

央廣 年報

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REPORT

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中央廣播電臺
Radio
Taiwan
International

_____ German
西班牙語
_____ 越語



聚焦 2019 攜手世界 聲息相通 Live Broadcast on National Day in 2019

2019年雙十國慶當天，央廣首次以15語同步口譯直播總統國慶談話，展現多語傳播的實力與宣揚臺灣的任務，亦呼應了國慶主題「攜手世界·臺灣耀飛」。

On National Day, RTI broadcast the president's speech live in 15 languages. This simultaneous interpretation demonstrated RTI's multilingual capabilities and its mission to raise Taiwan's profile. The live broadcast also coincided with the theme of the National Day, which is "Taiwan Forward."

央廣的第一次

央廣往年均於國慶當日以國、英、日3語轉播國慶大典，今年則大幅擴增以15種語言同步口譯，除了既有的14語，另增加「阿拉伯語」，讓全世界的更多朋友，一起參與中華民國國慶。

國慶當天上午9點起，攝影棚開始由新聞部以國語轉播國慶典禮，10點鐘加入轉播的是英、客、日語，10點28分蔡英文總統進場講話，法、德、俄、西、印尼、泰、越、韓、阿拉伯、閩、客、粵語轉播也隨即同步翻譯，零時差無國界地讓所有關心臺灣的朋友，都在第一時間了解總統談話的內容。

A First for RTI

In past years, RTI only broadcast National Day celebrations in Chinese, English, and Japanese. In 2019, this was extended to coverage in 15 languages—the 14 languages RTI broadcasts in plus Arabic. This allowed friends around the world to join in the Republic of China's National Day celebrations.

At 9:00 am on National Day, the News Department began broadcasting the ceremony in Mandarin. At 10:00 am, broadcasts in English, Hakka, and Japanese began. Then, when President Tsai Ing-wen delivered her National Day address at 10:28 am, simultaneous interpretation in French, German, Russian, Spanish, Indonesian, Thai, Vietnamese, Korean, Arabic, Taiwanese Hokkien, Hakka, and Cantonese was broadcast to the rest of the world. The broadcasts allowed global listeners to hear what the president was saying without delay.

結合多語優勢、輸出臺灣價值

Employing Multilingual Service to Export Taiwanese Values

除直播總統國慶談話，為服務廣大海內外聽網友，今年央廣再度透過新媒體平臺（官網、YouTube、Facebook）轉播國慶大會精彩節目、各國貴賓與僑胞出席國慶大典盛況及臺北賓館國慶酒會現場；更製作華外語專題網頁，刊登本臺所有國慶相關圖文影音報導。

In addition to broadcasting the president's National Day address live, RTI's coverage of the National Day celebrations was available on its official website, as well as on its YouTube and Facebook pages. There was also a feature page for each language service online, featuring articles, photos, and videos.



來自聽友的反饋

Feedback from Listeners

自10月1日至11日，合計發布國慶相關新聞115則，網友及聽眾熱烈迴響。法國聽眾表示這次直播很成功；拉脫維亞聽眾盛讚臺灣的民主精神；日本忠實聽眾表示，過去數十年日語節目無間斷地轉播國慶實況特別節目，近幾年更與時俱進地增加影音實況，讓聽眾享受聽覺及視覺的同步感；來自埃及的聽眾表示，相隔14年後再次聽到央廣已停播的阿拉伯語轉播，意義更顯重大。另外，印度聽友也表示直播的報導自然無壓迫感，而影片製作和聲音的搭配也非常專業。

央廣從傳統廣播到網路廣播，從聲音廣播到影音轉播，不斷在轉播方式與技術上與時俱進，致力於提供更便捷的收聽、收看方式。

RTI published 115 articles about National Day celebrations from October 1 to 11; the coverage received an enthusiastic response from web users and listeners. A French listener found the live broadcast extremely successful, while a Latvian listener praised Taiwan's democratic spirit. A loyal Japanese listener said while the Japanese service has covered National Day celebrations non-stop over the past decade or so, the live broadcast that has been introduced in recent years has offered audiences both audio and visual enjoyment. An Egyptian listener said listening to RTI's Arabic broadcast after a hiatus of 14 years carried great significance. Finally, an Indian listener said the live broadcast was smooth, natural and professional, with seamless audio and visual presentation.

RTI has shifted its focus from radio broadcasting to online videos, adopting new broadcast formats and technologies to make listening and watching more convenient.

阿拉伯語(左圖)、法語直播現場
Live coverage in Arabic (left) and French.





打破慣例！央廣首次 公開徵選總臺長


RTI's Open Recruitment of its President: A Departure from Tradition

8月1日首位公開遴選的總臺長上任，回溯央廣成立迄今的總臺長任命案，一場前所未有的變革，讓央廣步上體現媒體公共化的康莊大道。

On August 1, the first RTI president hired through an open recruitment process took office. This was an unprecedented move in RTI history, a reform that shows RTI is on the track towards becoming a more public-spirited broadcaster.



央廣為體現媒體公共化的理念，打破慣例，首次開放社會各界以自薦或推薦方式參與總臺長徵選。經過一個半月的公告（自2月1日起至3月15日止），有多位各界的優秀人士參與，最終，7位央廣董事組成的遴選小組決定聘請獨立媒體工作者張正擔任總臺長，並經7月31日舉行第2次董事會議決議通過，8月1日正式履新。

這是央廣首次以公開徵選方式聘任總臺長，而這項重大變革，是央廣第8屆第1次董事會議的重大決定。會議中訂出2項總臺長遴選資格：（一）具經營管理廣播、其它媒體或相關組織優秀專業能力且績效卓著者。（二）具國際視野與在地關懷，認同文化多元與公共價值者。 

RTI broke with tradition by introducing its ever open recruitment process for its president, upholding its conviction that state-funded media outlets are public institutions. Applications and recommendations were both welcome. Many distinguished people responded to an ad for the position, which was posted for a month and a half, from February 1 to March 15. A selection committee made up of seven members of the board of directors decided to hire independent media worker Chang Cheng as RTI president. The decision was approved at a second meeting of the board of directors on July 31, and Chang took office on August 1.

This was the first time that RTI recruited its president through an open process, a major decision made at the first meeting of the eighth board of directors. The goal was to select the most suitable person for RTI under the principles of fairness, openness, and transparency. Applicants had to meet two qualifications. First, expertise and excellent managerial experience in broadcasting at other media outlets or related organizations. Second, applicants had to have a global vision and concern for Taiwan, while upholding multiculturalism and public values. 

央廣新聞關鍵字：關注兩岸發展、增加新聞深廣度

RTI's In-depth News Reporting and Emphasis On Cross-strait Developments



央廣新聞遵循「關注兩岸發展，報導真實中國」的營運方針，從製播新聞專題、跨域新聞合作到親臨新聞現場，每一個重要新聞事件的10週年、20週年、30週年，用既深且廣的專題，回顧發生在臺灣、兩岸的重大事件並持續關注相關後續發展或影響。

RTI produced features, multimedia reports, and on-the-scene reporting on the 10th, 20th or 30th anniversaries of every major cross-strait event, with an in-depth analysis. This was in line with the guideline to “pay attention to cross-strait developments and report on the real China”. RTI revisited these events in Taiwan and China, as well as their ensuing developments and impact.

強化中國新聞報導質量

Strengthening the Quality and Quantity of News in China

為擴增閱聽眾對中國之認識，針對中國議題開闢專題與影音新聞，全年將近 50 篇中國新聞專題；新闢《這樣看中國》影音新聞，全年共製作 52 則，在 YouTube 頻道的瀏覽人數約 63 萬餘人次。另外，綜合外電與來自合作媒體片源剪輯之中國影音新聞共 53 則。

The News Department produced nearly 50 features and 52 videos targeting China last year. The newly-unveiled video news series titled “Looking at China” attracted approximately 630,000 views on YouTube. There were also 53 videos that used footage taken from foreign newswires and RTI's media partners.

擴大媒體合作

Expanding Media Cooperation

為擴大媒體合作以拓展閱聽群，並增進與國際媒體的合作交流，除持續原有媒體合作外，2019年再與地球圖輯隊、天下雜誌、科技新報等優質媒體簽署雙向內容授權合約書；此外，為因應香港反送中運動，取得了香港在地媒體如香港電臺、立場新聞與 TMHK 的新聞授權。

In 2019, the News Department signed agreements with reputable news outlets like DQ, CommonWealth Magazine, and TechNews, authorizing the sharing of content. To cover the protests in Hong Kong, RTI also obtained authorization from Hong Kong media outlets such as Radio Television Hong Kong, Stand News, and TMHK for use in its content.



香港各界爭取「反送中」運動訴求，央廣記者親至活動現場採訪報導。(詹婉如、鄭翔云攝)
RTI reporters reporting at the scene of the 2019 Hong Kong protests. (Photo by Chan Wan-ru, Cheng Hsiang-yun)



沉痛悼念「六四」英靈罹難三十周年

製作專題網頁

Production of Feature Page

適逢「六四事件」30週年，央廣特別製作專題網頁，整合相關新聞和專題討論；另外，為強化報導反送中運動訊息，增闢「香港反送中直擊」專題網頁；而全球矚目的臺灣總統與立委大選，於選前100天起開闢《聚焦2020》大選新聞專題網頁，提供海內外讀者更多更正確的臺灣大選新聞。



For the 30th anniversary of the Tiananmen Square Incident, the News Department designed a webpage featuring news and discussion about the incident. A separate page about the protests in Hong Kong was also created. 100 days before Taiwan's presidential and legislative elections, another page about the race was launched, offering audiences at home and abroad more accurate election-related stories.





深化專題製作 Feature Productions

為了增添央廣新聞的多元性及加深廣度，央廣新聞也製作許多專題，包括從「鄭南榕事件 30 週年」出發，探討臺灣言論自由發展脈絡的系列報導；臺灣成為亞洲第一個同性婚姻合法化的國家，從各面向討論同婚合法化帶來的影響；從經濟層面切入，專題探討香港反送中議題對臺灣的影響；製播莫拉克風災 10 週年、九二一大地震 20 週年專題，與聽眾和讀者一同回顧，也分享災民們走出陰霾，站起重生的感人故事；此外，央廣新聞察覺共享經濟成為熱潮後衍生的問題，特別從住宿、美食外送及交通三個面向製播專題，迭獲多項大獎肯定。

The News Department produced special features to offer a wide range of stories with an in-depth news analysis. These included features marking the 30th anniversary of the Nylon Cheng Incident, an exploration of the development of freedom of speech in Taiwan, the impact of same-sex marriage from different perspectives, the impact of the protests in Hong Kong on Taiwan, the 10th anniversary of Typhoon Morakot, and the 20th anniversary of the 921 earthquake. RTI also covered issues that have grown out of the sharing economy, such as food delivery, accommodation, and transportation. This coverage won several top awards.

共享經濟
系列報導



美食外送篇 外送員自付勞健保 上路風險誰來保障？




總統出訪隨行報導

Coverage of the President's Overseas Trips

蔡英文總統 2019 年出訪友邦兩次，分別為 3 月下旬前往南太平洋友邦帛琉、諾魯、馬紹爾等三國的「海洋民主之旅」；另一次則為 7 月中旬前往加勒比海友邦海地、聖克里多福及尼維斯、聖文森和聖露西亞等四國的「自由民主永續之旅」。央廣記者隨團採訪，共發出超過 60 則相關新聞報導，即時掌握總統在友邦的第一手資訊，並即時傳播到全球各地。RTI

President Tsai Ing-wen visited Taiwan's allies twice last year. In late March, her "Journey of Oceans of Democracy" took her to Palau, Nauru, and the Marshall Islands in the South Pacific. Tsai also visited Haiti, Saint Christopher and Nevis, Saint Vincent and the Grenadines, and Saint Lucia in the Caribbean on her "Journey of Freedom, Democracy and Sustainability" in mid-July. To gather first-hand information, RTI reporters covered both trips on the spot, writing over 60 articles that were broadcast to the world. RTI



聖文森小朋友在機場外歡迎蔡總統（歐陽夢萍攝）
Children in Saint Vincent and the Grenadines welcome President Tsai at the airport. (Photo by Ouyang Meng-ping)

海內存知己 天涯若比鄰

Meeting Listeners in Argentina

為了回應聽友的真心摯情，2019年，央廣團隊從臺灣出發途經亞洲、歐洲最後到達目的地南美洲，完成從北半球到南半球的聽友會之旅。

To thank listeners for their support, RTI visited South America, stopping Asia and Europe on the way, and travelling all the way from the Northern Hemisphere to the Southern Hemisphere.

前進阿根廷 開拓拉美外交新版圖

Visit to Argentina to Expand Ties

央廣西語廣播自 1976 年開播，聽友遍布中南美洲及西班牙等地，為回應眾多聽友的期盼，央廣自一年前即開始規劃在阿根廷舉行聽友會。兩場聽友會分別在 11 月 9 日及 11 日於布宜諾斯艾利斯及羅薩里奧舉行，央廣董事長路平、節目部副理黃佳山及西語召集人王慧媛與聽友面對面交流互

The Spanish service started broadcasting in 1976. Since then, RTI has had listeners in Central and South America, as well as in Spain. RTI began mapping out a plan to hold listeners' meets in Argentina in 2018. Two events were held on November 9 and 11 in Buenos Aires and Rosario, respectively. RTI Chairwoman Lu Ping, Programming Department Deputy Manager Carlson



動。聽眾有前任市長、醫生、律師、教授等，他們多半都是收聽央廣超過 30 年的資深聽友，最令人感動的莫過於高齡 87 歲的聽友 Eduardo Lopez Palma 也到場支持，甚至烏拉圭的聽友也盛情跨國與會。

此行不僅與聽友相見歡，並與阿根廷國家電臺（Radio Nacional Argentina）簽署合作意向書，央廣董事長路平更接受網路媒體 ABC Mundial 的專訪，短短 5 天的參訪行程，以各種形式與阿根廷當地建立合作關係，成功拓展央廣於拉美地區的影響力。

Huang, and Spanish Service Coordinator Andrea Wang met with listeners face-to-face. Most listeners have been tuning in to RTI for over 30 years, including 87-year-old Eduardo López Palma. One listener from the neighboring Uruguay also attended the event.

Besides meeting listeners, RTI also signed a letter of intent to promote cooperation with Radio Nacional Argentina. RTI Chairwoman Lu Ping was also interviewed by ABC Mundial, an Internet-based media outlet. During the five-day trip, RTI was able to build cooperative ties with Argentina in various ways, increasing RTI's influence in Latin America.



路平董事長(中)率央廣團隊拜會阿根廷國家電臺
RTI Chairwoman Lu Ping leads a delegation visiting Argentina's national radio station.



路平董事長與阿根廷聽友交流
RTI Chairwoman Lu Ping interacts with an Argentine listener.



路平接受阿根廷網路媒體ABC Mundial專訪
RTI Chairwoman Lu Ping is interviewed by Argentine online media outlet ABC Mundial.

RTI日本聽友會與泰語聽友見面會 RTI Meets Listeners in Japan and Thailand

為慶祝日語節目在臺復播 70 週年，央廣團隊出席 7 月 15 日在東京、20 日在大阪，以及 21 日在九州福岡所舉辦的聽友會，很多聽友都希望央廣持續以短波播音，並增加播音時段，引領聽友更加認識臺灣；也有很多聽友跳脫傳統收聽短波收音機方式，透過臉書跟 YouTube 收看央廣的影音新聞，並給予很高的評價。

幾位聽友不畏九州連日豪大雨，仍到場力挺，如同大阪聽友會（又名玉山會）現場展示 30 年前由央廣致贈玉山會成立 10 週年的匾額：海內存知己 天涯若比鄰。

除了出國與聽友會面，為感謝在臺泰籍聽友支持，適逢八月的臺灣父親節以及泰國母親節，央廣特別選在 8 月 11 日舉辦「2019 央廣泰語節目聽友見面會」，邀請在臺的泰籍移工及新住民聽友一同歡度父親母親節。活動中，秘密規劃了 6 位遠在泰國的子女為父母親準備的祝福短片，讓完全不知情的聽友們充滿驚喜與感動。另外，泰語主持人也全員出動與聽友交流互動，並安排各項團康遊戲拉近在臺泰籍聽友的情誼。

To celebrate RTI Japanese service's 70th anniversary of broadcasting, Japanese colleagues at RTI flew to Tokyo, Osaka, and Fukuoka in July to hold listeners' club meetings. Many listeners asked for RTI to continue shortwave transmissions and to increase broadcasting time slots in order to allow them to learn about Taiwan. Many listeners spoke highly of RTI programs which they received through Facebook and YouTube.

Several listeners from Kyushu showed up at the meeting despite heavy rain. During an event, members of the Osaka listeners' club "Gyokusankai" exhibit souvenirs that RTI gifted to the club on the occasion of its 10th anniversary 30 years ago.

RTI held an event in August for Thai listeners as Father's Day in Taiwan and Mother's Day in Thailand both fall in August. On August 11, 2019, RTI organized a Thai listeners' club meeting. The station invited Thai migrant workers and new immigrants in Taiwan to celebrate Father's and Mother's Day together. At the event, in Thailand, short films produced by six children whose parents work in Taiwan were shown. The children had made the films without telling anyone, and the films surprised and moved many listeners at the event.



新推Taiwan Insider英語影音週報

New Production: Taiwan Insider

為讓在臺外籍人士、想學習英語新聞的臺灣民眾，以及世界各地對臺灣事物感興趣的人士了解臺灣，央廣於2019年3月推出【Taiwan Insider】英語影音週報，報導當週臺灣最重要、最夯的新聞，【Taiwan Insider】製作嚴謹、主持風格生動，深受國內外閱聽眾喜愛。

RTI began producing a weekly audio-visual program called Taiwan Insider in March 2019 aimed at expats in Taiwan, those who want to learn about Taiwan, and Taiwanese people who want to learn English. The program reports on the most important news stories in Taiwan. The program goes through rigorous preparation and is hosted in a lively manner. It is loved by local and international audiences alike.

2019 央廣節目滿意度調查

2019 RTI Program Satisfaction Poll

為了解央廣受眾閱聽行為及其滿意度，本年度分別針對英語節目及華語節目進行調查。

英語

央廣既有受眾對於各項英語內容的使用滿意度分別為：「廣播節目」83%、「影音節目」82%、「文字新聞」81%，對於「網站」的使用滿意度亦達81.4%。個別節目，滿意度最高的前三名為「News」89.0%、「Taiwan Today」

RTI conducted a satisfaction survey of English and Chinese programs to understand listeners' preferences

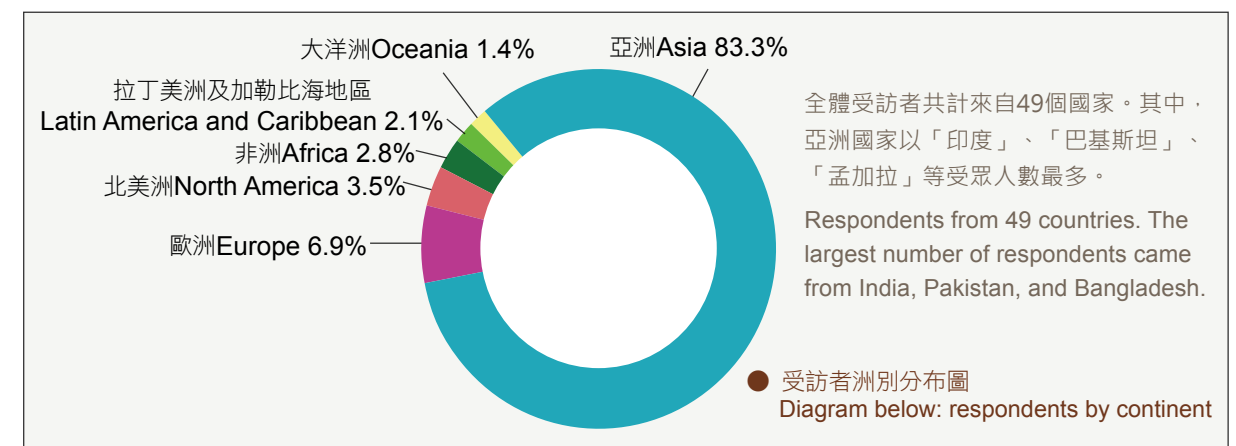
English

Survey results showed listener satisfaction with radio broadcasts at 83%, audio-visual programs at 82%, news articles at 81%, and online programs at 81.4%. For individual programs, the top three rated programs were the news at 89%, Taiwan Today at 84.9%, and Hear in Taiwan at 82.8%, which are all news-

84.9%、「Hear in Taiwan」82.8%，皆為新聞資訊類節目。受眾並提出「製作更多影片」、「增加體育、兒童、女性節目」、「延長廣播時間」、「提供24小時串流服務」等建議。

related. Suggestions from listeners included “more videos”, “more programs about sports, children, and women”, “extend broadcast hours”, and “24-hour programming”.

調查期間：6/3-6/30 · 有效樣本：460份 Survey Period: June 3 to June 30 · Number of samples: 460



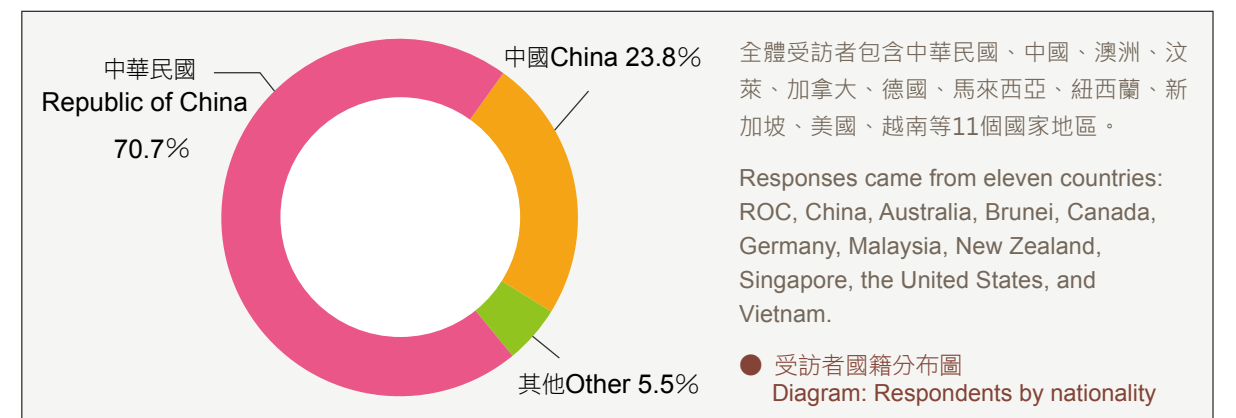
華語

央廣既有受眾對於整體內容的使用心得分別為：「有助瞭解臺灣現況與文化」93.2%、「內容符合我的需求」88.7%、「能與聽眾維持高度互動」84.5%、「比其他電臺好聽」81.9%。對「網站」的使用滿意度為78.7%。對於個別節目的評比，收聽率最高的前三名為「央廣即時通」、「音樂M.I.T」及「早安·臺灣」，受眾期能推出APP以利收聽。

Chinese

Responses included: “Helps with understanding Taiwan’s current news and culture” 93.2%, “content meets my needs” 88.7%, “high interaction with audience” 84.5%, and “preferable to other radio stations” 81.9%. However, satisfaction with our website only reached 78.7%. The three programs with the highest listenership were “RTI Instant Message”, “Music M.I.T.”, and “Good Morning Taiwan”. Listeners have suggested creating an app.

調查期間：11/15至12/15 · 有效樣本：560份 Survey period: November 15 to December 15. Number of samples: 560



汰舊換新 創新研發

Replacing Old with New: Innovative Research and Development

在節目裡聽不到工程人員的聲音，但沒有他們，遍布全世界的聽友則聽不見央廣。他們是不出聲的廣播人，為了國際傳播任務，爬得再高、工作再艱辛，都像發射鐵塔一樣屹立不搖、完成每一項任務！

We don't hear from our engineering department in our programs. But without our technicians, listeners around the world wouldn't be able to hear RTI at all. They are broadcasters, even if they aren't heard on the air. They always get the job done for the sake of RTI's international broadcasts, no matter how hard the task at hand.

1098kHz汰舊換新及幕形天線 鐵塔懸臂鍍鋅拉線更換

Replacement of the Old 1098kHz Frequency Array Tower and Wires

口湖分臺天線鐵塔使用至今已逾25年，因此規劃汰換72公尺鐵塔2座，以解決天線鐵塔因長年受季風、鹽害等影響而造成多處鏽蝕、穿孔等危及設備安全之問題，再經由分臺同仁自力完成天線阻抗匹配調整後順利完工，達成延長天線設備的使用年限及節省修護、保養成本之任務。

褒忠分臺幕形天線鐵塔因原廠90mm²鍍鋅鋼絞線受環境鹽塵害影響嚴重，容易鏽蝕斷線，褒忠分臺同仁為節省經費，採購國內生產之絞線替代，並研發自製接頭工具壓接自行汰換，順利解決異常斷線問題，不僅省下龐大維修經費，也展現央廣工程人員技術之精鍊。

The antenna tower at the Kouhu branch station has been in use for over 25 years. Plans were carried out to replace the two 72-meter-high towers, which had rusted due to years of seasonal winds and salt corrosion.

The 90mm galvanized steel wires at the antenna tower of the Baozhong branch station have been seriously damaged by corrosion. In order to save on costs, the staff at Baozhong purchased locally produced wires to resolve the constant problem of broken wires.

口湖分臺天線鐵塔更換工程
Replacing the antenna tower at the
Kouhu branch station.

第6錄音室設備更新

Replacement of Equipment in Studio 6

因應數位影音多媒體匯流應用及法語節目網路直播需求，於第6錄音室引進全新數位 IP 混音設備，可經由網路傳輸節目訊號至主控室播出，亦可做線上串流之多媒體匯流及直播應用；並將錄音室內部重新裝潢，便利節目人員錄製及直播操控作業，成為多功能錄音室。

To meet the demands of the digital era and the online streaming needs of the French service, the engineering department brought a new digital IP audio mixer into Studio 6. Online programs can now be transmitted to the main control room for broadcast. The studio is now equipped for multimedia streaming and online broadcasting, turning it into a multi-functional recording studio.



自行研發檢修發射機測試器及射頻信號產生器

Self-developed Tester for Transmitters and Oscillators

為求便利檢修發射機，口湖分臺同仁自行設計 Unit10 Power Supply 測試器，電路模擬設備實際工作情形，提供確認電源輸出是否正常，且避免因安裝上機測試造成損耗，確保維護檢修人員及機器設備的操作安全。

另外，短波發射機 Stratus TXW5126D 振盪器在國內購買屬獨家代理，價格高昂，因此央廣工程人員自行研究以國內廠商生產之波形信號產生器，加上撰寫軟體程式，以外部連接方式及架設光纖網路達成遠端連線控制，取代原有設備使用，成功控制發射頻率及頻道，節省維護成本達數百萬元並提升檢修技術水準。Rti

In order to test transmitters more conveniently, the staff at the Kouhu Branch Station designed the Unit 10 Power Supply tester. This confirms whether power output is normal and avoids damage due to installation of the tester, ensuring the safety of maintenance personnel and the safe operation of the equipment.

RTI's engineers replaced the expensive Stratus TXW5126D shortwave transmitter with a locally-produced wave signal generator. With a self-written software program and fiber-optic network, staff are able to control frequencies and cut down on maintenance costs while enhancing the quality of their examination and repair work.

Rti



柒

友善職場再進階—— 幸福溫暖大家庭

An Employee-Friendly Working Environment

勞工職業安全與性別平等，已是勞動環境改善重要的議題，為使整體環境更友善，央廣不斷提升環境與推行職場的友善環境必要措施。

Labor safety and gender equality are important issues in the improvement of working environments. RTI is always doing what it takes to get its working environment and policies where they need to be.



落實員工健康管理 朝向友善職場前進

Implementing Healthy Management, Aiming for a Friendly Work Environment

為落實營造友善職場及善盡企業社會責任營造，截至 108 年底止，央廣共完成擬定「人因性危害預防計畫」、「異常工作負荷促發疾病預防計畫」、「職場暴力預防計畫」等三大計畫，以及職場暴力預防教育訓練 2 場次（每次 1.5 小時）、高風險族群調查（完成心力量

To create a more friendly workplace and build corporate social responsibility, RTI completed three major plans before the end of 2019. These were the ergonomic hazards management program, the prevention of overwork-related illness program, and the prevention of workplace violence program. RTI held two workplace violence prevention sessions

表及評估分級）等工作。臺北市勞動局勞動檢查處對於已執行成果表示肯定，並期許持續落實，共同營造友善職場。

除妥善照顧員工在職場上的身心健康外，也特別在辦公大樓一樓改裝設置「性別友善廁所」，提供員工及外賓一個舒適、安全且友善的如廁空間。

and conducted a study on high risk groups. Taipei City's labor department approves RTI's efforts to provide a safe work environment and achieve gender equality in the workplace, and urges RTI to continue building a friendly working environment. RTI now has changed its 1st floor restroom to an "all gender restroom" for the convenience of guests and employees.

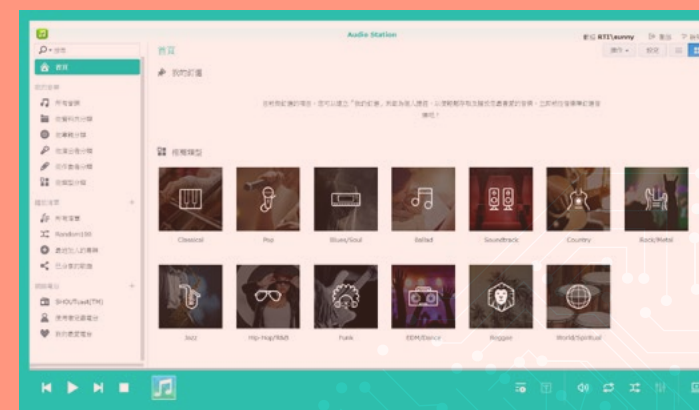


及時尋樂—雲端音樂檢索及取用

Cloud Music Search and Retrieval

央廣節目人員原使用音樂 CD 製作節目，其借還作業、使用曲目登錄及一比一錄製方式皆相當耗費人力與時間。央廣自開發雲端音樂檢索系統後，除逐步將實體專輯數位化，更於今年大力推廣線上檢索及取用，音樂透過內網拋轉機制，可直接傳輸至錄音室電腦，除能同時提供多人使用，還可依據拋轉內容自動產生音樂紀錄表，提交經濟部智慧財產局核備並據以付費給音樂著作集管團體，既省時又省力。

Borrowing music CDs and uploading songs one by one is something of the past. Since 2019, the music department has been encouraging program hosts to search for music online, which can be uploaded to computers in recording studios via intranet. This new function allows all hosts to have excess to the same music while also automatically keeping track of each host's music usage, saving hosts the time and effort of logging which songs they have used in their programs.





央廣 活在我的 耳朵和血液裡

央廣人的故事— 側寫「央廣活在我的耳朵和血液裡」

Stories of RTI retirees: “RTI Lives in My Ears and in My Heart”

張正總臺長到任接受「早安臺灣」專訪後不久提議，以影音形式訪問央廣屆齡退休的同仁，聊聊在央廣的「那些年」。經過幾次的溝通、名稱討論，專案構想就上路了，並將名稱訂為「央廣活在我的耳朵與血液裡」，作為一系列央廣退休人員影音拍攝計畫的總標題。

After agreeing to an interview on “Good Morning Taiwan”, RTI President Chang Cheng suggested that retired RTI employees do interviews to talk about their years of work at the station. The resulting program was titled “RTI Lives in my Ears and in my Heart”, and was an audio-visual series centered on retired RTI workers.



路平董事長（右二）頒贈「功在央廣」紀念獎座給工程部王善吾經理（左二）
RTI Chairwoman Lu Ping (2nd from right) awards a plaque to Engineering Department Deputy Manager Wang San-wu (2nd from left).



在訪談過程中，這些央廣人眼裡流露出來的光芒，數十年來在工作上經歷交集的人、事、物，都成為他們一輩子職場生涯最重要的回憶，透過影音記錄，也堆疊出央廣大家庭的溫情與感動。

From these interviews, viewers can see the way that the eyes of retired RTI staff members light up as they recall their time at RTI.





永續・跨界・升級 Sustainability, Cooperation, and Upgrading the National Radio Museum

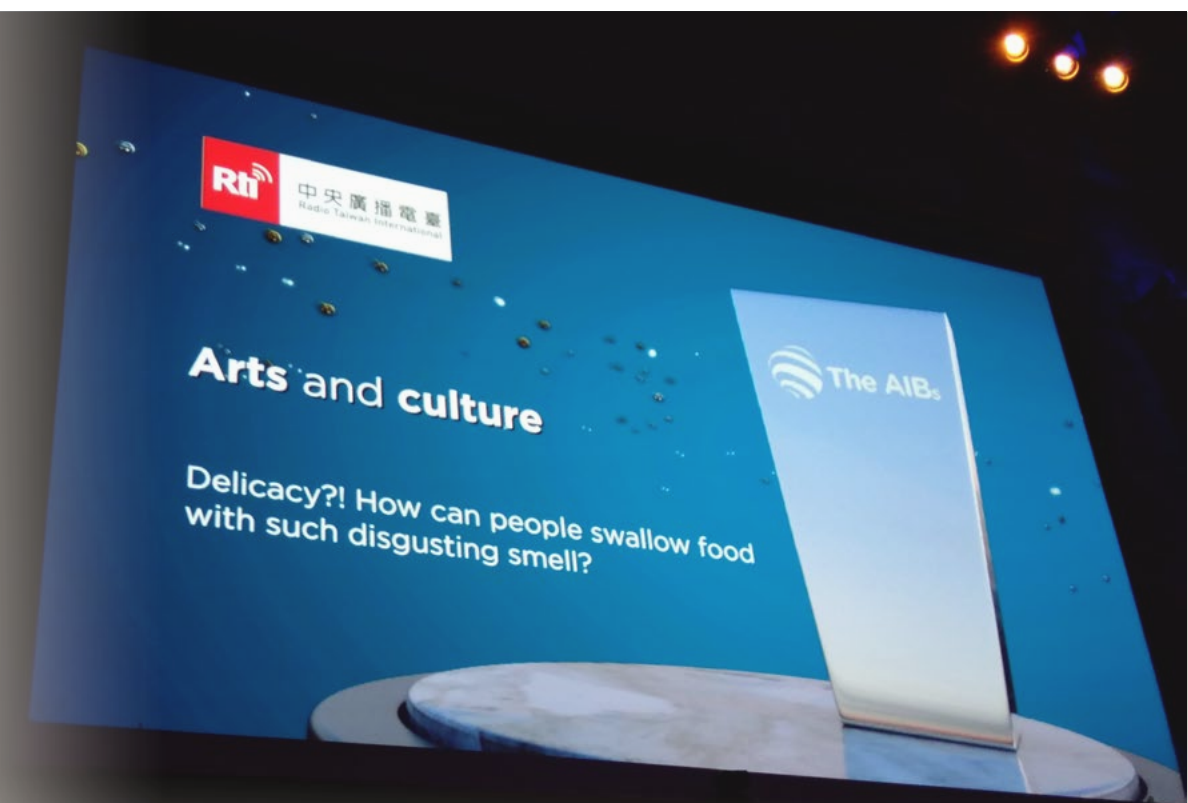
透過行動展現媒體永續的信念，央廣再度參與倫敦的AIBs盛會，呼籲媒體善盡責任；以多語及影像專業人才的優勢，承接客委會及藝教館專案；國家廣播文物館落實廣播教育推廣、友善平權及執行典藏等作業，邁開大步朝著升級博物館前進。

RTI once again took part in the 2019 AIB Awards festival to show its support for sustainability. Because of its multilingual and video production capabilities, the Hakka Affairs Council and the National Taiwan Arts Education Center entrusted RTI with producing projects for them. The National Radio Museum began promoting broadcasting education and issues such as equal rights and archiving.



央廣參加2019AIBs頒獎典禮，路平董事長(右二)頒發「年度國際頻道獎」予美國CNN新聞網團隊

RTI attended the 2019 AIBs awards ceremony. RTI Chairwoman Lu Ping (2nd from right) awarded the annual international media outlet award to CNN.



第二屆「亞太永續發展報導獎」 移師英國倫敦

The 2nd Asia-Pacific Sustainability Awards
presented in London

2018 年央廣創設首屆 AIB「亞太永續發展報導獎」，透過行動展現媒體永續的信念；2019 年第二屆「亞太永續發展報導獎」移師英國倫敦，與 AIB「科學・科技・自然」獎項合併頒發，本臺路平董事長親自出席頒獎典禮，與美國 CNN、英國 BBC、法廣 RFI、德國之聲 DW 及卡達 Al Jazeera 半島媒體集團等全球知名媒體領導人共同發聲，激盪出媒體在永續議題上的新思維，為地球打造永續的未來。

RTI hosted the first Asia-Pacific Sustainability Awards in 2018, focusing on sustainability through media. In 2019, the second Asia-Pacific Sustainability Awards was held in London along with the AIB "Science, Technology, Nature" awards. RTI Chairwoman Lu Ping attended the awards ceremony in person. At the event were representatives of CNN, the BBC, RFI, Deutsche Welle, and Al Jazeera, all developing ideas about how to build a sustainable future for the earth.

跨界合作 創造多元價值 Cooperating Across Borders to Promote Diversity

央廣團隊參與客家委員會 108 年度「講客廣播電臺節目製作及編播維運」及「客、英雙語教學廣播節目案」，秉持宏揚與推廣客家語言、文化的理念，透過節目製播、行銷宣傳、編播工程，以及遍布全球的聽眾網絡，協助講客電臺耕耘聽眾人口，拓展客家語言與文化的國際能見度，讓世界聽見客家、體會臺灣客家之美。

此外並承接國立臺灣藝術教育館「南海劇場口述歷史暨影像紀錄案」，拍攝賴聲川、金士傑、邵玉珍、王海玲、曹復永、牛川海、王友輝、馬汀尼等八位大師，為臺灣表演藝術留下珍貴影像及文字紀錄。

RTI and the Hakka Affairs Council cooperated on two programs, one in Hakka, and the other a Hakka-English bilingual radio broadcast, aimed at promoting the Hakka language and culture. Through marketing to global audiences, RTI and the council hope to promote the Hakka language and culture and get listeners around the globe to see the beauty of the Hakka culture.

RTI worked on a project for the National Taiwan Arts Education Center showcasing the lives of eight great masters of the theater using both video and print media. The eight masters were Stan Lai, Jin Shi-jye, Shao Yu-zhen, Wang Hai-ling, Tsao Fu-yung, Niu Chuan-hai, Wang You-hui, and Ma Tin-ni.



國家廣播文物館舉辦關懷兒童、樂齡及新住民等相關活動

The National Radio Museum holds activities for children, senior citizens, and immigrants to Taiwan.



邁開大步朝博物館升級前進 Upgrading the National Radio Museum

國家廣播文物館持續朝著升級博物館的方向努力，在廣播教育推廣方面，配合文化部 518 博物館日舉辦「不想長大之廣播任意門」和 1017 臺灣文化日－「新」情拉力歐暨異國風市集，並辦理「童話名作劇場兒童廣播夏令營」，皆獲得熱烈迴響。

在友善平權及藏品盤點方面，包括舉辦春、秋兩季志工培訓、文化共學及樂齡族專屬的「樂活廣播脫口秀」等活動，及展場重新規劃調整以方便行動不便的遊客於一樓輕鬆看展；另完成 1,000 多件藏品盤點及相關入庫前置作業，並建立編目規章。RTI

RTI continues work to upgrade the National Radio Museum. The museum held a special event on May 18, International Museum Day, to promote radio broadcasting. It also held an international bazaar on October 17, Taiwan Culture Day. In addition, the museum hosted a summer radio camp for children.

To promote equality for all, the museum has held volunteer training programs during the spring and autumn, and organized radio talk show activities for senior citizens. It also hosted exhibits on its first floor to allow easy access for those with disabilities. In addition, the museum has finished taking inventory of the more than 1,000 items that make up its collection. RTI



獎耀央廣

RTI's Achievements



得獎名單 List of Awards



NYFA 紐約廣播電影電視節大獎
紀實類社會議題獎 銅獎
《在臺移工 # MeToo》系列報導 / 詹婉如

New York Festivals Awards
Social Issues: Bronze
Report series: #MeToo (Migrant Workers in Taiwan)
Chan Wan-ru



消費者權益報導獎

廣播媒體類專題報導獎 特優

《特斯拉降價系列報導》 / 楊文君

The Consumer Rights Reporting Award
Category: Special broadcasting coverage
Outstanding award
"Series on Lowered Prices for TESLA Vehicles" / Yang Wen-chyun



第 45 屆曾虛白先生新聞獎

公共服務報導獎 廣播類 特優

《在臺移工 # MeToo》系列報導 / 詹婉如

The 45th Tseng Hsu-pai Journalism Award
Award for Reports on Public Service
Category: Broadcasting
Outstanding Award
Report series: "#MeToo (Migrant Workers in Taiwan)"
Chan Wan-ru

第 54 屆廣播金鐘獎

類型音樂節目獎、類型音樂節目主持人獎 /

《那些年我們一起唱的歌》 / 管仁健、黎慧芝

教育文化節目獎 / 《詩情也綿綿》 / 府城 Lalelin

生活風格節目獎 / 《全世界最亮的光》 / 流氓阿德



The 54rd Golden Bell Awards
Popular Music Radio Program Award /
Best Music Program Host / "The Songs We Sung Back in the Day" / Kuan Jen-chien, Li Hui-chih
Best Education and Cultural Program /
"Poetry and Emotions" / Lalelin
Lifestyle Program / "The Brightest Light in the World" / A-Teh "The Hooligan"



臺灣扶輪公益新聞金輪獎

一般題材類廣播媒體報導獎 特優

《水土不服或入境隨俗？共享經濟台灣準備好了嗎？》 /

陳林幸虹、謝佳興、楊文君

Taiwan Rotary Gold Award
General subject

Category: Media and broadcasting
Outstanding report award

Title: "Sharing Economy: Would It Work, and is Taiwan Ready?"
/ Chen-Lin Hsing-hong, Hsieh Chia-hsing, Yang Wen-chyun

星雲真善美傳播獎

青年潛力獎

1. 《水土不服或入境隨俗？共享經濟台灣準備好了嗎？》

、《風來了，電來了嗎？離岸風電系列報導》 /

陳林幸虹、謝佳興、楊文君

2. 《在台移工 #MeToo》、《當那一刀劃下》 / 詹婉如

Hsin Yun Outstanding Communication Award
Youth Potential Award

1. "Series on the Sharing Economy and Offshore Wind Farm" /
Chen-lin Hsing-hong, Hsieh Chia-hsing, Yang Wen-chyun

2. "#MeToo (Migrant Workers in Taiwan)",
"The First Cut" / Chan Wan-ru

文創產業新聞報導獎

廣播新聞報導類 優勝

《看見·鄧雨賢》 / 陳士廉

Award for News Broadcasting
in a creative Industry
Award in news broadcasting Win
"Seeing" by Teng Yu-hsien / Chen Shi-lien



央廣新聞與節目秉持製播優質、專業的內容，於2019年共獲得國內外22個獎項提名，抱回11座新聞及廣播大獎。

RTI's professional and high-quality programs were nominated for 22 local and international news and broadcasting awards. RTI took home eleven of them.

入圍名單 List of Nominations

NYFA 紐約廣播電影電視節廣播大獎
新聞類最佳特別報導獎 / 《當那一刀劃下》 / 詹婉如
New York Festivals Awards
Best Special Report / "The First Cut" / Chan Wan-ru

AIB 國際傳媒優異獎
廣播類藝術文化節目獎 / 《世界很大同》 / 譚志慧
AIB (Association for International Broadcasting)
Media Excellence Award
Arts and Culture / "Cultural Visa Everywhere" / Tan Chih-Yi



第 18 屆卓越新聞獎

廣播類即時新聞獎 / 《跨海直擊『反送中』》 / 黃金鳳、韓啟賢

廣播類深度報導獎 / 《在臺移工 # MeToo》 / 詹婉如

The 18th Excellent Journalism Award

Breaking News Award / "On the spot reporting on the Anti-Extradition Bill Protests" / Huang Chin-feng, Han Chi-hsien

In-depth News Report / "#MeToo (Migrant Workers in Taiwan)" / Chan Wen-ru

法國 URTI 國際廣播大獎競賽

公共服務媒體社群網路獎項 / 《打『假』特攻隊》專題報導 / 詹婉如

URTI Grand Prix

Category: Public Service Report in Social Media / "Combating Fake News" / Chan Wan-ru



第 54 屆廣播金鐘獎

類型音樂節目獎 / 《音樂 MIT》 / 譚志慧

藝術文化節目獎 / 藝術文化節目主持人獎 / 《我的綺想世界》 / 朱家綺

廣播劇獎 / 《RTI 週末劇場》 / 鄧蓉蓉

教育文化節目主持人獎 / 《詩情也綿綿》 / 府城 Lalelin

生活風格節目主持人獎 / 《全世界最亮的光》 / 流氓阿德

企畫編撰獎 / 《臺灣小百科》 / 陳惠芳、林品貝



The 54rd Golden Bell Awards

Popular Music Radio Program Award / "Music M.I.T." / Tan Chih-Yi

Arts and Culture Program / Arts and Culture Program Host /

"My Imaginary World" / Chu Chia-chi

Radio Theater Award / "RTI Weekend Theater" / Deng Jung-jung

Best Education and Cultural Program Host / "Poetry and Emotions" / Lalelin

Best Lifestyle Program Host / "The Brightest Light in the World" / A-Teh "The Hooligan"

Best Planning and Writing / "Taiwan Mini-Encyclopedia" / Chen Hui-fang, Lin Pin-pei

央廣大事紀

拾 RTI's 2019 Achievements

1月1日

央廣官網提供中國網友新的網址與動態IP網址，以簡體中文版網站提供服務

January 1

RTI launches a new official website and IP address for listeners in China.

1月1日

新版央廣11語電子報發布，且符合歐盟更嚴格的隱私權法規 GDPR

January 1

RTI launches an e-newsletter in eleven languages. The e-newsletter is in line with the EU's General Data Protection Regulation.

2月1日

新任總臺長遴聘作業公告

February 1

Procedures for the selection of new RTI president announced.

3月20日

英語影音週報「Taiwan Insider」首播

March 20

RTI launches "Taiwan Insider", a weekly news program.

3月24日

國家廣播文物館辦理「不想長大兒童節活動」

March 24

The National Radio Museum launches a campaign called "Children Who Don't Want to Grow up".



4月30日

「外語影音教學案」完成印、泰、越三語教學影片拍攝作業

April 30

Wrap up shooting for foreign language (Indonesian, Thai, Vietnamese) instructional videos.



5月12日

國家廣播文物館協辦嘉義縣政府文觀局舉辦「512野餐趣」活動

May 12

The National Radio Museum joins hands with the Chiayi Culture and Tourism Bureau to host the "512 Picnic".

5月16日

新聞部記者陳林幸虹、楊文君和謝佳興獲得2019臺灣扶輪公益新聞金輪獎一般題材廣播新聞類特優獎

May 16

RTI reporters, Chen-lin Hsing-hong, Yang Wen-chyun, and Hsieh Chia-hsing, win the Taiwan Rotary Award of Excellence in News Broadcasting.



6月21日

3控、5控、6A、12控等4間錄音間新增萬用版實景佈景棚，可以進行直播、簡易影音座談節目錄製使用

June 21

New backdrops installed in Studios 3, 5, 6A, and 12 in order to facilitate the production of live streamed videos and talk shows.

7月15-22日

央廣董事長路平、主任秘書吳瑞文，與日語召集人王淑卿前往日本東京、大阪和福岡三地辦理聽友會；並至群馬縣拜會前橋市長與前橋電臺

July 15-22

RTI Chairwoman Lu Ping, Acting President Wu Rui-wen, and Japanese Service coordinator Wang Shu-ching travel to Tokyo, Osaka, and Fukuoka, Japan to meet with local listeners. they travel to Maebashi City in Gunma Prefecture to meet with the mayor and visit the Maebashi Broadcasting Station.

1月

January

2月

February

3月

March

4月

April

5月

May

6月

June

7月

July

1月14日

建構公文線上簽核作業系統，減少紙張用量並加速簽核流程

January 14

RTI launches an online task verification system to reduce paper usage and streamline workflow.

3月29日

舉辦俄語節目復播25週年慶祝茶會

March 29

RTI hosts a ceremony to celebrate 25 years of resuming broadcasting in the Russian language.



5月22日

2019年紐約廣播電視電影節大獎，央廣兩項作品入圍，分別是「當那一刀劃下」系列報導入圍新聞類最佳特別報導獎，另「在臺移工#MeToo」系列報導入圍紀實類社會議題獎

May 22

Two RTI radio programs nominated at the New York Festivals International Radio Program Awards (NYFA): "The First Cut" is nominated for Best Special Report, while "#MeToo (Migrant Workers in Taiwan)" is nominated for the Social Issues award.

5月30日

國家廣播文物館獲嘉義縣環保局公共空間廁所環境評核特優級

May 30

The National Radio Museum's restrooms were praised for exceptional hygiene by Chiayi County's Department of Environmental Protection.

6月24日

2019紐約廣播電視電影節大獎，新聞部詹婉如以「在臺移工#MeToo」系列報導，榮獲紀實類社會議題獎銅獎

June 24

A special report entitled "#MeToo (Migrant Workers in Taiwan)", produced by the RTI news department's Chan Wan-ru, wins the Bronze Award in the NYFA's Social Issues category.

7月30日

褒忠分臺310度天線完成更換作業

July 30

The antenna replacement at RTI's Baozhong Branch Station is completed.

7月31日

央廣第八屆第2次董事會決議通過，遴聘獨立媒體工作者張正擔任總臺長

July 31

RTI board members appoint independent media professional Chang Cheng as the new president.

8月1日

新任總臺長張正履新

August 1

Chang Cheng officially starts as RTI's new president.

8月10日

新聞部陳士廉榮獲2019文創產業新聞報導獎「廣播新聞報導類」優勝

August 10

Chen Shih-lien of RTI's News Department wins the Creative Industry Excellence Award in the news broadcasting category.

9月5日

辦理新媒體相關教育訓練工作坊，邀請本臺董事王亞維、馬世芳、馮小非及輔大新傳系副教授陳順孝擔任講師，提升員工專業素養

September 5

RTI hosts new media workshops to help employees develop professional skills. Instructors include RTI board members, such as Wang Ya-Wei, Ma Shih-Fang, Feng Hsiao-fei, and Associate Professor Chen Shun-Hsiao of Fu Jen Catholic University.

9月16日

節目部譚志蕙以「世界很大同」入圍2019 AIB國際傳媒優異獎--廣播類藝術文化節目獎

September 16

"Cultural Visa Everywhere", a program produced by RTI's Tan Chih-Yi, gets nominated for the 2019 AIB Excellence Award in the Arts and Culture category.



10月10日

央廣首次以國、閩、客、粵、英、法、德、俄、西、日、韓、印、泰、越及阿拉伯等15語，向全球聽友即時口譯總統國慶談話

October 10

For the first time, RTI broadcast the president's National Day speech in 15 languages: Mandarin Chinese, Taiwanese Hokkien, Hakka, Cantonese, English, French, German, Russian, Spanish, Japanese, Korean, Indonesian, Thai, Vietnamese, and Arabic.

11月6日

新聞部記者楊文君榮獲108年消費者權益報導獎廣播媒體類專題報導獎特優

November 6

RTI Reporter Yang Wen-chyun wins the excellence award in the media and communications category at the Consumers Rights Reporting Awards.

11月7日

路平董事長率節目部黃佳山副理及合作推廣組賴邦寧組長至英國出席AIB國際傳媒獎頒獎典禮

November 7

RTI Chairwoman Lu Ping, Programming Department deputy manager Carlson Huang, and Head of Cooperation and Promotion Section Frank Lai attend the AIB awards ceremony in the UK.

11月9日

央廣代表團首度至阿根廷與聽友會面，「布宜諾斯艾利斯聽友會」正式成立

November 9

RTI meet RTI listeners in Argentina for the first time and set up a listeners' club in Buenos Aires.

11月11日

阿根廷第二個聽友會組織「羅薩里奧」正式成立

November 11

The RTI Listeners' Club in Rosario, Argentina is established.

11月13日

央廣與阿根廷國家電臺(Radio Nacional Argentina)簽署合作意向書

November 13

RTI signs a Memorandum of Understanding with Radio Nacional Argentina.

12月18日

國家廣播文物館獲文化部頒發「108年度古蹟歷史建築紀念建築管理維護評鑑」優良個案獎勵

December 18

The Ministry of Culture nominates staff at the National Radio Museum for an annual historic building conservation award in recognition of their efforts to preserve and manage historic buildings.

8月 August

9月 September

10月 October

11月 November

12月 December

8月11日

辦理泰語聽友會，來自臺灣各地百餘位聽友熱情參與，歡度臺泰父親、母親節

August 11

The foreign language division hosts a listeners' meeting and celebrates Father's Day and Mother's Day with over 100 listeners from across Taiwan.



9月20日

導入安全資訊與事件管理設備(SIEM)及網路監控軟體(PRTG)等資訊安全事件管理與監控平台

September 20

RTI introduces Security Information and Event Management (SIEM) and PRTG network monitor systems.

9月27日

資訊機房整併，完成各實體、虛擬伺服器整合，並導入穩定性高的儲存設備

September 27

RTI integrates its mechanical rooms, builds real-life and simulated servers, and introduces high-stability storage devices.

9月28日

第54屆廣播金鐘獎，央廣共獲4個獎項，為本屆最大贏家

September 28

RTI wins four awards at the 54th Golden Bell Awards, the most wins of any media outlet.



10月22日

第18屆卓越新聞獎，央廣入圍二項：廣播類即時新聞獎--黃金鳳、韓啟賢製播的「跨海直擊『反送中』」及廣播類深度報導獎--詹婉如製播的「在臺移工#MeToo」

October 22

At the 18th Excellent Journalism Awards, RTI's programs were nominated in two categories: "First-hand Reporting on the Anti-Extradition Bill Protest" produced by Huang Chin-Feng and Han Chi-Hsieh, and "#MeToo (Migrant Workers in Taiwan), an in-depth report by Chan Wan-ru.

11月8日

新聞部國內組記者陳林幸虹、楊文君、謝佳興和主播組詹婉如同時榮獲2019星雲真善美傳播獎「青年潛力獎」殊榮

November 8

The News Department's Chen-Lin Hisng-hong, Yang Wen-Chun, and Hsieh Chia-hsing, and Program Host Chan Wan-ju win the Youth Potential Award at the Hsin Yun Outstanding Communication Awards.

11月8日

新聞部詹婉如製作的「在臺移工#Me Too系列報導」，榮獲曾虛白先生新聞獎公共服務報導獎廣播類獎項

November 8

"#MeToo (Migrant Workers in Taiwan)", produced by the RTI News Department's Chan Wan-ru, wins the public service reporting awarding at the 45th Tseng Hsu-pai Journalism Awards

11月23日

韓國短波俱樂部第一屆「KSWC大賞」在首爾舉行，韓語製作兼主持人白兆美榮獲首屆大賞

November 23

The first KSWC (Korean Short Wave Club) kicks off in Seoul. Bai Chao-mei, host and producer at RTI, wins the first award.

11月26日

新聞部詹婉如入圍第31屆法國URT國際廣播大賽全球公共服務媒體社群網路獎項

November 26

The News Department's Chan Wan-ru is nominated for the Public Service Report in the Social Media category at the 31st URTI Grand Prix in France.



央廣 2019 大事紀
RTI's 2019 Achievements