

International Community Radio Taipei

2020 Work Report

2020 proved to be a challenging year for the radio industry. Early in the year the signs of a new public health hazard in Mainland China began to appear. And by the time Chinese New Year arrived, it was clear this illness was spreading to other locations around the world.

ICRT quickly took steps to inform our audience of this illness, and protect our staff and our operations. More importantly, in addition to official updates from the Taiwan Epidemic Control Center, ICRT also immediately translated this information into English for our international audience. At the same time, we ran daily updates provided by the BBC on the global impact of COVID-19.

Once it was clear that this was a pandemic, ICRT developed plans for continued-operations in the case of a full or partial lockdown in Taiwan. Measures were put in place to allow staff to work from home, and for DJs and News Anchors to record and submit their shows and newscasts into our on-air computer system remotely, and schedule them to run in near real-time. In other words, we'd be able to do "live" shows remotely, while maintaining our regular schedule in updating our audience in realtime on the pandemic, and the other important news and information they need.

Although Taiwan has effectively controlled the pandemic, we still continued our COVID-19 alerts and heightened coverage throughout the year, and periodically checking the health of our remote operations system and plans.

At the same time, we revamped our web site and programming to provide greater focus on the COVID-19 pandemic. On our web, we posted updated information on what the public should do to protect themselves, and the recent developments in the pandemic in Taiwan. For programing, we started doing interviews via teleconferencing, and developed new programing and news segments to address the pandemic and the "new normal".

New shows included ICRT Reaching Out and Better Taiwan. With ICRT Reaching Out, ICRT DJs talked to people here and around the world, and examined how they were coping with the pandemic, what life is like under lockdown, quarantine, and even the experiences of a Taiwan resident who became ill from COVID, and life after the illness. Meanwhile, Better Taiwan focused on the people who were helping Taiwan fight the pandemic and build a better post-pandemic economy, including Taiwan's largest face mask manufacturer, and Minister Without Portfolio Audrey Tang, who discussed how technology is helping to counter the outbreak and bring services to the public.

Meanwhile, continuing to help promote Taiwan's diplomatic friends and allies, starting from October we kicked-off a new series of programs called Pan American Journey. The first element is a weekly segment on Friday mornings where our DJ introduces music, culture and events related to Latin America and the Caribbean region, as well as events in those communities here in Taiwan. This segment also includes regular interviews with cultural figures in the community, which are also shared as videos on Facebook and YouTube, so to ensure a broader reach.

In a related development, the Newsroom has started a monthly interview magazine called Taiwan IS Helping, also looking at these two regions, and emphasizing what Taiwan is doing to help these areas overcome the COVID-19 pandemic, as well as develop their economies and industry etc. This show is broadcast during our 7am News Hour, our highest rated news programming, and featured as a livestream video and podcast — again to broaden its audience and reach out to younger people who prefer listening and watching at their leisure on online.

International Community Radio Taipei is tasked with ambitious goals: serving Taiwan's vibrant

international community, building a cultural bridge with the local community, and creating an English-language environment for Taiwan. These are three missions the station is achieving on a daily basis, and improving.

Following the government's introduction of its ambitious project to build a more international Taiwan, Bilingual Nation 2030, ICRT has redoubled its efforts to fulfill our corresponding mission. We wholeheartedly believe that improving Taiwan's English skills will lead to a stronger economy and create a more vibrant, competitive and creative workforce. We were also honored in 2020 to work hand-in-hand with the National Development Council to promote and advance this campaign.

For example, we conducted an on-line survey to gauge how foreign residents view the English versions of government web sites, and shared this information with the NDC, to help them make necessary improvements. 2020 saw the second year of our successful on-air event, Next Cover Artist, a masked English language signing contest designed to generate interest in making English a part of the audience's everyday life. To raise the prestige of the event, this year we held the final in a professional video studio, to give the livestream video the feel of a top-rate TV production, which was well received by our audience.

Another aspect of our drive to promote English was a special program aptly named English Break. This was a series of visits to public institutions, such as financial institutions, the HSR, tax office, and even a police station to test their English skills, and share their success at enhancing their language skills with our audience, both in a lively video featuring our DJ and a foreign friend, and also in an on-air segment, where our DJ and celebrities discuss the English skills of destinations we visited.

In other words, ICRT has been an active player in promoting English in Taiwan, and helping our listeners enjoy making English a part of their everyday lives.

Meanwhile, 2020 continued to be a difficult year for the broadcast industry, with market listenership slipping, and advertising market more challenging. Fortunately, the Ministry of Culture provided COVID pandemic relief, which helped to cover some of these losses. So, despite the difficult business situation, ICRT was able to close the year in the black.

For Marketing and Sales, with the impact of COVID-19, average advertisers greatly reduced their advertising budgets. Confronting this threat posed by COVID-19, ICRT leveraged its position as Taiwan's only English broadcaster, and developed various packages and campaigns promoting English events, and also achieved recognition and support from different government agencies, and in the end, we were able to successfully execute these programs. For example, for Junior High School and Elementary School students, we produced News Lunch Box, and special program broadcast a noontime during the students' lunch hour. This program effectively enhances the students' English, as well as strengthening their appreciation for topical news and information. Meanwhile, we also held an English singing competition, Next Cover Artist, and a series of YouTube videos exploring the English competence of public servants — both of which are designed to raise the public awareness of the government's hard work and efforts at improving Taiwan's English skills. At the same time, in tandem with young people's affinity for social media, we introduced the English YouTuber competition. Through these special programs and campaigns, despite the threats of COVID-19, ICRT was able to maintain a solid sales performance.

ICRT's New Media and Social Media focus continues to grow and expand. Although ICRT has been a leader among Taiwan radio stations for online services and presence, we are committed to make this realm of even greater priority for the station. Our goal is to enhance our online presence, and make our Instagram, Facebook and YouTube more useful for our audience, especially with a greater

emphasis on learning English.

Ultimately, we want to transform ICRT from a “terrestrial radio station”, to an audio and video information and entertainment platform for Taiwan. Consistent with our mission, content will be in English, and designed to be of service to both Taiwan’s international community, and also serve our Taiwanese audience with programs to help them improve their English, entertain, and build global awareness.

For Engineering, ICRT continues to improve the quality of our broadcasts. This includes making plans to better serve our audience in the Hsinchu area. During 2020, we studied and designed a plan to installing a booster near Hsinchu City, which we hope to complete mid-year 2021. This will fill a gap in our coverage between our northern and central Taiwan transmitters, and better serve the population of one of Taiwan’s high-tech centers.

ICRT’s programming is growing more international. On the weekend, we feature locally produced programs with DJs from around the world, playing unique music. These include Latin music, French pop music, and jazz.

ICRT showcases other quality informational and music programming from around the world, including the BBC, TED Talks, Asia Pop 40, Jazz Trax, Greatest Hits of Music, Anything Goes, and the Jamie Callum Show. Listening to ICRT, on-air and online, is opening your ears and your mind to the world.

ICRT is not just a radio station or English language media, but an active member of Taiwan, especially the international community. We take a proactive role in many activities of interest to the international community, such as business groups like AmCham and ECCT, the annual Canada D’eh celebration and annual fairs and festivals at the Taipei American School, Taipei European School and Kaohsiung American School. This participation has included on-air promotions, and in many cases, an on-site presence by ICRT and its DJs.

Another area ICRT serves its listenership is our expanded participation in local non-government organizations, and government conferences, helping to communicate their activities with our listeners, and at the same time, communicating the interest and concerns of our audience with these organizations. All of this is designed to make ICRT a positive voice to improve the living environment in Taiwan, and make Taiwan an integral member of the international community.

2020 年是廣播產業艱辛的一年。年初，中國大陸開始出現公衛危機的跡象，到了農曆春節期間，疫情明顯蔓延到世界各地。

ICRT 迅速通報聽眾有關疫情的消息，也保護我們的員工和公司。更重要的是，除了轉達中央流行疫情指揮中心的官方消息，ICRT 也即時將資訊翻譯成英文給我們的國際聽眾。同時，我們也播報 BBC 每天提供有關 COVID-19 的最新消息。

當我們了解這是全球疫情，ICRT 制定持續運作的計畫，以免台灣發生全面或部分封城的情形。我們採取一些方式，讓員工可以在家上班，DJ 和新聞主播可以錄製並將他們的節目和新聞上傳到遠端電腦系統，並設定成幾乎即時播出。換句話說，我們可以遠端進行直播，同時維持原來的節目，告訴聽眾疫情的最新消息，還有重要新聞和資訊。

雖然台灣有效控制疫情，我們這一年來持續播報 COVID-19 各項警示，並定期檢查遠端操控系統和計畫的運作情況。

同時，為了更聚焦在 COVID-19 疫情，我們調整官網和節目內容。我們在官網放上最新資訊來教導大眾自我防護，還有疫情在台灣的近況。節目的部分，我們開始透過視訊進行訪談，並創作新的節目和新聞片段來因應疫情和「新常態」。

新節目有 ICRT Reaching Out 和 Better Taiwan。在 ICRT Reaching Out 這個節目裡，電台 DJ 會和本地以及世界各地的人通話，了解他們如何面對疫情、封城的生活、隔離、甚至是台灣居民染疫的經驗，和復原後的生活。Better Taiwan 關注人們如何幫助台灣抵抗疫情，以及如何復甦後疫情時代的經濟。來賓包括台灣最大的口罩製造商，還有政務委員唐鳳，其中唐鳳談論如何用科技抵抗疫情的爆發並帶給大眾服務。

同時，為了持續推廣台灣的盟邦，從去年 10 月開始我們有一系列新的節目叫 Pan American Journey。第一個部分是每周五早上固定的時段，我們的 DJ 會介紹拉丁美洲和加勒比海地區相關的音樂、文化和活動。這個時段還會有相關人物的定期訪談，訪談的影片也會上傳到臉書和 YouTube 以觸及更多人。

同樣為了推廣外交，新聞部每月進行一次訪談，主題叫 Taiwan IS Helping，也是關注拉丁美洲和加勒比海地區，強調台灣幫助這些地區抵抗疫情，以及協助當地發展經濟和產業所做的事。訪談內容在我們最受好評的 7 點晨間新聞時段播出，並作為直播影片和 podcast，以拓展年輕族群的聽眾，因為年輕人喜歡在閒暇時上網閱聽內容。

台北國際社區廣播電台有遠大的目標：為台灣蓬勃的國際社區提供服務、打造國際社區和本地人士之間文化聯繫的橋樑，並且替台灣創造英語環境。本電台每天都設法達成這三項任務，同時尋求改進之道。

為了建構更加國際化的台灣，政府投入宏遠的「2030 年雙語國家計畫」，ICRT 追隨政府的腳步，也更加致力於完成我們的使命。我們相信提升台灣的英語水平能強化經濟，並使勞動人口更具活力、競爭力與創造力。我們很榮幸能夠在 2020 年與國家發展委員會攜手合作，一同推展本項計畫。

舉例來說，我們進行線上調查，了解外國居民對於公家機關英文版網站的看法，並將資訊跟國發會分享，幫助他們做必要的修正。2020 年也是第二年舉辦「空降美聲」英語歌唱大賽，用意是要讓英文成為聽眾生活的一部份。為了提高這項活動的聲量，我們在專業攝影棚舉辦決賽，讓直播影片具有一流電視節目製作的質感，大受觀眾好評。

另外一個推廣英文的部分是特別企劃 English Break。這一系列的節目會到公家機關參訪，像是財政機構、台灣高鐵、國稅局甚至是警察局，測試他們的英語能力，並跟觀眾分享他們加強英文的方法。影片由 DJ 和外國朋友主持，在廣播中，我們的 DJ 會跟藝人討論參訪地點人員的英文能力。

換句話說，ICRT 一直是台灣推廣英文的要角，幫助我們的聽眾享受有英文陪伴的生活。

與此同時，由於聽眾與廣告市場下滑，2020 年對於廣播產業來說仍然是辛苦的一年。多虧文化部的藝文紓困，我們部分的虧損得到補償。儘管面臨困難的經營環境，ICRT 在去年還能小有利潤。

行銷跟業務的部分，2020 年受到疫情的影響，一般商品類的廣告客戶大幅縮減廣告預算。面對疫情的威脅，ICRT 善用身為唯一英文廣播電台的優勢，企劃各種不同推廣英文的活動專案，獲得政府不同單位的認同與贊助，並成功執行了這些企畫案。例如針對國中國小學生製播的 News Lunch Box 單元，特別安排於中午學生用餐時間播出，有效提升並強化孩子對英文和時事的關注度。另外也舉辦了「空降美聲」英語歌唱大賽，和推出一系列有關公家單位英語能力實測的 YouTube 影片，讓聽眾了解政府為提升國人英語能力的努力。更配合現下年輕學子使用社群媒體的習慣，推出了校園 English YouTuber 比賽。因為這些特別的專案，讓電台在疫情的威脅之下，仍能保持一定的業績表現。

ICRT 持續提升並擴展對於新媒體和社群媒體的關注力道。在網路服務方面，儘管 ICRT 長久以來都是台灣廣播電台界的龍頭，我們仍堅持加強這個領域。目標是增加網路上的可見度，並更加強調英語學習，使我們的 Instagram、臉書和 YouTube 內容對於聽眾來說更具實用性。

我們的最終目標是將 ICRT 從「地面廣播電台」，改造為台灣的影音資訊與娛樂平台。除了持續提供英文的內容，服務台灣的國際社區，也幫助台灣聽眾提升英語能力、獲得娛樂和建立國際觀。

在工程方面，ICRT 持續提升廣播的品質，包括提供新竹聽眾更好的服務。在 2020 年期間，我們研究並規劃在靠近新竹市的地方設置發射站，110 年中可望完成。這將補足北台灣和中台灣發射站之間的縫隙，並提供更好的服務給台灣高科技重鎮的居民。

ICRT 的節目正朝著國際化邁進。我們週末播出的內部自製節目，是由來自世界各地的 DJ 主持，他們會在節目中播放獨樹一格的特色音樂，包括拉丁美洲的音樂、法國流行樂和爵士樂。

ICRT 向聽眾展示來自世界各地的高品質資訊型與音樂型節目，包括 BBC、TED Talks、Asia Pop 40、Jazz Trax、Greatest Hits of Music、Anything Goes 和 Jamie Callum Show。不論是透過廣播或是線上收聽 ICRT，都能夠使聽眾敞開心耳聆聽世界。

ICRT 不僅是個廣播電台或英語媒體，更是台灣，尤其是國際社區的活躍成員。我們在許多國際社區關注的活動中扮演積極角色，例如美國商會和歐洲商會等商務團體、加拿大日慶祝活動、台北美國學校、台北歐洲學校和高雄美國學校的年度園遊會和節慶活動。我們的參與包括了廣播宣傳，ICRT 和 DJ 們許多時候還會親自到場。

ICRT 提供的另一個服務領域便是擴大參與地方政府以及非政府組織，告訴聽眾他們所辦的活動，也把聽眾關注與重視的議題轉告這些組織。以上措施主要目的皆在讓 ICRT 扮演改善台灣生活環境的正向角色，並讓台灣成為國際社區不可或缺的一員。

財團法人台北國際社區文化基金會

109年度接受補助、捐贈名單清冊

姓名或名稱	捐助金額(新台幣元)
文化部(紓困補助)	2,352,000
國家通訊傳播委員會(紓困補助)	27,000
內政部移民署	800,000
外交部	200,000
總計	3,379,000