (group discussion)
  - Summary: Action plan
-

## Summary of the workshop

The media is important to Chinese NGOs. Because of the deficiency of China's legal and administrative systems, NGOs rely heavily on public opinion and support. NGOs in China have few social mobilization tools, thus cooperating with the media becomes the main social mobilization method for Chinese environmental NGOs. The media also needs NGOs. During the workshop, environmental NGOs and the media discussed the cooperation between them through participatory methods.

### **1. The space and experience of cooperation between environmental NGOs and the media**

Participants agreed that NGOs wanted to raise their profile through cooperation with the media, which could bring faster organizational development and more resources (including from the government and the academic community) and make the public more aware of NGOs' work and more willing to participate. Meanwhile, NGOs need to find appropriate areas of cooperation. NGO activities need to be seen as relevant and professional. In the discussion, participants mentioned: *"the media is concerned with public interest, so NGOs' activities should conform with the needs of the public."*

It was also clear that the media's full participation was important in the cooperation. NGOs should involve the media from the start in the planning phase of NGOs' publicity drives, rather than merely being asked to report on events.

The media pays more attention to NGOs if their activities are "big" or "original". Ning Rui from China Development Brief said: *"Last month, China Development Brief hosted a small reception to launch the Green NGO website. I mentioned it to some friends in the media beforehand. They immediately asked me 'Is this going to be a big event? Has anybody else organized similar events or opened similar websites before?' So you can see the media is firstly interested in 'big' things and secondly in 'new' things."*

NGOs need to build up their media skills. Zhang Zhongmin (Voice of Green) said: *"To cooperate better with the media, we NGOs should develop our capacity first. One thing is to understand the media. Voice of Green once invited lots of reporters to an event, but we found that no reporter produced an in-depth report afterwards. Slowly, we learned how the media operated, and we developed media skills...now, I realize that as environmental NGOs' and their leaders' reputations grow, the media and the public turn to them not only with the environmental issues but with other issues as well. For example, recently the media even contacted me about a traffic accident. This is a new situation. How shall we deal with it?"*

NGOs should know the characteristics of the media, and even the characteristics of a newspaper's different pages. Furthermore, NGOs should remember that cooperation with the media is a means to an end, not the end in itself. NGOs must have their own

goals and objectives during cooperation with the media. Wang Yongchen gave an example: *“Southern Weekly has a news page and a geography page. When the Wei River event came out, I wrote an article for the news page, but the editor refused it. Then I gave it to the geography page and they said it was very good. So we need to know the specific sections of each media unit.”*

Many small NGOs do not have media contacts and urgently need media liaison persons. Li Mingxun from the Chinese Society for Sustainable Development said: *“lots of NGOs require media liaisons. Except for the Journalist Salon organized by Wang Yongchen, can you find any other NGO with such abundant media contacts?”*

Lots of NGOs emphasized the importance of building good relationships with reporters or the media to accumulate media resources. Wang Yongchen said: *“initially a US organization gave GEV money to invite journalists to a dinner gathering once a month. Every dinner only cost over one hundred yuan in 1995. That was how the Journalist Salon started. If we had gone Dutch, journalists might not have come to the dinner, but when the dinner was paid, they were more willing to come.”* Zhang Zhongmin said: *“we set up an award called ‘Daughters of the Earth’ for female reporters... afterwards, our organization became much better known in Shijiazhuang City and Hebei Province.”*

## **2. Challenges and problems in the cooperation**

### **2.1 Issues at the system level**

The restrictions of the press censorship system: When an environmental incident occurs, local media are often forbidden to report it, so local NGOs turn to the media in Beijing for help, but without the permission of the propaganda department, it is also difficult for media in Beijing to report the incident. There are also restrictions on foreign media. Li Mingxun said: *“we held an international forum on environmental law. It was the first such forum in China and it was concerned with an international environmental issue, so we wished to involve international media. But the Central Propaganda Department refused to give access to international media. This is an obstacle we face.”*

### **2.2 NGOs’ own problems**

- Media people think that sometimes NGOs’ activities lack focus. A reporter from Xiangfan Daily said: *“I feel their [NGOs’] activities are sometimes unfocused, which makes it difficult for journalists to write reports. Now we try to be more involved in their activities, participating in planning the activities, which benefits both sides.”*
- Chinese environmental NGOs are not professional enough and do not have specialized knowledge, therefore they cannot provide the public with such knowledge, and are seldom able to give the media professional suggestions. Ren Jingwen from Green Anhui said: *“Chinese environmental NGOs are not professional enough, so we need to develop our knowledge. Also, many NGOs’ lack sustainability. Many university student environmental groups*

*decided to register as formal organizations. They did very well in the first year, but died after another year.” Furthermore, the media need NGOs to provide accurate information. A participant from Hebei Television Station said: “the media has the duty to defend the public’s right to information, voice, expression, and participation. So the media needs NGOs to provide fresh, authentic and reliable information. If NGOs can satisfy this requirement, then the cooperation will be very smooth.”*

- There are differences in NGOs’ missions and functions. Some NGOs focus on advocacy, others focus on public education, still others focus on addressing specific environmental incidents. The media needs to learn the different functions of NGOs.
- In dealing with some events, NGOs failed to express grassroots opinions (i.e. “people’s voices”). They were more interested in publicizing themselves, which journalists resented.
- Many NGOs have limited means for mobilizing social resources. Su Su from Sichuan Province said: *“NGOs can use Internet-based tools, e.g., Blog, to publicize their work. In addition, NGOs can learn from the experience of SEE (Society Entrepreneur & Ecology). SEE is concerned with corporate social responsibility, so they established contact with many well-known CEOs. With the help of these celebrities, they were able to cooperate with many professional organizations. Now many of their activities receive media attention. Finally, every single member of NGOs needs to be prepared to publicize their work at any time and in any place. They should always be ready and seize every opportunity.”*

### 2.3 Media’s problems

The media may be under pressure from local governments not to cooperate with NGOs. Editors may be under pressure not to publish sensitive articles.

Some NGOs mentioned that media reports could also have negative effects. For example, NGOs’ work would attract the attention of government agencies which did not notice their existence before. Domestic media reports might be followed by foreign media reports. Afterwards the government might keep a closer eye on the NGOs’ activities, making it more difficult for them to operate.

Some NGOs said journalists asked NGOs’ to pay them, but they could not afford to pay journalists, jeopardizing their cooperation. Other participants said such cases were rare. Usually if the NGOs work was really interesting, then the media would be happy to report it without any payment.

## **3. Ways to deal with the challenges and problems**

### 3.1 Conveying the public’s voices

The media likes to hear directly the voices of common people, so NGOs should help to

convey grassroots voices and help to connect common people with the media. Citing her experience in the radio station, Wang Yongchen said: *“When I was hosting the environmental hotline. I wanted to hear complaints from the public... As a hotline host what kind of information was I most interested in? Information coming directly from ordinary people, especially people at the grassroots. Green Hanjiang organised primary school students to write letters to the provincial governor about the pollution problem. This kind of story is more attractive to the media than NGOs writing letters themselves. It’s a hackneyed technique but very effective. I suggest that NGOs ask local people to contact the media directly.”*

### 3.2 Highlighting NGOs’ advantages

Every NGO has its own strengths and they should highlight such advantages when dealing with the media. At the workshop participants offered advice to the Environmental Association of Dalian Maritime University on how to use their advantages. Participants pointed out that *members of the Association have professional knowledge of maritime environmental issues, so they should emphasize their expertise and cooperate with other stakeholders (government, companies, and fishermen) to protect maritime environment.* Xu Kezhu of CLAPV said: *“NGOs should be able to explain specialized issues to reporters. For example, CLAPV sometimes handles pollution cases which relate to problems in law enforcement. As a legal aid NGO, CLAPV has expertise in legal matters and can use its professional knowledge to help editors understand the news value of cases which may have country-wide impact. This way our voices can be heard in the media.”*

### 3.3 Cooperation is not aimed at opposing the government

The cooperation between environmental NGOs and the media is not meant to oppose the government. NGOs should maintain good communication with the government. Liu Ning from Hebei TV Station said: *“the government, the media and NGOs are on the same side. We are not against each other but work together to protect our environment.”*

### 3.4 Understanding the media

Depending on the issues, NGOs should cooperate with different types of media. Besides, NGOs should develop their knowledge of the media, including the different emphases and styles of different sections of the same media.

### 3.5 Improving NGOs’ media skills

NGOs should have media liaison persons. They should also listen to the media more to understand what journalists want. NGOs should try to take part in media’s editorial meetings to find out their priority topics and communicate regularly with journalists. Finally, NGOs should keep full records of firsthand data so they can offer journalists interesting materials for their reports.

When NGOs do not have specialized knowledge themselves, they can provide media

with other information, e.g., recommend experts who have specialized knowledge to journalists.

NGO staff should be prepared to publicize their work at any time and in any place. They should always be ready and seize every opportunity. NGOs should also use their resources more effectively, for instance, they can invite more journalists and editors to become NGOs' members or volunteers.

### 3.6 How to deal with the restrictions of the press censorship system

To deal with the restrictions on international conferences involving foreign media or international organizations, Zhang Zhongmin suggested: *“NGOs can avoid using the word ‘international’ in the title of the conference, and make foreign organizations participants rather than organizers of the event.”*

## **4. Presentations on the Evening of 15 November: Cooperating with foreign media**

NGOs should develop some basic knowledge about foreign media. Shi Jiangtao from *South China Morning Post* said: *“Our newspaper puts more emphasis on balanced reporting. To maintain credibility, we must report views from different sides to satisfy the editor and readers...I hope my NGO friends can understand. You may have done a lot of good work, and your goal and method are both laudable, but as long as there are some minor problems in the output or the process, we must also reveal these problems. Even if you have done a lot of work, if there is still an omission, we will still mention it. This may sound very unfair, but we are not anybody’s mouthpiece. We are accountable to the public. I hope NGOs can understand this.”* On the relationship with the government, Shi said: *“as a foreign media organization, some of our reports may displease some government agencies. But I find that as long as the report tells the truth, government agencies will not take actions against us...regarding environmental issues, once they have attracted international attention after being reported in foreign media, the situation may actually improve, and the problems may even be solved.”*

NGOs should understand the habit and attitude of foreign media. Su Jingping from Beijing Radio Station said: *“we should get used to the critical attitude of foreign media. They are not intentionally distorting or hiding something. This is a clever reporting technique. Only with a critical attitude can they dig more deeply to discover the whole truth. If NGOs can understand this, they will find this method is useful to them too.”*

## **5. Experience sharing and case studies—the needs of NGOs**

Case I: Voice of Green (Heibei Province) organizing media coverage of heavy metal pollution in Anqing County

Presenter: Zhang Zhongmin (Voice of Green)

Brief description of the case: *In September 2006, Voice of Green organized a trip to the*

*heavy metal pollution site in Anqing County for some journalists. The first time they did not inform the local government of their visit, but the local environmental bureau had them followed. The second time they decided to investigate the pollution openly, but there were different opinions among the journalists, who were from different media organisations. In the end a radio station reported the pollution, but the newspapers did not publish any report. The local propaganda department and both the director and deputy director of the local environmental bureau also asked the NGO to persuade the media not to report the pollution.*

Comments and suggestions from other participants:

- This case raises the question of the appropriate role of the NGO in cooperating with the media to expose environmental pollution. Different media want different things. It takes skill to choose the best way to disclose information to the media.
- As an NGO, Voice of Green helped local victims of pollution to expose a problem through the media. This exposure helped to increase transparency, benefiting local residents. This is an inspiring example of NGO-media cooperation.
- Did Voice of Green use the Internet in this case? It is difficult to get major media outlets to report such cases, but Voice of Green can use the Internet to expose the problem, it can also generate strong public reaction.
- This case involves multiple interest groups, such as local residents, local government, and local factories. In such cases, what measures can NGOs take to minimize risks to themselves?

Case II: Green Eyes China's "20-day Action to Save Night Herons"

Presenter: Bai Hongbao (Green Eyes China)

*Brief description of the case: On 30 June 2006, a crime of poaching took place in a forest in Yongjia County (Wenzhou City). Local people caught the poachers and saved more than 500 young Herons. They subsequently set the birds free. But these young birds had little chance of surviving in the wild on their own. There was a report of the event in Wenzhou Daily. Green Eyes China contacted Wenzhou Daily after seeing the report. They consulted experts and cooperated with the media to raise donations from the public to save the birds. They also organized a forum on Saving Wild Lives. The activities had a wide impact and led to the establishment of a Bird Protection Association by the local residents.*

Comments and suggestions from other participants:

- It is a successful case of cooperation.
- How can similar crimes be prevented in the future? Perhaps Green Eyes China can use the case to encourage the media and the public to conduct more in-depth discussions of environmental issues.
- What follow-up activities did Green Eyes China organize?

Case III: The Campaign to Save the Chenhu Lake Wetland

Presenter: Kang Hongli (Shanghai Green Oasis Ecological Conservation and Communication Center)

Brief description of the case: *Chenhu Lake conservation area is about 160 square kilometres large and is the home to many rare bird species. In April 2003 Kangxin Company planted Italian poplar trees in this area, which could destroy the wetland and make it impossible for birds to live there anymore. After students and professors of Wuhan University discovered this, they contacted the forest bureau, but the bureau didn't take any action. The professors wrote to the mayor of Wuhan City asking for his intervention. The mayor asked relevant government agencies to "handle the matter properly". Chutian Metropolis Daily carried a detailed report which occupied a whole page of the newspaper. At the same time the professors and students also sent out many calls for support through the Internet. As a result, the local environmental bureau organized a meeting which brought together the forest bureau, the aquatic products bureau, Kangxin Company and its contractors. The government concluded that the planting of poplar trees in the Chenlu area violated the LAW OF THE PEOPLE'S REPUBLIC OF CHINA ON THE PROTECTION OF WILDLIFE, and damaged the environment, so the government withdrew the permission issued to the Kangxin Company. However, neither the government nor the Kangxin Company was willing to assume the responsibility and bear the cost of removing the trees. The media made follow-up reports, but the company didn't take effective action. Later the media was also ordered to stop reporting the case.*

Comments and suggestions from other participants:

- Shanghai Green Oasis should contact environmentalists and NGOs working on similar issues in other provinces, such as Hunan and Jiangxi.
- In addition to using the media to exert pressure, Shanghai Green Oasis should also consider taking legal actions to seek a solution to the problem.
- Organize joint actions with other NGOs, e.g., prepared an open letter signed by a number of NGOs.

## **6. Suggestions and proposed actions for improving the cooperation between environmental NGOs and the media**

### 6.1 Training

The content of the training for NGOs should include:

- (1) How to prepare press releases (using diagrams, tables, drawings etc. to make the information easily accessible; using concrete cases to illustrate the issues).
- (2) Improving NGOs' ability to use the Internet, including the ability to use blog, MSN group, QQ group, etc.
- (3) Both successful cases of media-NGO cooperation and failed cases should be used as examples in the training.

About the training, some participants had different opinions. They thought the communicational difficulties between NGOs and the media were because the two sides did not share the same objectives - the problems could not be resolved by

training sessions but would require a long-term process. Also, environmental problems took diversified forms and the purpose of working with the media was to solve problems. As long as the problems could be solved, involving the media might not be the necessary or the best approach.

#### 6.2 Media Handbook

It is a very good idea to compile a media handbook with advice and tips on working with the media for NGOs. But some participants also thought that a media directory was enough. Compiling a handbook might be a waste of resources. It was suggested that NGOs in different regions should set up regional websites to facilitate contact between NGOs and media in their regions. The regional websites can be independent but also maintain regular contact with each other. A number of participants said they would be willing to contribute to the compilation of a media handbook or directory.

#### 6.3 An environmental media directory

The directory should include the contact details of various media organisations, including their individual programmes which are interested in reporting environmental news.

#### 6.4 Web-based Alliance

Many participants suggested the establishment of some kind of web-based alliance, such as a mail group, or an advisory group to help each other. The function of the web alliance is first of all to exchange information and secondly to let more experienced NGOs to help less experienced ones to develop their skills.

#### 6.5 Who can contribute what

The China NPO Network informed the workshop that they already had plans to establish a media-NGO network. However, the network would not be limited to environmental issues. They also planned to compile a media handbook, but again, it would be a general handbook instead of focusing specifically on environmental issues. The NPO Network also planned to organise media training for NGOs.

The director of Fuping Development Institute said they had six service computers and would be happy to let other NGOs use their storage space for their websites. The Institute also had a large volunteer pool and could recommend volunteers to other NGOs.

The All-China Environment Federation was willing to provide the contact details of 2,768 environmental NGOs in their database. It would also be happy to include interesting case studies provided by other NGOs in its future reports on the development of Chinese environmental NGOs.

A number of participants said they would be willing to act as the coordinator for regional media-NGO networks. Some journalists said they could assist with the compilation of an environmental media directory.

## List of participants

### Participants from NGOs

No.	Organization	Name	Region
1	Chatham House	Yiyi Lu	Beijing
2	Defra	Deng Yongzheng	Beijing
3	Environmental Education Media Project	Liu Dengli	Beijing
4	China NPO Network	Yang Guoqiong	Beijing
5	SEE (Society Entrepreneur & Ecology)	Wu Chunling	Beijing
6	Fuping Development Institute	Feng Li	Beijing
7	College Student Green Forum	Su Jianhua	Beijing
8	Beijing Brooks Education Consulting Centre	Liang Xiaoyan	Beijing
9	Green Alliance Environmental Protection Association of Beijing University of Chinese Medicine	Quan Yin	Beijing
10	Institute of Public and Environmental Affairs	Ma Jun	Beijing
11	Huizeren Volunteering Development Center	Luan Zhifang	Beijing
12	Huizeren Volunteering Development Center	Guo Lian	Beijing
13	Chinese Society for Sustainable Development	Li Mingxun	Beijing
14	Green Peace	Liang Qiaoruo	Beijing
15	NGO Research Center of Tsinghua University	Jiang Hongyan	Beijing
16	NGO Research Center of Tsinghua University	Sun Chunmiao	Beijing
17	Global Environmental Institute	Zhang Rongping	Beijing
18	Japan-China Environment Service Center	Onogi Shoji	Beijing
19	WWF China	Zhuang Shiguan	Beijing
20	The Asia Foundation	Liao Anxi	Beijing
21	Volunteer Beijing	Xu Zhiqiang	Beijing
22	China Environmental Culture Promotion Association	Wang Panpu	Beijing
23	China Association for NGO Cooperation	Yang Hongping	Beijing
24	Center for Legal Assistance to Pollution Victims in China	Xu Kezhu	Beijing
25	All-China Environment Federation	Wang Yuming	Beijing
26	Green Anhui	Ren Jingwen	Fuyang, Anhui

27	Dalian Maritime University	Guo Ping	Dalian
28	Environmental Association of Dalian Maritime University	Qu Heng	Dalian
29	Dalian Environment and Resource Center	Yang Peng	Dalian
30	Research Center For Environment Education And Protection of Guizhou Normal University	Hu Rong	Guiyang
31	Green Long River	Zheng Lijun	Harbin
32	Education for Sustainable Development Society of Huludao City ("Grass Volunteers" □)	Zhu Caifeng	Huludao
33	Gansu Green Camel-bell	Xu Ailong	Lanzhou
34	Community Development Center of Lanzhou University	Hu Xiaojun	Lanzhou
35	Jiangxi Agricultural University Green Resources Association	Wang Hongtao	Nanchang
36	Green Stone Environmental Action Network	Luo Xiaoyu	Nanjing
34	Community Development Center of Lanzhou University	Hu Xiaojun	Lanzhou
35	Jiangxi Agricultural University Green Resources Association	Wang Hongtao	Nanchang
36	Green Stone Environmental Action Network	Luo Xiaoyu	Nanjing
37	Nanjing Zijin Mount Environmental Protection Group	Wan Xianyong	Nanjing
38	Ningxia Centre for the Environment and Poverty Alleviation	Long Zhipu	Yinchuan
39	Wildlife Conservation Society Shanghai Office	Zhou Xiang	Shanghai
40	Shanghai Green Oasis Ecological Conservation and Communication Center	Kang Hongli	Shanghai
41	Voice of Green (Shijiazhuang, Hebei)	Zhang Zhongmin	Shijiazhuang
42	Voice of Green (Shijiazhuang, Hebei)	Zhang Fanyi	Shijiazhuang
43	Green Eyes China	Bai Hongbao	Wenzhou
44	Environmental Art Education Base of Shaanxi Cygnet Ensemble	Lv Ruilin	Xi'an
45	Shaanxi West Development Foundation	Zhao Chen	Xi'an
46	Green Han River	Yun Jianli	Xiangfan

#### Participants from the media

No.	Organization	Name	Region
1	Beijing Radio Station	Su Jingping	Beijing

2	Blog-China	Gu Chuan	Beijing
3	Asahi Shimbun	□□□□	Beijing
4	Science Times	Wang Hui	Beijing
5	Green Island	Zhang Kejia	Beijing
6	Green China	Zhou Yu	Beijing
7	Green China	Wang Shanzi	Beijing
8	Green China	Ji Xiaomin	Beijing
9	South China Morning Post	Shi Jiangtao	Beijing
10	Times Weekly	Zhai Shuzhen	Beijing
11	NetEase	Liu Renfeng	Beijing
12	China Development Brief	Ning Rui	Beijing
13	China Environmental News	Yang Mingsen	Beijing
14	China Green Pictorial	Wu Wenkang	Beijing
15	China Green Pictorial	He Jianyong	Beijing
16	China Dialogue	Li Gen	Beijing
17	Freelance journalist	Fu Muyou	Beijing
18	Green Home, Hebei Provincial Television Station	Liuning	Shijiazhuang
19	Southern People Weekly	Zeng Fanxu	Beijing
20	Hua Xi Entertainment Weekly	Su Guili (Su Su)	Chengdu
21	Xiangfan Daily	Wang Yuting	Xiangfan