

# International Community Radio Taipei 2022 Work Report

## 台北國際社區廣播電台 2022 年工作報告

### Overall Operations

Putting COVID in the rearview mirror.

After three years of the COVID-19 pandemic, the year 2022 finally saw life slowly returning to some degree of normalcy in Taiwan. Gradually throughout the year, Taiwan went from rather strict pandemic controls, to starting the process of “living with COVID”. Although business, especially advertising revenue, was still weak; by the end of the year there were signs of improvement.

For internal operations, increased COVID infections in the general public resulted in more staff also being isolated at home due to positive testing. But, through the lessons learned during the first two years of the pandemic, we were able to minimize any impact on operations through remote operations and work from home. Subsequently there was no need to reinstate rotating shifts, and as restrictions grew more lax, COVID’s impact on office operations declined significantly.

Meanwhile, serving Taiwan’s international community and building an English-language friendly environment continued to be our top priorities. ICRT took proactive steps to keep our audience updated in realtime about the pandemic, as well as news and information important to their lives in Taiwan, plus created new programs and outreach to build an English language environment in Taiwan.

### 總體營運

我們準備好進入後疫情時代。

在疫情中度過三年，台灣人民的生活終於在 2022 年慢慢回到正軌。台灣在這一年之中，漸漸從嚴格的防疫管制，開始過渡到「與病毒共存」的階段。即便商業活動，特別是廣告營收依然疲軟，但是我們到年底也開始見到好轉跡象。

於內部營運方面，隨著新冠肺炎感染人數上升，電台也有更多員工因為確診而必須居家隔離。但我們從疫情前兩年中學到的經驗，讓我們可以藉由遠端營運和居家上班的模式，把衝擊減到最小。因此我們無須再恢復輪班制度，且隨著防疫限制放寬，新冠肺炎對於辦公室運作的衝擊也大幅下降。

於此同時，我們的第一要務仍然是服務在台國際社群，以及建立英語友善環境。對我們的聽眾，ICRT 即時更新疫情狀況以及與生活切身相關的新聞和資訊。也推出新節目，並擴大服務範圍，在台灣建立英語環境。

## **Programming**

Never forgetting our stakeholders.

Building on our public mission, ICRT programming works to serve the international community in Taiwan, and act as a cultural bridge to the Taiwan community. This is reflected in our wide-range of programming, from pop, jazz, Latin, Caribbean, Southeast Asia, rock and other musical genres, to entertainment, information, and news carefully prepared to meet the needs of an audience which calls Taiwan home.

As we moved into 2022, COVID was still front and center in the concerns of our Taiwan audience, and ICRT continued to focus on providing updated information on the COVID pandemic both in our on-air and online programming, both in Taiwan and overseas. On our web, we posted updated information on what the public should do to protect themselves, and the recent pandemic developments in Taiwan.

As part of our commitment to promoting Taiwan's international friends, we kicked off a new series of program called Caribbean Adventure. This is a three-pronged program promoting Taiwan's diplomatic allies and friends in the Caribbean region. This includes Caribbean Cruise, a weekly program featuring music from the islands and hosted by a Caribbean native; Caribbean Breeze, a weekly segment during Friday mornings' rush hour, featuring music, news and interviews from the Caribbean; and Talking Tropics, a monthly news magazine discussing Caribbean travel and culture, as well as new immigrants from the Caribbean who are making their mark in Taiwan. This program has been well received by our audience and the diplomatic community, who appreciate having a spotlight focused on the region. As part of this program, we've featured several diplomats from the Caribbean region, as well as visiting foreign government ministers and even the Prime Minister of Saint Vincent and the Grenadines.

But, that is not all. ICRT continued its outreach to various foreign government offices, international business groups, schools and cultural groups to share their latest news and developments with our audience, and also give them a chance to talk to our nationwide audience directly.

In a related development, ICRT played an essential role in the launch of the government's new English news and information service: Taiwan+. For nearly a year, we featured their daily news update during our evening newscast at 7, and co-produced several video and podcast programs.

Meanwhile, with Taiwan reopening its borders last year, the numbers of tourists, business visitors and new members of the international community has been on the rise, and ICRT news has kept this constituency in mind. An ambitious goal of ICRT is to serve Taiwan's vibrant international and local communities with relevant English-language programming and to create an English environment in Taiwan. At same time, our first priority for News was maintaining the quality and quantity of professional news reporting gathered and written to be relevant to our audience. Next, we have worked to enhance the quality of our news staff, by recruiting radio journalists who can share their expertise with our audience through insightful and well-researched reports and interviews.

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. For example, our News Lunchbox, a daily program directed at junior high and elementary school students, provides interesting stories and lessons to help young people learn and enhance their English skills. Over the past year, we have taken steps to improve the quality of these programs, including adding more staff to provide better quality content which better meets the needs of language learners and students. ICRT Breakdown, a fun and informative podcast was added to our repertoire, which uses informative bilingual conversations to expose the audience to topical English topics and

vocabulary. We wholeheartedly believe that improving Taiwan's English skills will lead to a stronger economy and create a more vibrant, competitive and creative workforce.

In other words, ICRT has been an active player in promoting English in Taiwan, and helping our listeners integrate English into their everyday lives.

## 節目製作

將聽眾利益放在心上。

ICRT 的節目製作實踐我們的公共使命：服務在台國際社群，並做為台灣社會的文化橋樑。這項使命反映在我們廣泛多元的節目類型上：從流行、爵士、拉丁、加勒比海、東南亞、搖滾等音樂類型，到精心製作的娛樂、資訊，以及新聞，以滿足在台定居的聽眾需求。

新冠肺炎在 2022 年初依然是大眾關注的核心議題，ICRT 在廣播和線上節目中持續提供國內外的疫情最新資訊。我們也在網站上發布更新的大眾自我保護方法，以及台灣近期疫情發展。

為實踐我們宣揚台灣友邦的理念，我們也推出一系列名為「加勒比海冒險 Caribbean Adventure」的節目。它包含三個部分，替我們在加勒比海地區的友邦宣傳。每周由加勒比海當地人主持的音樂節目「航行加勒比海 Caribbean Cruise」、於每周五晨間尖峰時段播出的加勒比海地區音樂、新聞和訪問的「加勒比海微風 Caribbean Breeze」，以及討論加勒比海地區旅遊話題、文化，和在台新移民的每月節目「熱帶話題 Talking Tropics」。這系列節目普遍受到民眾和外交團隊好評，他們很感謝有媒體專注於該地區。我們也於節目中採訪許多當地外交官員和政府首長，甚至包含聖文森及格瑞那丁的首相。

不僅如此，ICRT 也持續邀請外國政府機構、國際商業團體和文教組織來到節目上分享最新進展和新聞，並且可以和全國聽眾直接對話，因為我們是全國性的電台。

其餘相關發展上，ICRT 也在政府推出的英語新聞資訊服務平台 Taiwan+ 的計畫中，扮演核心角色。去年將近一年時間，電台在晚間七點的黃金時段播放該平台的每日新聞，並且與其合作製作了好幾支影片和 podcast。

於此同時，來台遊客、商務旅客，以及國際社群成員的數目，隨著去年重新開放國境後持續增加，ICRT 十分關注此一族群，因為我們的遠大目標之一，就是為台灣本地和國際人士提供與生活相關的英語節目，並在台灣創造英語環境。另外，新聞部門的最重要工作就是製作質量兼具、符合聽眾日常生活的專業新聞報導。我們也致力招募具有專業知識，並且能跟聽眾分享獨特見解的記者，以提升新聞品質。

跟隨著政府推動使台灣更加國際化的「2030 雙語國家」政策，ICRT 也竭盡全力實踐我們的使命。例如，我們為國中小學生專門設計的每日節目「聽新聞，知天下 News Lunchbox」，內容包括有趣的新聞故事及課程，幫助孩子們學習並增進英語實力。在過去數年間，我們也想方設法以提升此類節目的品質，包含招募更多員工，提供更高品質、更貼合英語學習者與學生需求的內容。我們也開發了另一檔有趣的教育播客「ICRT Breakdown」，利用具教育性質的雙語對話，讓聽眾接觸主題式的英語以及單字。我們誠心相信提升台灣的英語實力，將能夠協助建構更強健的經濟體系，並增加勞動人口的競爭力、活力和創造力。

換言之，ICRT 持續擔任在台推廣英文的要角，幫助聽眾將英文融入日常生活。

## Online Platforms and Social Media

Embracing state-of-the-art technologies.

The technology landscape is constantly evolving, and ICRT is committed to embracing new developments, forge integration, and leverage our strengths for greater benefit.

ICRT's new media and social media focus continues to grow and expand, and we're keeping our eyes open for the next killer app and new trends. Our goal is to enhance our online presence, and make it more useful for our audience, especially with a greater emphasis on learning English.

Our ongoing goal is 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.

### 網路平台及社群媒體

擁抱尖端科技。

科技持續在進化，ICRT 也滿懷熱忱地擁抱以及整合新科技，利用自身的強項來獲得更多效益。

ICRT 不斷增加和擴展電台的新媒體和社群媒體，也關注最新的爆紅應用程式和趨勢，並對其保持開放態度。我們的目標是增加電台的網路曝光率，也讓我們成為聽眾更有利的工具，尤其注重英語學習方面。

我們的不變的目標，是將 ICRT 從「無線廣播電台」，改造為台灣的影音資訊與娛樂平台。我們的任務始終如一，將會繼續提供英文的內容，為在台的國際社群服務，也提供節目幫助台灣聽眾提升英語能力、帶來娛樂效果、並拓展國際視野。

## Sales and Marketing

2022 finally signs of growth after years under the threat of the COVID pandemic.

In the face of continuous decline in ad agency revenues, our focus was on direct clients and collaborative projects with government agencies, which was key to growth in 2022.

For marketing strategies, ICRT kept reinforcing its brand image as the only English radio station in Taiwan, as well as launching English learning activities and contents.

Meanwhile, to further grow our audience, ICRT designed a wide array of English learning programs dedicated to different platforms including Podcasts, YouTube, and Facebook, to help our listeners learn English, and emphasize our market role as the only English radio station in the country.

經過多年新冠威脅，2022 年終於迎來了成長的一年  
相較於代理商的持續下滑，加強直客數量的開發，以及著重政府部門的提案，是讓 2022 年成長的主要原因。

行銷策略上，除了強化 ICRT 全國唯一的英語廣播電台的形象之外，持續推出英文學習內容和活動。

另外，為了擴大 ICRT 的聽眾群，更針對不同的社群平台，如 PODCAST、YOUTUBE、FB 等規劃製播了多元英文學習的節目，幫助聽眾學習英文，凸顯身為全國唯一的英語廣播電台的市場定位。

## **Engineering**

Robust technical skills.

ICRT Engineering's mission is to enhance the reliability of our broadcasts, and improve the efficiency of all engineering equipment.

In emergency situations, radio is often the only media readily available to large audiences, and as the only radio station serving Taiwan's international community, we work to ensure the robustness of our equipment for uninterrupted broadcasts. With this in mind, we upgraded the quality of our coverage in the Hsinchu area, with a new booster. Hsinchu is home to Taiwan's high-tech industry, with a highly educated audience and growing international community, which both demand access to English broadcasts and learning resources. This booster will fill a gap in our coverage between our northern and central Taiwan transmitters.

Other major steps ICRT Engineering implemented to improve our broadcasts included new sensors at our remote sites to better remotely monitor the operating environment and broadcasting equipment. This allows us to troubleshoot problems early and quickly. Another aspect of efficient operations is an optimal operating environment, which includes better humidity and A/C controls. Not only does this improve equipment longevity, but also cuts energy usage, which saves money.

## **工程**

強健的技術能力。

ICRT 工程部門的使命為增強廣播的可靠與穩定，並提升電台所有工程設備的運作效率。

面臨緊急狀況時，收音機通常是唯一被大眾取得的媒體管道，而作為全台灣唯一致力服務在台國際社群的廣播電台，我們盡力確保設備的穩健，以便不受干擾地播送節目。為此，我們架設了新的訊號加強器，以增進大新竹地區的覆蓋率。新竹是台灣的高科技產業中心，聽眾教育程度高，國際社群人口數也正在成長，兩者皆有收聽英語廣播和學習資源的需求。這座訊號加強器會填補中台灣及北台灣訊號塔之間的覆蓋缺口。

ICRT 工程部門的另一項重要措施則是在電台的遠端設備上裝設監測器，以便遠端監控使用環境和廣播設備。這使得我們可以更快也更即時地排除故障。高效率運作的另一個重要面向為最佳化的使用環境，包含濕度和空調控制。這不僅可以延長設備壽命，也可以減少耗電，節省電費。

## **Community Outreach**

Serving our stakeholders.

ICRT is not just a radio station or English language media, but an active member of Taiwan society, 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, a presence by ICRT.

Our outreach is two-way. ICRT serves its listenership through our expanded participation in 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 and government officials. 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 global community.

### 社群服務拓展

服務與我們息息相關的人士。

ICRT 不僅是個廣播電台或是英語媒體，更是台灣以及國際社區的活躍成員。我們在許多國際社群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、加拿大國慶日慶祝活動，以及台北美國學校、台北歐洲學校、高雄美國學校的年度園遊會和慶典。我們的參與包含廣播宣傳，多數時候 ICRT 也會親臨現場。

我們的拓展範圍是雙向的。ICRT 藉著參與非政府組織和政府會議，服務聽眾，並且幫忙把這些會議所討論的議題和舉辦的活動，傳達給聽眾，同時傳遞聽眾關注和重視的議題給政府和非政府組織。最終目的皆是讓 ICRT 成為改善台灣居住環境的正向聲音，也使台灣成為國際社區不可或缺的一員。