

附件 3

国际传播参评作品推荐表

作品标题	Safeguarding plateau elf -- black-necked cranes(呵护高原精灵)			体 裁	系列报道	
作 者 (主创人员)	邢一、张昂、卢晓娜、吴瑞、贡嘎来松、贡确、白玛玉珍			编 辑	集体（齐彬、王玉平、曾鼎、贡桑拉姆、泽塔雍措、杨嫣然、曹艳培）	
原创单位	中国新闻社			发布端/账号/ 媒体名称	中国新闻社 YouTube 账号	
字数/时长	18 分 4 秒				语种	英文
刊播版面 (名称和版次)		刊播日期	2024 年 10 月 28 日 8:00 至 2024 年 10 月 28 日 8:30		刊播周期	
新媒体 作品网址	代表作 1：Explore the wintering grounds of black-necked cranes in Xizang https://www.youtube.com/watch?v=4dVraN90fxg （跟随“高原精灵”守护者 探秘西藏黑颈鹤越冬乐园） 代表作 2：A family of four generations committed to black-necked crane protection https://www.youtube.com/watch?v=c7qbKEeRtag （藏族七旬老人巡护黑颈鹤二十载 一家四代延续“守望”故事） 代表作 3：Tibetan wildlife conservationist dedicates 8 years to black-necked crane protection https://www.youtube.com/watch?v=ft3trrWZq1Y （西藏女野保员八年巡护路 守望黑颈鹤繁育宝宝）			是否为 “三好作品”		否
采作 编品	为了向国际社会讲好中国生态文明故事，讲好西藏故事，中新社策划制作新闻专题视频《呵护高原精灵》，以黑颈鹤繁殖、迁徙为故事背景，纪实跟拍西藏民众与黑颈鹤的互动，展现人与自然和谐共生的高原					

过简程介)	<p>故事。该系列产品精准定位，精选小切口切入，创新采用"生态叙事+人文观照"的双重视角，既科学记录黑颈鹤繁殖迁徙的完整生命周期，又细腻捕捉藏族民众自发保护候鸟的感人故事，艺术化诠释了“人与自然生命共同体”的深刻内涵。</p> <p>该作品以独特的生物多样性叙事，用无国界的生态语言向世界讲述了中国西藏的绿色发展故事。该作品将科普价值、人文情怀与国际表达有机融合的创作手法，有效提升其国际传播效能。</p>					
国际传播效果	<p>该系列共推出 4 期短视频产品，并特别制作了英文版，总浏览量达 3000 多万次。相关内容在 Facebook、YouTube 等海外社交平台上线，并获卢森堡 i24 新闻、马来西亚国家通讯社、韩国 OBS 京仁电视台、印度今日电视网等 19 家境外媒体下载采用。同时，被澳门广播电视台、香港 TVB、台湾梅花传媒、欧洲时报、加拿大新闻 600 电视台、美国中文电视、美国鹰龙传媒、美国星岛电视等多家境外华文媒体下载使用。同时，系列视频在国内全网播放量达 800 万，获广东电视台、央视网、中国网、凤凰网、网易、搜狐等国内百家媒体转载。</p>					
传播数据	新媒体传播 平台网址	1	https://www.youtube.com/watch?v=c7qbKEeRtag			
		2	https://www.youtube.com/watch?v=Gbe7iUxcF8g			
		3	https://www.youtube.com/watch?v=ft3trWZq1Y&t=12s			
	阅读量（浏览量、点击量）	约 3000 万次	转载量	约 150 次	互动量	约 0.2 万
初推评荐理由)	<p>西藏生态环境一直是国际社会较为关注的话题。保护黑颈鹤是有效承载并表达全人类共同情感的题材，以纪录片形式讲好生态文明建设故事的同时，传达出“人与自然和谐共生”“可持续发展”等生态文明理念，有助于在国际上塑造中国有责任、有担当的大国形象。此外，通过西藏民众保护黑颈鹤故事，让世界了解发展中的西藏，用事实反驳西方对西藏污名化报道，增强了海外观众对中国方案的认同感，有助于构建更加立体、真实、全面的中国形象。</p> <p style="text-align: right;">签名：（盖单位公章） 2025 年 月 日</p>					

联系人		张昂	邮箱	zhangang@china- news.com.cn	手机	13718361015
地址		北京市西城区百万庄南街 12 号			邮编	100037
以下仅自荐、他荐参评作品填写						
自荐作品所 获奖项目名称		在中国新闻社二〇二四年“年度报道”和年度优秀作品评选中，荣获“优秀 专题片”奖项。				
推 荐 人	姓名	王林	单位及 职称	中国新闻社高级记者	电话	13908861901
	姓名	曾福志	单位及 职称	中国新闻社高级记者	电话	13805924600
	姓名	谭宏伟	单位及 职称	中国新闻社高级记者	电话	13911095174
审核单位 意见		<p>西藏生态环境保护议题是海外舆论关注的话题。中新社发挥在涉藏报道上的长期积累，主动讲好生态文明建设的中国故事，有助于国际社会读懂中国、理解中国。该作品没有采用全景式的宏大叙事方式，而是通过西藏普通人的个体叙事方式，使中国生态故事的视听表达更加国际化，更好地被国际受众接受。作品通过多种传播方式在海外落地，被境外多家媒体采用，有利于海外更多受众真实立体地了解西藏的生态发展现状。同意推荐。</p> <p style="text-align: right;">（加盖单位公章） 2025 年 月 日</p>				

此表可从中国记协网 www.zgjx.cn 下载。

附件 4

国际传播系列作品完整目录

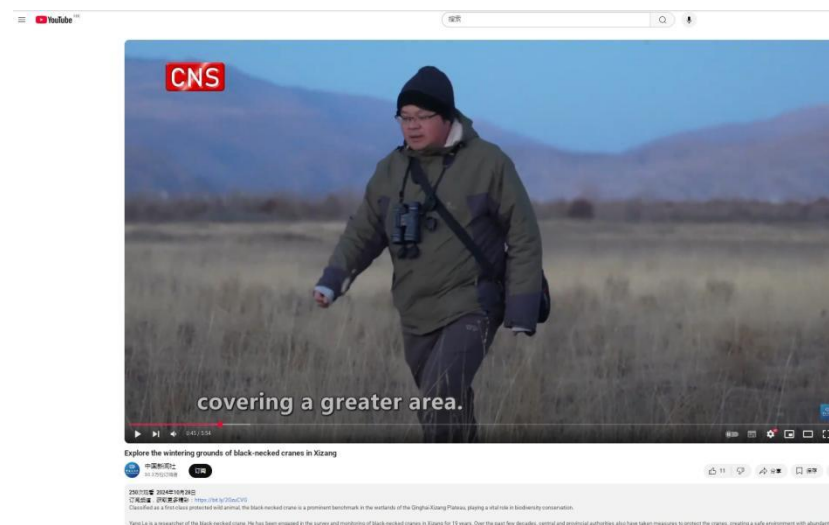
作品标题		呵护高原精灵				
序号	单篇作品标题	体裁	字数/时长	刊播日期	刊播版面	备注
1	Explore the wintering grounds of black-necked cranes in Xizang(跟随“高原精灵”守护人 探秘西藏黑颈鹤越冬乐园)	新闻专题	5 分 54 秒	2024 年 10 月 28 日	中国新闻社 YouTube 账号	代表作
2	A family of four generations committed to black-necked crane protection(藏族七旬老人巡护黑颈鹤二十载 一家四代延续“守望”故事)	新闻专题	5 分 29 秒	2024 年 10 月 28 日	中国新闻社 YouTube 账号	代表作
3	A Tibetan photographer's adventures in black-necked crane territory(跟随西藏摄影师与黑颈鹤“共舞” 探秘高原“鸟迹”)	新闻专题	6 分 04 秒	2024 年 10 月 28 日	中国新闻社 YouTube 账号	
4	Tibetan wildlife conservationist dedicates 8 years to black-necked crane protection (西藏女野保员八年巡护路 守望黑颈鹤繁育宝 宝)	新闻专题	6 分 41 秒	2024 年 10 月 28 日	中国新闻社 YouTube 账号	代表作

附：3 件代表作网址（二维码）、首屏页、英文稿及中文译稿、国际传播效果证明材料。

代表作 1

标题：Explore the wintering grounds of black-necked cranes in Xizang
（跟随“高原精灵”守护人 探秘西藏黑颈鹤越冬乐园）

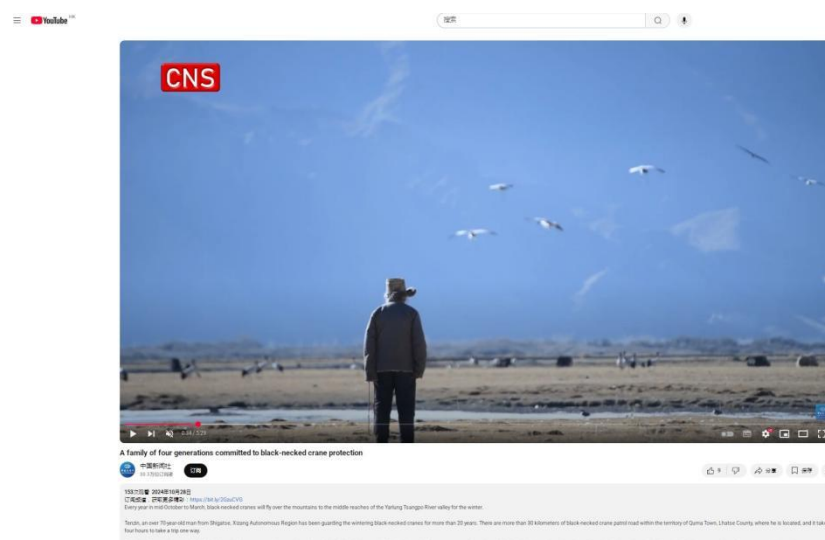
网址：<https://www.youtube.com/watch?v=4dVraN90fxg>



代表作 2

标题：A family of four generations committed to black-necked crane protection
（藏族七旬老人巡护黑颈鹤二十载 一家四代延续“守望”故事）

网址：<https://www.youtube.com/watch?v=c7qbKEeRtag>



代表作 3

标题：Tibetan wildlife conservationist dedicates 8 years to black-necked crane protection (西藏女野保员八年巡护路 守望黑颈鹤繁育宝宝)

网址：<https://www.youtube.com/watch?v=ft3trrWZq1Y>



《呵护高原精灵》3 件代表作英文稿

Safeguarding plateau elf -- black-necked cranes

01 Explore the wintering grounds of black-necked cranes in Xizang

STORY:

Classified as a first-class protected wild animal, the black-necked crane is a prominent benchmark in the wetlands of the Qinghai-Xizang Plateau, playing a vital role in biodiversity conservation.

Yang Le is a researcher of the black-necked crane. He has been engaged in the survey and monitoring of black-necked cranes in Xizang for 19 years. Over the past few decades, central and provincial authorities also have taken measures to protect the cranes, creating a safe environment with abundant food.

These efforts have yielded significant results. The black-necked crane population wintering in Xizang increased from a mere 6,900 in 2006 to more than 10,000 this year.

SUBTITLE:

Black-necked cranes are the only birds of their kind to inhabit plateau areas globally.

They are also a first-class nationally protected species.

From mid-October each year, they fly over mountains to spend the winter in Xizang Autonomous Region.

Xizang is a habitat for black-necked cranes to overwinter and breed.

White crane.

Please lend me your wings.

I won't fly far.

Only to Lithang and I will return.

Shigatse, Xizang Autonomous Region

Middle reaches of Yarlung Zangbo River

Yang Le, Deputy director of the Institute of Plateau Biology in Xizang

Yang Le has been engaged in the survey and monitoring of black-necked cranes in Xizang for 19 years.

SOUNDBITE:

Yang Le: I have to race against time. I haven't heard their calls. Their roosting site is a bit close to the residential area over there. Today we need to take a look and search around, covering a greater area.

The black-necked crane is a water bird. Usually, they choose a place with water to roost at night. I have heard their calls. They are very intelligent. The middle reaches of Yarlung Zangbo River to where they have migrated, is actually the warmest area on the entire Qinghai-Xizang Plateau.

They huddle together to keep warm, shield each other from the wind, and keep watch. Young and inexperienced cranes might fall victim to dogs, foxes, etc.

When a black-necked crane spots a predator, it sends a corresponding call. It spreads its wings, making its body appear as large as possible. Flying is a particularly energy-consuming activity, so it avoids doing so. Perhaps it thinks a couple of calls will frighten away the predator. That is the best choice for it.

As one of the top predators in the food chain, a black-necked crane is quite formidable. They feed on insects. They can catch fish and hunt rodents and hares. A couple of black-necked cranes can cooperate to tear their prey in half, with each enjoying their share happily.

We have opted to cultivate this region for agriculture, while black-necked cranes rely on the leftover grains in the fields for food, establishing a symbiotic relationship.

Besides, Tibetans don't kill livestock or fowls. They are well adapted to protected wild creatures. For the cranes, this area creates an ideal habitat.

The cranes' calls at the No. 3 roosting site are abundant; more than what I am hearing over here. I observed about 16 cranes right now. We are going to visit the No. 3 roosting site to capture additional visual data. For this survey, our route began along the No. 318 National Highway, passing through key locations such as Renbu, Nanmu Lin, Shigatse, Gyantse and Lhazi in Xizang.

Our data indicates that the westernmost boundary for the wintering of the black-necked crane is Lazi, but our survey this year found about 90 black-necked cranes wintering near Ngamring Kyemtso in Ngamring County and near Gangga Town in Tingri County. This suggests that its wintering range is expanding.

During the winter of 2006, we recorded over 6,900 black-necked cranes. By 2023, the number of the bird had exceeded 10,000, with their habitats slightly extending from the three rivers (Yarlung Zangbo River, Lhasa River, and Nianchu River) to Niyang River and Yanyi Wetland. The increase in their population indicates the area suitable for their habitat is expanding or at least stable. In this sense, the wetland ecosystem of the plateau has been well protected.

My research journey began with black-necked cranes. In January 2006, we conducted a survey of the bird in Kazi Township. I crawled on my belly to a ditch, approximately 100 meters from its core roosting area. I soon realized that the black-necked cranes were not afraid of me. Some even closed in on me, which made me a bit apprehensive. I wondered if they would come over and peck at me. There were so many of them.

At the time, we found the Hutoushan Reservoir could be an uncertain factor. So, we decided to go and take a look. We rode bicycles to get there, but had to carry them back because our tires burst. Now, the road has been repaired. It's about 10 kilometers long. (At that time) we walked until it got dark. There were no lights, so we walked unsteadily. Then we heard the cranes calling, because some cranes return to roost by the Kazi Reservoir at night. We realized that we had reached the edge of the dam. It was the black-necked cranes that had guided us home.

Please remember to remind us that when we arrive in Xetongmen County, we need to walk around the back side of the mountains.

Actually, I think long-term monitoring is more important.

Currently, we are also conducting research on the gut microbiome of black-necked cranes, conservation biology, and geological studies. We will exchange data on the adult and young cranes we have recorded with international peers. We will also engage in academic discussions regarding the effect of some natural phenomena, for example, the drastic impact of climate change. The probability of extreme weather will be high. Also, amid such drastic changes, whether the cranes can find a better habitat. I think this is a question we all need to think about. How our protection can exert a better influence. I think it also requires more scientific and technological investment, to increase remote sensing across its habitat, and similar work.

We consistently emphasize that a lot of small conservation areas are not as effective as a single large one. As a large conservation area can provide more genetic exchange and is more conducive to forming a concerted effort. The national park model represents a promising direction for the development of protected areas.

We remain committed to advancing the study of black-necked cranes, to optimize or help them better adapt to climate change, which is essentially my original aspiration.

Safeguarding plateau elf -- black-necked cranes
02 A family of four generations committed to black-necked crane
protection

STORY:

Every year in mid-October to March, black-necked cranes will fly over the mountains to the middle reaches of the Yarlung Tsangpo River valley for the winter.

Tenzin, an over 70-year-old man from Shigatse, Xizang Autonomous Region has been guarding the wintering black-necked cranes for more than 20 years. There are more than 30 kilometers of black-necked crane patrol road within the territory of Quma Town, Lhatse County, where he is located, and it takes four hours to take a trip one way.

Before the Farming Losar in 2024, Tenzin brought his great-grandson together to feed the black-necked cranes "New Year's goods". In recent years, the number of black-necked cranes has been increasing, and he hopes that his children will be able to protect them from one generation to the next.

SUBTITLE:

Black-necked cranes are the only birds of their kind to inhabit plateau areas globally.

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Xizang is a habitat for black-necked cranes to overwinter and breed.

White crane.

Please lend me your wings.

I won't fly far.

Only to Lithang and I will return.

January, 2024

Lhaze County in Shigatse City of the Xizang Autonomous Region

Tenzin, He has served as a wildlife caretaker for 20 years.

Tenzin Quying, Great-grandson of Tenzin: Are we feeding the black-necked cranes with this?

SOUNDBITE:

Tenzin : Yes, indeed. If we call the cranes over and offer them a bag of wheat, they'll bring us a basket of ginseng in return.

Tenzin Quying: Will they grow up?

Tenzin: They will.

Tenzin Quying: Then I'd like to ride on their backs.

Tenzin: I'm a caretaker of the black-necked cranes. As an elder, I have a soft spot for them. I adore them. Their calls are like music to my ears. When I hear them "chirping," it warms my heart, and I know they're on their way back.

Tenzin: The day after tomorrow will be the first day of the 2024 Shigatse Farming New Year. They'll fly here in the early morning. The food we eat on the first day of the New Year here in Shigatse, will be a treat for the cranes too.

Tenzin: When I scatter the grain, they will fly over to forage. This morning they all arrived here. The feed for the cranes is provided by the Agriculture and Rural Affairs Bureau and the Forestry and Grassland Bureau. It's wheat. We usually feed them about two bags of wheat at a time. They eat quite a lot in the fields. With the bountiful harvest, the black-necked cranes, cattle, and sheep are all well-fed.

Tenzin: When I call out "chirp, chirp," they all look at me. They are not afraid of me. When I say "chirp, chirp," they turn their heads to look at me. I feed them often, so they might recognize me.

Tenzin: I have an electric tricycle. I ride it when I go on patrol. In Quma Township, there are more than 30 kilometers of patrol route within the jurisdiction of black-necked crane conservation. The purpose of the patrol is to check on their condition, and see if they are injured. Although such occurrences are rare, it's reassuring to check.

Tenzin: There was a crane that stayed at my home to heal for over a year. Its wing was hurt. It couldn't fly due to the injury, but as it got better, it ventured into a barley field. I tracked it down there. Even a dog couldn't catch it because of its long legs and wings. It didn't fly away because of the injury.

Tenzin: As far back as I can recall, the "chirp" is the call of the black-necked cranes. With increased awareness and conservation efforts, their population has surged, especially during the two decades while I've served as a wildlife caretaker.

Kendra Village in Quma Township, Lhaze County

Tenzin's family was preparing guthuk for the New Year.

Tenzin: In the past, our house was very small, and I made a living by making Tibetan boots. When I learned that making feed buckets could be more lucrative, I switched to crafting buckets. After my income improved, I built this house. This house is very nice.

Tenzin: I'm already in my seventies.

Tenzin: When I get too old to feed them, please take over.

Tenzin Quying: OK. I will.

Tenzin: I will do this job for as long as I can. My son will take over after me. I hope his son will also engage in black-necked crane protection.

Safeguarding plateau elf -- black-necked cranes
04 Tibetan wildlife conservationist dedicates 8 years to black-necked crane protection

STORY:

In late March every year, black-necked cranes that winter along the Yarlung Zangbo River Valley migrate to Shenzha County, Nagqu City, southwest China's Xizang Autonomous Region, where they nest, hatch, and raise their babies.

Wildlife conservationist Jizong has dedicated the past eight years to protecting the black-necked cranes, equipped with a motorcycle, a telescope, a bag of food, and a record book for her patrols. Her primary duties involve monitoring and documenting the black-necked cranes and their eggs. Over the years, Jizong has been delighted to discover that the population of black-necked cranes is rising. She said that black-necked cranes are known for their loyalty, and humans should cherish and protect each other's feelings just as these birds do.

SUBTITLE:

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Only to Lithang and I will return.

Xainza County of Nagqu City, Xizang Autonomous Region

Jizong, Wildlife conservationist

SOUNDBITE:

Jizong : My name is Jizong, a wildlife conservationist from Kaxiang in Xainza County, Nagqu City. I have been working as a wildlife conservationist for eight years now.

The black-necked cranes migrate here in March each year, start to breed and hatch in May, and fly to other places in November to overwinter. They stay here for about eight months every year.

My job is to observe when the black-necked cranes fly here and to protect them during their egg-laying and incubation.

Since the wetlands are vast, and the black-necked cranes don't typically lay eggs in concentrated areas, we need to patrol a wide range of regions over an extended period.

When it rains, rising water levels endanger the eggs. We need to keep records whether the eggs have been submerged or not.

The Xainza area of Siling Co National Nature Reserve is a paradise for birds. More than 120 species of birds reside here, creating a spectacular scene. This paradise is also China's highest altitude and largest reserve for black-necked crane protection and breeding.

Most black-necked cranes lay only one or two eggs at one time. They take about 21 days to hatch. If the eggs get wet, this period will extend to about 32 days. Without knowing the exact laying date, we can determine it by the color of the eggs. Initially, the eggs are white, but as time passes, they gradually develop black spots, and eventually turn a light red.

Black-necked cranes prefer to nest in the heart of wetlands, not necessarily on flat terrain, thanks to their long legs that allow them to navigate uneven ground. The choice of nesting in the wetland center is primarily for protection. It reduces the risk of eggs being preyed upon by animals such as wild dogs and foxes. Therefore, they lay eggs in the central area of the wetland and do not need flat ground.

The biggest challenge for black-necked cranes occur while they forage far away, leaving their eggs at risk of being eaten by other wild animals.

Our patrols can range from as short as 5 kilometers to as far as 30 kilometers, with the latter requiring an entire day to complete. As a woman, I'm worried about encountering bears or wolves when I have to venture into remote, uninhabited areas. To ensure safety, we always go in pairs when heading to such areas.

I first saw black-necked cranes at the age of 18, right here in Pubu Village. I remember that two black-necked cranes were foraging. Unlike other birds, they have very long legs, which make them quite prominent. I was immediately struck by how different they were from other birds.

At the time, China was advocating for the protection of wild animals, including the black-necked crane. This inspired me to become a wildlife conservationist. It ignited a passion within me.

Tibetans regard the black-necked cranes as a sacred bird. These cranes are renowned for their fidelity in relationships. If one partner is injured, the other will come to its aid. If a creature like the black-necked crane can exhibit such deep affection, then we as humans should certainly strive to safeguard our own relationships. For me and my spouse, this is not just a theory, but a commitment we actively uphold.

As the black-necked crane population continues to grow, we don't view their presence in wetlands as an encroachment on our land. Instead, we recognize that the world is a shared home for both humans and animals. The Earth does not belong solely to humans. It is a home that we all, humans and animals alike, share equally.

《呵护高原精灵》3 件代表作中文稿

呵护高原精灵|跟随“高原精灵”守护人 探秘西藏黑颈鹤越冬乐园

发布文稿：

黑颈鹤是全球 15 种鹤类中唯一一种在高原地区繁殖和越冬的鹤类，属国家一级保护野生动物。在西藏，有一位行走的黑颈鹤“百科全书”，他是西藏高原生物研究所副所长杨乐。从黑颈鹤取暖觅食，到“夫妻”配合对付天敌……讲起黑颈鹤的生活习性，他如数家珍。自 2006 年至今，在西藏越冬的黑颈鹤种群数量从 6900 余只增长至 1 万余只。杨乐认为，黑颈鹤种群数量能够良性上升，意味着高原湿地生态系统得到有效保护。随着西藏不断加大对黑颈鹤生存环境的保护力度，这里已经成为“高原精灵”的越冬乐园。

片头：

【字幕】

黑颈鹤，

全球唯一的高原鹤，

国家一级保护动物。

每年从十月中旬起黑颈鹤翻山越岭来到西藏过冬，

西藏是黑颈鹤主要越冬和繁衍地之一。

【歌词（仓央嘉措情诗）】

洁白的仙鹤，
请把双翅借我。
不会远走高飞，
到理塘转转就回。

【地点】西藏日喀则·雅鲁藏布江中游河谷

【现场同期】杨乐（西藏自治区高原生物研究所副所长）：得抢时间。

【字幕】杨乐从事西藏黑颈鹤调查监测工作已有 19 年。

【同期】杨乐（西藏自治区高原生物研究所副所长）：没有听到鹤叫。它（的夜宿地）离那边的居民区有点近。今天我们要看一下，要找一下，可能要找范围可能会大一点。

黑颈鹤它是一个水鸟，不管怎么样，（黑颈鹤）晚上都会选择一个有水的地方来夜宿。

听到鹤叫了。

它也会很聪明，你看像现在它们能迁徙到的这个雅鲁藏布江中游的这个区域，其实是整个青藏高原面最为暖和的一个区域。

它们堆在一块可以互相取暖，互相挡风，互相警戒。狗、狐狸这种，因为它们可能对没有经验的幼鹤会（有）猎捕的这种可能。如果发现天敌的时候，它发出对应的这种鸣叫，它的那个翅膀张开，让它的身体显得非常宽大。飞对它来说是一种特别耗能的行为，它就会远离，说不定我叫两声，它们自己知难而退了，这样最好。

其实它作为食物链顶端的存在，它挺厉害的，包括它们能取食昆虫，能捕鱼，能够去主动猎捕鼠兔。然后“两口子”一配合就扯成两半，然后一人吃一半，吃得可开心了。

我们选择在这个区域发展农耕，黑颈鹤也要依赖人类的这个农田的谷物的残留，来给它提供食物。它（与人类）其实已经形成了一种伴生关系了。

然后在这种前提下，藏族同胞他不杀生，对吧？他能够把这些野生动物保护得很好，那么对它们来说，其实就是非常理想的一种生存状态了。

三号夜宿地的鹤叫声还挺多的，比我现在看到的要多。我现在看到大概是16只，我们要去三号夜宿地补一个视野。我们这次调查，我们是从雅江这条（国道）318，先到了仁布、南木林、日喀则、江孜拉孜几个重要的节点。

文献的搜集里边，我们黑颈鹤越冬的最西界就是拉孜。但是我们今年的调查发现，在这个昂仁县附近的昂仁金错、定日县的岗嘎镇附近，发现了那个区域有九十只左右的黑颈鹤，在那个区域来越冬。它的越冬区是扩张的一个状态。

2006年的冬天我们数到是6,900多只，到去年（2023年）我们记录的在“一江两河”，然后稍微延伸到尼洋河和雅尼湿地那个区域是突破了一万只。它的种群数量能够良性上升，就意味着它的适宜栖息地的面积是扩大或者是至少是稳定的。从这个意义上来说，高原的这个湿地生态系统的质量，它得到了一个很好的保护。

我的科研道路从这个物种起步的。2006年1月份的时候，那时候我们也在卡孜乡做黑颈鹤的调查。我当时是匍匐前进，爬到那个沟里边，大概只有个100米，就距它们夜宿的那个核心区。一看就是，哎，这黑颈鹤不怕我，它们还有的那些就往我这边绕过来了，变得我还有点怕它们了。我说这黑颈鹤不会过来叨我吧，这么多。

当时我们已经发现了虎头山水库，它会成为一个（黑颈鹤夜宿地的）不确定因素。所以我们就想去虎头山水库那边看一下。然后去的时候是人骑车，回来的时候车“骑”人，自行车爆胎了。现在我们看这路修好了是十公里。

（当时）走到天黑了，灯光也没有，深一脚浅一脚就在那走。然后后面就听到鹤叫了，因为卡孜水库那边晚上有回去夜宿的鹤。然后一看已经走到大堤边上了。（黑颈鹤）给我们带回到回家的这个路的这个终点。

【现场同期】杨乐（西藏自治区高原生物研究所副所长）：到时候记得提醒一下，就是我们到了谢通门县以后，还得往后山转。

【同期】杨乐（西藏自治区高原生物研究所副所长）：其实我觉得就是长时间监测，其实更为重要。现在我们也在做一些类似于（黑颈鹤）肠道微生物，保护生物学或者是地学的一些研究，也会把我们数到的成幼鹤的这个情况，跟国际的同行进行一些交流。有一些自然现象的影响，我们会进行一些学术上的沟通跟探讨。气候变化对高原的这种急剧的影响，极端天气出现的概率会高。它在这样的急剧变化中间，它们能不能找到它们的出路，我觉得这是一个我们都需要思考

的问题。那么我们的保护怎么去更好施加影响，我觉得这个还需要更多的科技的投入，它的栖息地的这种遥感，类似于这样的工作。

然后我们一直强调的一点就是，很多个小的保护地肯定比不上一个大的保护地，它能够提供更多的一个是遗传学上的交流。然后第二个，它是容易形成合力。国家公园的这种方式是保护地建设的一个方向。我们还会坚持把黑颈鹤的研究做下来，去优化或者是帮助它们更好去应对这样的一种（气候）变化，有点像是我的初心。

呵护高原精灵|藏族七旬老人巡护黑颈鹤二十载 一家四代延续“守望”故事

发布文稿：

每年十月中旬到来年三月，黑颈鹤会翻山越岭飞到雅鲁藏布江中游河谷越冬。年过七旬的日喀则老人旦增守护越冬的黑颈鹤已有 20 余年，他所在的日喀则拉孜县曲玛乡境内有 30 多公里的黑颈鹤巡护路，走一趟单程需要 4 个小时。2024 年日喀则农事新年前夕，旦增带上他的重孙一起来给黑颈鹤投喂“年货”，他说，人过年，鹤也得吃饱。近年来，黑颈鹤数量越来越多，他希望自己的孩子能够一代接着一代保护好黑颈鹤。

片头：

【字幕】

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【时间地点】2024 年 1 月 西藏日喀则市拉孜县

【现场同期】

旦增曲英 旦增重孙：这要给黑颈鹤喂食吗？

旦增（野生动物保护员 从事黑颈鹤保护 20 余年）：是的。如果我们叫鹤飞过来，给它们喂一袋小麦的话，它们会给我们带来一筐人参果。

旦增曲英：那它们会长大吗？

旦增：会长大的。

旦增曲英：那我要骑它们。

【同期】旦增（野生动物保护员 从事黑颈鹤保护 20 余年）：我是黑颈鹤保护员。我也是老人，会心疼它们，喜欢它们，听到它们的声音感觉很亲切特别好听。听到“啁啁”，心想它们要飞回来了。

后天（2024 年日喀则农事新年）大年初一，早上它会飞到这里来。大年初一吃的那些（食物），在西藏（日喀则）人们过年时，它们到这里来也会有同样的待遇。

我去撒了粮食它们就会飞过来（觅食），今天早上它们已经都飞到这里来了。喂给鹤的饲料是农业农村局和林草局提供的，是小麦。一次大概要喂两袋小麦，它们（在田地里）吃的食物挺多的。农民丰收了，黑颈鹤、牛、羊也吃得好。

我喊“啁啁”它们都会看向我，它们也不怕我，喊“啁啁”它们回过头来看我。我经常喂，它们可能认识我吧。

我有辆电动车，去巡护的时候就骑这个电动车。曲玛乡境内有 30 多公里（黑颈鹤巡护）路程。去巡护的目的是看看它们有没有什么情况，有没有受伤。虽然发生这种情况比较少，但看完会放心一些。

（之前有只鹤）在我家养伤一年多，它翅膀受伤了。因为翅膀受伤没飞起来，后来伤情慢慢好些，它跑到没有收割的青稞地里去了。后来在农田里找到的，否则找不到它，即便是狗都追不到它，因为它腿长、能飞走。因为受伤所以没能飞上去。

我从刚记事起就听到黑颈鹤的叫声，“啁”它们这样叫。现在黑颈鹤受到重视，数量也增多了，在我（从事野保员）二十多年间这期间增多了很多。

【地点】拉孜县曲玛乡坚达村

【字幕】旦增一家正在准备日喀则农事新年的古突夜。

【同期】旦增（野生动物保护员 从事黑颈鹤保护 20 余年）：以前（住的）房子特别小，对我来说，手艺就是制作藏靴，听说制作饲料桶收入高一些，我就做用来喂牛的饲料桶，收入好些了之后盖了这栋房子。这栋房子很好。

【现场同期】旦增（野生动物保护员 从事黑颈鹤保护 20 余年）：我现在已经七十多岁。以后我喂不动的时候，你要替我喂它们。

旦增曲英：嗯，好的。

【同期】旦增（野生动物保护员 从事黑颈鹤保护 20 余年）：能干多久就多久，我儿子会接手，希望我儿子的儿子也能保护黑颈鹤。

呵护高原精灵|西藏女野保员八年巡护路 守望黑颈鹤繁育宝宝

发布文稿：

每年 3 月下旬，在雅鲁藏布江河谷一带过冬的黑颈鹤陆续飞到西藏那曲市申扎县，在那里筑巢、孵化、养育下一代。野生动物保护员吉宗守护黑颈鹤已经有 8 年时间，一辆摩托车、一架望远镜、一袋干粮、一本记录册，就是她的巡护标配。吉宗的主要任务是巡护和记录黑颈鹤和鸟蛋。八年来，吉宗欣喜地发现黑颈鹤的数量越来越多，她说，黑颈鹤是藏族人心中的神鸟，也是感情忠贞的鸟，人类要像它们一样守护彼此的感情。

片头：

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【地点】西藏那曲市申扎县

【同期】吉宗（野生动物保护员）：我叫吉宗，那曲市申扎县卡乡的一名野生动物保护员。当野保员至今已经 8 年了。

黑颈鹤（每年）三月份来这儿，五月份开始繁殖孵化，11 月份飞走过冬，在这儿待八个月左右。

（观察）黑颈鹤什么时间飞到这里，守护在这里的产卵孵化期。对于湿地来说，因为湿地面积很大，黑颈鹤也不会在同一个地方集中产卵，我们需要巡护的湿地范围很广，用时也很长。如果下雨的话，水面会上涨，那时候产下的卵有被淹没的危险。有没有被水淹没，（我们）要进行登记。

【字幕】

色林错国家级自然保护区申扎片区是鸟的乐园。聚居的鸟类有 120 多种，景象异常壮观。这里还是中国海拔最高、面积最大的黑颈鹤保护区和繁殖地。

【同期】吉宗（野生动物保护员）：大多黑颈鹤只下一两个蛋，这个蛋从第一天算到破壳大概要 21 天。如果淋湿的话（到破壳）大概需要 32 天。如果我们不知道下蛋时间就要看颜色（来判断），卵如果是白色，随着变大（卵壳上）逐渐布满黑色斑点，后面逐渐变成像浅红色那样的颜色。

黑颈鹤产卵主要会选择湿地中心区域，也不需要特别平坦的地方，因为它的腿脚很长，所以不需要平地。黑颈鹤选择湿地中心区域产卵的原因，主要是为了保护产下的卵，防止被野狗、狐狸等动物吃掉。所以在湿地中心区域产卵且不需要平地。黑颈鹤产完卵到完成孵化过程中最大的困难是，黑颈鹤产卵后到（远处）觅食，这时候产下的卵就会有被其它野生动物吃掉的危险。

最远大概要巡护 30 公里，最近也要巡护约 5 公里，走 30 公里的话需要用一天的时间。对于我一个女孩子来说，去一些比较远的无人区的时候就会担心遇到狗熊、野狼。如果要去无人区巡护，我们一起去巡护。

大概 18 岁的时候我第一次见到过黑颈鹤，是在我们普布村看到的，当时两只黑颈鹤正在觅食。黑颈鹤跟其它鸟类不一样，它的腿脚很长（站着）很突出显眼，当时就觉得黑颈鹤与其它鸟类与众不同。那时候国家也在要求保护野生动物黑颈鹤，也在鼓励（保护黑颈鹤）。当时受到很大鼓舞，希望自己也能成为一名野保员，在我内心深处很受鼓舞。

我们藏族人把黑颈鹤视为神鸟，黑颈鹤对感情很忠诚，比如自己的伴侣受伤了另一伴会帮助它。连作为动物的黑颈鹤都有这么深的感情，我们作为人类更应该守护好彼此的感情。对于我们夫妻来说，不仅这么想过，也在这样做。

现在黑颈鹤数量逐渐在增加，当它们栖息在湿地进行觅食时，我们不觉得黑颈鹤在抢占我们的家园，因为整个世界都是人类和动物共同的家园，地球不只是属于人类，是我们（人和动物）平等拥有的家园。

国际传播效果证明材料

《呵护高原精灵》于 2024 年 3 月上线，实现热度与口碑双丰收，全网相关话题累计阅读量达 3000 万次，唤醒了社会对黑颈鹤现状的认知。获广东电视台、央视网、中国网、凤凰网、网易、搜狐等国内百家媒体转载，在微博、视频号、B 站等新媒体端播放量达 300 万。

国际传播方面，通过海内外多个渠道进行广泛传播。通过中新社海外社交媒体账号发布系列视频，扩大海外传播效果。同时，作品被澳门广播电视台、香港 TVB、台湾梅花传媒、欧洲时报、加拿大新闻 600 电视台、美国中文电视、美国鹰龙传媒、美国星岛电视等多家境外华文媒体下载使用。系列视频特别制作英文版，《呵护高原精灵》特别制作英文版，向海外主流媒体推广，扩大播放效果，展示中国在生态文明建设方面作出的贡献。视频获卢森堡 i24 新闻、马来西亚国家通讯社、韩国 OBS 京仁电视台、印度今日电视网等 19 家境外媒体下载采用。“第一次了解黑颈鹤，它们对于爱情忠贞的鸟。”“大家一起保护国家濒危稀有动物”“给保护黑颈鹤巡护员点赞”“建设人类与动物的共同家园”，海内外网友纷纷点赞。

国际播放情况部分截图：

1.Explore the wintering grounds of black-necked cranes in Xizang

加拿大 600 新闻台



2.A family of four generations committed to black-necked crane protection

加拿大 600 新闻台



3.A Tibetan photographer's adventures in black-necked crane territory

加拿大 600 新闻台



4. Tibetan wildlife conservationist dedicates 8 years to black-necked crane protection

加拿大 600 新闻台

