

“以鹤为媒 讲好中国故事”新闻专题

国际传播效果情况



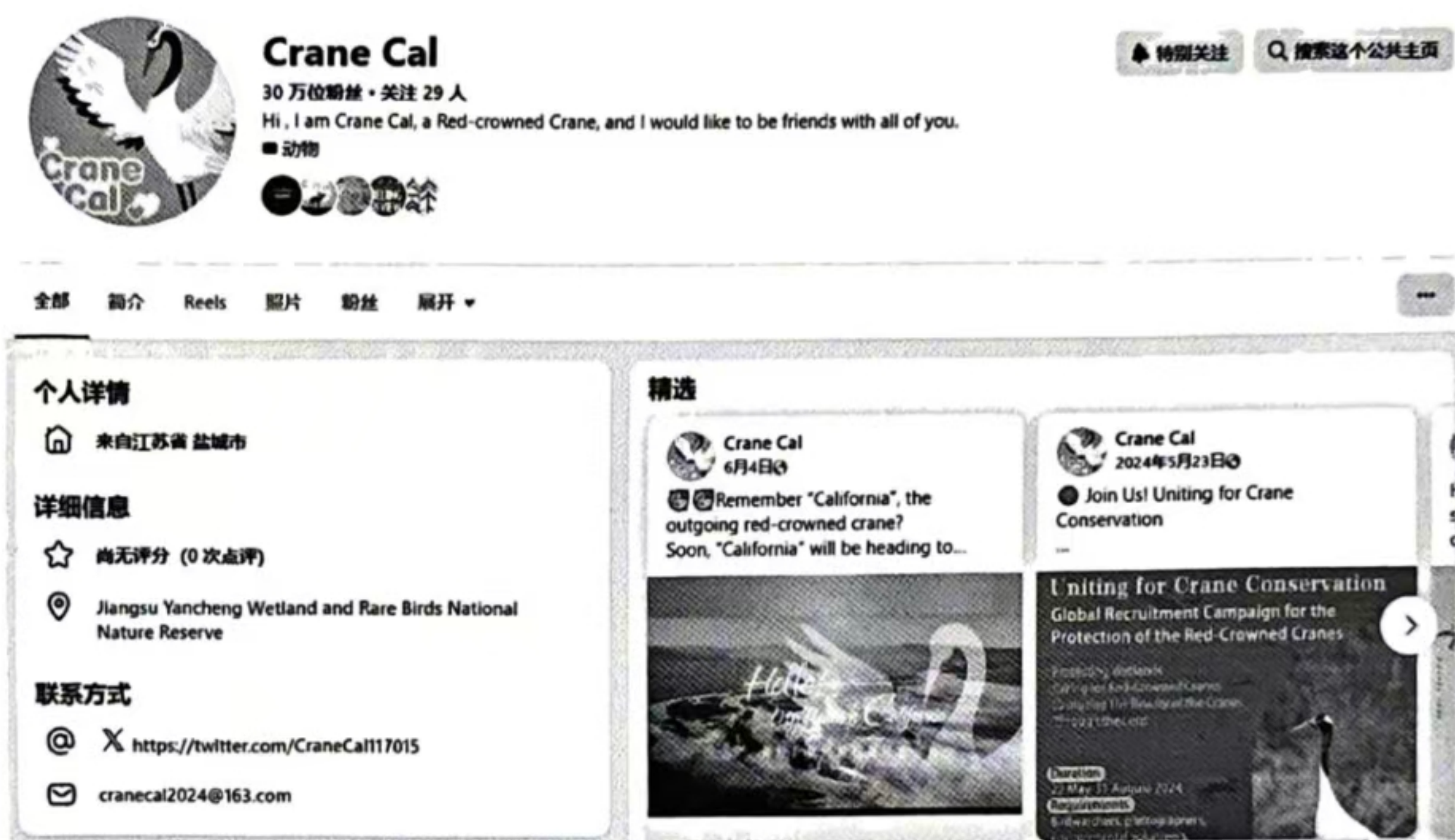
1. 【产品名】Crane Cal 脸谱账号

【效果】30 万粉丝

【链接】

<https://www.facebook.com/share/18bd7ARfz1/?mibextid=LQQJ4d>

【截图】



2. 【产品名】“鹤宝观察日记”系列直播

【效果】16 场直播总观看量超 40 万

【部分链接】

<https://www.facebook.com/61556844443393/videos/3591454184444147>

<https://www.facebook.com/61556844443393/videos/1083335216782456>

<https://www.facebook.com/61556844443393/videos/846181430804417>

【截图】



Crane Cal 进行了直播。



2月27日 · 🌐

Hey! A group of buddies is live streaming, and I, the red-crowned crane Cal, along with my red-crowned crane friends, are meeting everyone online!! H... 展开



👍❤️ 809 人

41 条评论 11 次分享 18.8 万次播放



Crane Cal 进行了直播。



10月10日 · 🌐

Welcome to our live stream! Join Crane Cal on this journey as we observe the daily lives of Red-crowned Cranes close up and document their growth and development process.

Since 1986, the Jiangsu Yancheng Wetland Rare Birds National Nature Reserve has successfully bred over 200 red-crowned cranes in captivity.

#birdcams #live #birdfeeder #birds #wildlife #nature #nowplaying #Jiangsu #Yancheng



👍❤️ 132人

27条评论 3次分享 5.9万次播放

3. 【产品名】视频《十步画出丹顶鹤》

【效果】浏览量 16.5 万，转评赞 429

【链接】

<https://www.facebook.com/61556844443393/videos/7470824696370953/>

【截图】

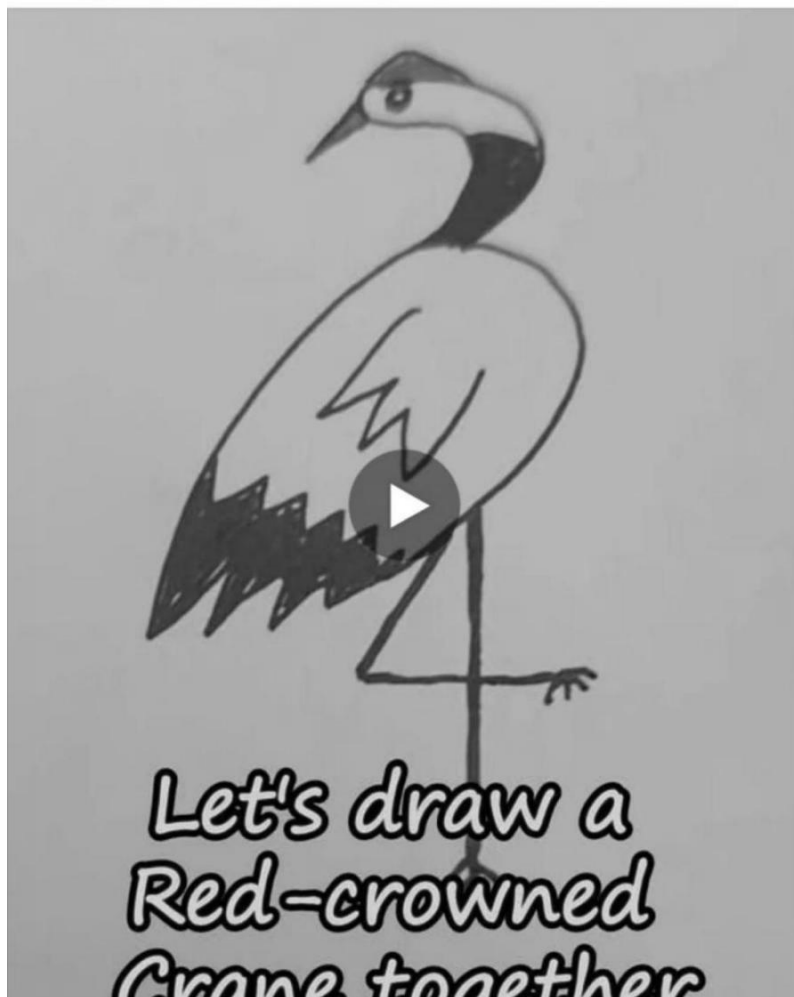


Crane Cal

2024年5月7日 · 🌐



Today we're going to draw a Red-crowned Crane! 🖋️
With just a few simple strokes, you can draw an elegant me! 😊 ... 展开



👍 418

2条评论 10次分享 16.5万次播放

4. 【产品名】“功夫鹤”系列动态视频海报

【效果】浏览量 21.5 万，转评赞 177

【链接】

<https://www.facebook.com/61556844443393/videos/764894645833966/>

<https://www.facebook.com/61556844443393/videos/798756689020488/>

<https://www.facebook.com/61556844443393/videos/7626067084113876/>

<https://www.facebook.com/61556844443393/videos/8022291434458125/>

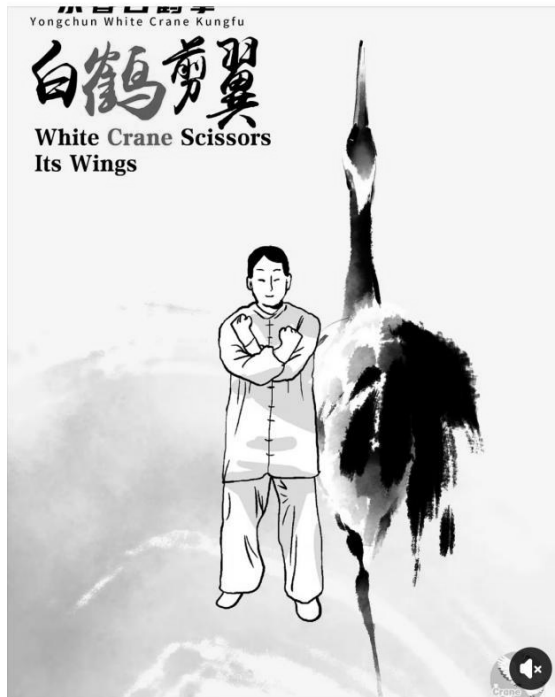
【截图】



Crane Cal
5月24日 · 🌐

#KungFuCrane

Yongchun White Crane Kungfu combines Fujian Province's kung fu with the grace of white cra... 展开



👍 你和其他 4 位用户

3 条评论 4.3 万次播放



Crane Cal
5月23日 · 🌐

#KungFuCrane

The Wudang Wuxing Qigong also includes movements based on 5 animals. The crane sta... 展开



👍 你和其他 13 位用户

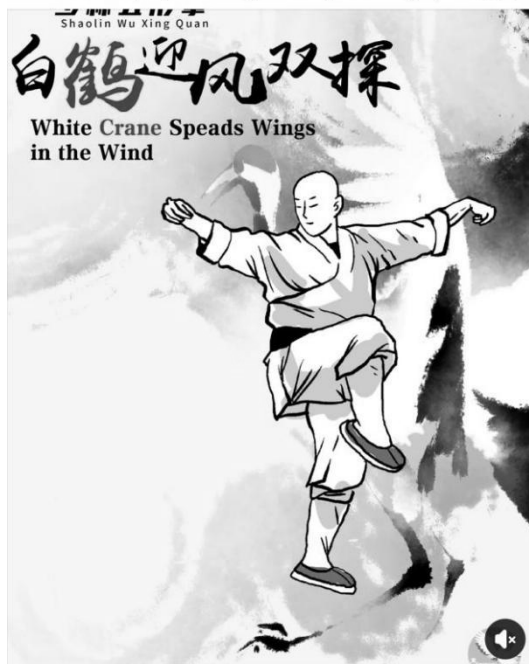
3 条评论 3.7 万次播放



Crane Cal
5月22日 · 🌐

#KungFuCrane

🐅🐆🐇🐉🐊 Wu Xing Quan roots from Henan Shaolin Temple, blending techniques of tiger, d... 展开



👍 140

3 次分享 8.4 万次播放



Crane Cal
5月21日 · 🌐

#KungFuCrane

📖 In Chinese history, the crane is a symbol of longevity and loyalty. It can stand on one leg in... 展开



👍👍 Crane Cal 和其他 18 位用户 1 条评论 5 万次播放

5. 【产品名】“一路同行 一起守鹤”丹顶鹤守护者全球招募

【效果】总浏览量超 10 万，转评赞超 100

【链接】

招募帖：

<https://www.facebook.com/share/p/1EANpkg5AU/>

丹顶鹤守护者刘文举：

<https://www.facebook.com/photo.php?fbid=122144057660228148&set=pb.61556844443393.-2207520000&type=3>

国际鹤类基金会鸟类专家苏立英：

<https://www.facebook.com/photo.php?fbid=122150600306228148&set=pb.61556844443393.-2207520000&type=3>

巴基斯坦鸟类守护者埃赫萨努拉·瓦齐尔：

<https://www.facebook.com/photo.php?fbid=122167687652228148&set=pb.61556844443393.-2207520000&type=3>

【截图】

Join Us !
Uniting for Crane Conservation
Global Recruitment Campaign for the Protection of the Red-Crowned Cranes

Protecting Wetlands
Caring for Red-Crowned Cranes
Capturing the Beauty of the Cranes
Through the Lens

Duration
22 May-31 August 2024

Requirements
Birdwatchers, photographers,
environmental volunteers,
and friends passionate about
wildlife conservation worldwide

Host
Modern Express, Jiangsu Yancheng Wetland Rare
Birds National Nature Reserve, Crane Cal

Scan to register

"For the crane, it doesn't know where
a protected area is and where it isn't."

Only if the public is aware of the need for
protection can we ensure that they
are not harmed wherever they go."

Crane Lover
Su Liying
the ICF's Bird Expert



6. 【产品名】“加加舞挑战”系列视频

【效果】总浏览量超 50 万

【部分链接】

<https://www.facebook.com/61556844443393/videos/1050361453437941/?rdid=IGAognJzhpD0yRkB#>

<https://www.facebook.com/ModernExpressEN/videos/930064032321411>

<https://www.facebook.com/share/v/18vQtZ8NgT/>

<https://www.facebook.com/share/v/1BgR9z3FeB/>

<https://www.facebook.com/share/p/1BaNqMwPVu/>

<https://www.facebook.com/share/v/15kDQpKVGL/>

【截图】



Red-crowned crane Crane Cal invites you to join the dance challenge! Use the hashtag #CranejoyChallenge and Modern Express 现代快报 Discover Yancheng on X/F... 展开



29 位用户

1 条评论 3 次分享 7.1 万次播放



Hey friends, let's join the dance challenge together! Use the hashtag #CranejoyChallenge and Modern Express 现代快报 Discover Yancheng on X/Facebook/Instagra... 展开



Doris Zd 位好友 + 279 2 条评论 7 次分享 22.2 万次播放



Yancheng Museum joins the #CranejoyChallenge! Let's dance for nature together! #DanceForNature #RedCrownedCrane #calandfriends



Bear Chris + 239 位用户 4 条评论 5 次分享 9.7 万次播放



Brazilian journalist Filipe Porto joins the #CranejoyChallenge! Let's dance for nature together... 展开



Bear Chris + 228 位用户

8 次分享 9 万次播放



7. 【产品名】“丹顶鹤老友记”系列海报

【效果】总浏览量超 4.8 万，转评赞超 5557

【链接】

<https://www.facebook.com/share/p/12EDN9L6B86/?mibextid=WC7FNe>

<https://www.facebook.com/share/p/19x37xYEqE/?mibextid=WC7FNe>

<https://www.facebook.com/share/p/1DP86kLukw/?mibextid=WC7FNe>

<https://www.facebook.com/share/p/17xmfu5jtW/?mibextid=WC7FNe>

<https://www.facebook.com/share/p/1YagsDWKcH/?mibextid=WC7FNe>

<https://www.facebook.com/share/p/18W1wS2bEz/?mibextid=WC7FNe>

【截图】



8. 【产品名】视频《以鹤为媒：江苏与加利福尼亚的生态故事》

【效果】浏览量 17.8 万，转评赞 219

【链接】<https://www.facebook.com/share/v/15kF7cbz9p/>

【截图】



9. 其他国际传播效果材料

(1) 《Beijing Review》刊发专题文章《From the Wetlands To the World》，向全球深度推介“以鹤为媒”。

英文版面报道：From the Wetlands To the World

FEATURES ECOLOGY

From the Wetlands To the World

Protection of migratory birds stepped up in stopover habitats By Tao Zihui

Winter adds a sense of tranquility and vastness to the wetlands, making the red-crowned cranes stand out even more elegantly.

It is currently peak season for wintering birds. Located on the coast of the Yellow Sea, the Yangcheng Wetland Rare Birds National Nature Reserve in east China's Jiangsu Province is the country's largest coastal nature reserve and a vital habitat along the East Asian-Australasian Flyway, one of the world's nine major bird migration routes. Every year, during this period, it welcomes millions of visitors from afar.

From November to March, 400 to 600 wild red-crowned cranes choose to spend the winter here, where they frolic, forage and soar.

Crane story, her story

Wetlands are the foundation for the survival of red-crowned cranes. "Cranes, especially red-crowned cranes, have high requirements for their habitat," Su Lixing, an ornithologist from the International Crane Foundation, told *Beijing Review*. "Su has been researching cranes for over 40 years. In Su's opinion, to protect red-crowned cranes, one must first understand the importance of their habitat. "Efforts in crane conservation are focused on protecting their habitats, which will remain a challenging task in the future," she said.

Restoring the ecological environment and protecting wetland birds require the dedicated efforts of many people over many years—Su is just one of them. After graduating from a wildlife conservation program, Su began working at the Zhulong National Nature Reserve in northeast China's Heilongjiang Province, the largest breeding ground for wild red-crowned cranes in China, in the early 1980s.

In her view, this experience has provided her

with extensive field knowledge. "A part of biology and ecology is empirical science. Without sufficient observation and field experience, one's understanding of theory would be superficial, and profound thinking cannot be inspired," Su said.

Meeting many outstanding ornithologists, ecologists and conservation experts, both domestically and internationally, has been central in broadening her professional horizons.

Su conducted field surveys in multiple red-crowned crane breeding grounds for 18 years, monitoring their population dynamics and understanding their habitat status. Meanwhile, she organized volunteers at different locations along the flyway of the red-crowned crane migration to conduct synchronized surveys and conducted a walking census of Zhulong Marsh survey, which focuses on the birds, plants and hydrology annually.

"Changing the hydrological characteristics of wetlands has a substantial impact on the integrity of their ecosystems. Addressing this issue requires the joint efforts of scientists and the assistance, understanding and acceptance of people from all segments of society," Su said.

The red-crowned crane is a migratory bird that lives in different places throughout the year due to seasonal changes. To protect red-crowned cranes, China has established a network of protected areas. "When I used to take the train from one location to another, people often asked me what I did for a living. When I answered that I worked in wildlife conservation, many would be skeptical," Su recalled. In those days, people didn't have as much awareness about wildlife conservation as they do now. "Now, when people hear about my job, they all say it's great," Su added.

In Su's view, science popularization should start with the younger generations. By increasing

curiosity and encouraging and helping the public to understand nature, they will naturally grow to like and cherish it, or at least not harm it.

The power of the younger generation is also becoming evident, as more and more people are joining the effort to protect red-crowned cranes. Last summer, Zhang Xuan, a student from Nanjing University of Aeronautics and Astronautics in Jiangsu, along with 12 other students from the same university, formed a Gen Z Red-Crowned Crane Protection Group. In August 2024, they embarked on a week-long social practice activity to protect red-crowned cranes at the nature reserve in Yangcheng.

The red-crowned crane symbolizes auspiciousness, happiness, health, longevity and fidelity in love in traditional Chinese culture. But they receive less attention than giant pandas and other first-class nationally protected animals. Zhang said he hopes that the actions of their protection group will draw more people's attention to these wetland faunas.

"Young people today have better conditions than our generation. They have their own ideals and I believe they will go further than us. Those of us who are ahead should facilitate them by building platforms, promoting exchange and create opportunities," Su said.

A bridge

On October 28, 2023, Gavin Newsom, Governor of California, visited Yangcheng, and toured the rare bird nature reserve there. At that time, a red-crowned crane with the identification number YC224 captivated the delegation with its elegant posture and composed stride. Later, the crane was given the name California, and it also received a new identification number: CA, making it the only red-crowned crane in the Yangcheng reserve with dual identification numbers.

Subsequently, crane lovers opened an overseas social media account in the name of California to share snippets of the bird's life with its friends, which has garnered much attention from followers.

On November 7, the 2024 China (Shanghai) Operations Conference, organized by the U.S.-China Business Council, took place in Shanghai. During the conference, experts, scholars and member companies engaged in

depth discussions on topics including China-U.S. relations and climate cooperation. During the conference, California the crane made a delightful appearance via video link.

Staff from the Yangcheng nature reserve expressed their delight at seeing the red-crowned crane garner so much attention and affection from social media. They vowed to continue safeguarding the ecological home of the red-crowned cranes and said they eagerly anticipated new worldwide joining efforts to protect red-crowned cranes and other bird species in the future.

The visiting migratory birds at the tidal flats have bridged China and the rest of the world both online and offline. Among the nine major bird migration flyways in the world, the East Asian-Australasian Flyway is the busiest. At its core, the Yangcheng coastal wetlands serve as the wintering grounds for between 200,000 and 300,000 migratory birds annually, and the stopover for more than 3 million others, including 17 endangered species.

In an article written last year, Su wrote, "Upon closer reflection, aren't the drifting ice floes on the sea, the plants thriving in the wetlands and the cranes soaring through the sky all emissaries connecting the world?"

The cranes follow an invisible ancient route for their migrations, repeating the cycle endlessly. Their persistence is a result of millions of years of natural evolution, where they pass on this flowing from generation to generation, supporting them in perpetuating this natural cycle and connecting one end of the world to the other.

Today, thanks to over three decades of unwavering efforts by scientists from multiple countries, people know much more about these connections through banding and improved satellite and GPS monitoring for tracking cranes.

"We know that these cranes link one place to another, one group of people to another and one nation to another," Su wrote in her article. "They are not just symbols of beauty and messengers of friendship; they are also carriers of material connections across regions." 邵

Red-crowned cranes forage in Yangcheng Wetland Rare Bird National Nature Reserve in east China's Jiangsu Province on December 15, 2024.



http://www.bjreview.com http://www.bjreview.com

西班牙文版面报道：La preservación ón de la grulla de corona roja

En portada

La preservación de la grulla de corona roja

Estas aves no solo simbolizan la belleza, sino que unen diferentes lugares del mundo

Por TAO ZIHUI

En la temporada de invierno, las grullas de corona roja regresan a sus hábitats de invierno en el este de China, en la reserva natural costera más grande del país, en la bahía marítima de Yangcheng, en la ciudad de Yangcheng, en la provincia de Jiangsu, en el este de China. Estas aves, que regresan cada año a la bahía marítima de Yangcheng, en la ciudad de Yangcheng, en la provincia de Jiangsu, en el este de China, para pasar el invierno, atraen a millones de visitantes locales y extranjeros.

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La conservación de las grullas de corona roja es una tarea importante. Las grullas de corona roja, que regresan cada año a la bahía marítima de Yangcheng, en la ciudad de Yangcheng, en la provincia de Jiangsu, en el este de China, para pasar el invierno, atraen a millones de visitantes locales y extranjeros.

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(2) 2024 年 11 月 7 日晚，在美中贸易全国委员会举办的相关主题活动上，丹顶鹤“加利福尼亚”以短片的形式亮相，向在场中美政要、嘉宾介绍中国发展成就，讲述中国故事，在场嘉宾纷纷点赞这位“友好使者”。



(2) “以鹤为媒 讲好中国故事”国际传播分享交流活动现场吸引了来自十多个国家的友好人士参与分享交流，以鹤为媒传播中国文化、中国理念，构建国际传播新平台，创新国际传播新方式。



