2011
Public Television Service Foundation
Hakka TV
Annual Report
Missions & Goals

Message from the Chief Director

Throwing a Sprat to Catch a Whale
The year 2011 represented the 100th anniversary of the Republic of China. In the course of history and the watershed of every key event and era, we track back "Tou pai" ("past times" in Hakka) to learn from the intelligence and experiences of our predecessors. This learning then becomes the platform from which we move forward.

Two years ago when Hakka TV began preparations for the 100th anniversary of the Republic of China, we were repeatedly asked:

"As an ethnic television, what role should we play?"
"As a minority-language television station, what efforts should we make?"
"As a public media, what should we provide to our audiences?"

Hakka people are lucky to have their own language channel and to be able to hear their own language just by turning on the TV. They are even luckier to have Hakka TV as a media that records images of the Hakka and Taiwan history. At Hakka TV, we expect to do something each year, something meaningful, something no one else can do, and something that keeps our conscience clear. Therefore, with the centennial anniversary of the Republic of China, Hakka TV had to participate. Presenting ourselves as a TV station was not going to be enough.

We took the 100th anniversary of the Republic of China very seriously. With the project Hakka 100, we prepared documentaries, news features, special programs, and a summer camp for children. With Taiwan: A Century of Arts and Literature, we identified key people and events from these extraordinary 100 years to portray our culture's role models from this century. With "Dear Mother Earth," we recorded the passion and emotion of young generations. Also with "Father of Taiwan's Modern Literature," Ho Lai drew parallels from history. With the summer camp for children, we helped children connect with their own land and plant small seeds in their hearts. Our planning was based on the goal of leaving marks and footnotes for this critical era.

What we did is a small attempt, but we hope our efforts will be the "Tou-pai" for people to find after the next 100 years.

Chief Director
Hsu Chin - yun
Missions & Goals

Exploration, Record-keeping, Dialogue, and Passing On

**Mission**

1. **Promote the Value of Hakka Culture**

Hakka people greatly value nature and life. They have many unique philosophies of life. It is the primary mission of Hakka TV to use various programs to interpret correctly and to convey accurately the attitude and ideals of life to all ethnic groups in our viewing audience.

2. **Sustain the Hakka Language**

For Hakka TV, language is a responsibility we cannot put aside. We believe that without the Hakka language, there would be no Hakka TV. Hakka TV will continue to produce great programs to attract more Hakka and non-Hakka viewers. By doing this, we hope our viewers will enjoy Hakka TV programs and learn the Hakka language.

3. **Ensure Hakka Media Access**

Even though the Hakka Basic Act officially legislated in 2012 that the Hakka language is one of Taiwan’s official languages, it is almost impossible for Hakka to be heard in other commercial media. This does not match the ratio of people communicating in the Hakka language. To compensate for this imbalance in the media, Hakka TV has operated as a platform to produce many publicly accessible programs in Hakka. We also held marketing activities to encourage the participation of viewers in the Hakka community.

4. **Encourage Cultural Exchange of International Ethnic Groups**

According to rough estimates, there are nearly a hundred million Hakka people around the world. In each area, Hakka people have integrated with local cultural characteristics to create new and different Hakka cultures. These wonderful cultures are not necessarily the same as Taiwan’s Hakka culture, but they can be a source of strength for Taiwan’s Hakka people. This makes it essential for Hakka TV to work with other ethnic groups in addition to communicating with Hakka cultures around the world.

**Working Values**

1. **People-Oriented**

If there is no support from viewers, there will be no Hakka TV. While earning recognition from our viewers, the most basic, and easy part to ignore, is considering the viewpoint of the people. People exist before the government. Therefore, all governmental mechanisms exist to create a better life for the people. Thus, it is Hakka TV’s mandate to consider the people as the foundation of Hakka TV.

2. **Hakka-Oriented**

The Hakka population is one ethnic group worthy of the attention among Taiwan’s 23 million people. It is the mission of Hakka TV to use the Hakka spirit as a nutrient to serve and contribute to Hakka culture. This includes creating a tight link between Hakka culture and the economy.

3. **Professional-Oriented**

Taiwan’s media environment is flourishing, but it still has some black sheep. Currently, TBS is good enough to be a benchmark for Taiwan media. As a member of TBS, Hakka TV not only practices the spirit of public value, but also the self-discipline necessary to become a role model for Taiwan’s media. By insisting that media be professional as well as Hakka, we seek to provide the choices needed by the public.
Goals of 2011

1. Documenting the Participation of Hakka People in Key Events
   - Planning for the 100th anniversary of the Republic of China revolved around revealing the participation of Hakka people in key historical events.
   - The creation of traditional and modern communication mechanisms provides paths for learning Hakka values.
   - Records and journalism reinforce and extend the database of Hakka videos and graphic arts.

2. Developing Dialogue and Exchange Among Diverse Ethnic Groups
   - Strengthen resource sharing and exchange among the channels of TBS by actively interacting with other media.
   - For all kinds of programs, news, and activities, we include transnational, cross-ethnic, and cross-cultural content.
   - We continue cultivating the garden of multiculturalism and creativity by including a wide range of professionals in different fields developing a new Hakka style.
   - Participation in world ethnic channels and platforms strengthens connections.

3. Developing Trained Personnel for the Hakka Village
   - Combining studies at local Hakka academies and departments provides internship opportunities for students.
   - Working with “The Internship Program” project encourages students and provides opportunities for them to present their audio projects.
   - Mutual interaction with local archivists creates opportunities for exchange or mechanism developing Hakka resources.
   - Comprehensive training of broadcasting personnel both on-screen and behind the scenes cultivates new blood for Hakka TV.

4. Building a Bridge Between Hakka People In and Outside of Taiwan
   - Continued broadcast of Hakka-related issues and programs to Hakka outside Taiwan narrows the distance between Hakka people at home and abroad.
   - Building a database of overseas Hakka communities creates connections via real-time video transmission and telephone.
   - Programming, broadcast services, and communication activities help create a world-class Hakka media center.
   - Active participation in Hakka activities overseas improves the global visibility of Hakka TV.

5. Completing the Digitization of News Platforms
   - Responding to trends in digital technology, Hakka TV has gradually replaced linear devices with comprehensive digital hardware and software equipment.
   - Hakka TV has also trained Hakka personnel for proficiency in digital news broadcasting.
   - To improve efficiency in the sharing and reuse of audio-visual resources, Hakka TV has gradually achieved the goals of an audio-visual digital archives project.
History is so complicated that when young people read about it they fail to understand that even small events can have great meaning. Small events can accumulate like rain drops, aggregating into rivers of consequences and change. Hakka TV hopes to become a transformative power pushing the current of Hakka language and cultural heritage.

With a budget of NT$400 million every year, Hakka TV tries to produce all kinds of Hakka-related programs, cover Hakka events, and promote Hakka activities. In 2011, after discussion among staff, Hakka TV agreed to divide the yearly efforts along four major axes. With systematic planning, it is expected that the limited resources can transform and broadcast Hakka cultural assets, thus developing Hakka into a stronger cultural power.

Hakka TV, as the most promising Hakka media, has the responsibility to identify all the key Hakka people and events in history. Therefore, the first axis for 2011 was "The Century Axis—'Hakka 100'."

In addition to using our eight years of experience to discover more about Hakka history and peoples, we know it is the responsibility of Hakka TV to preserve and promote Hakka languages. Therefore, the second axis for 2011 was "The Language Axis—The More You Watch, the More You See."

The reason why Hakka industries have become research topics in universities is because they are mostly derived from daily life. Hakka industries exemplify the attitudes and philosophies in the lives of Hakka people. Therefore, the third axis for 2011 was "The Economic Axis—The Sauce Industry."

The fourth, "The International Hakka Axis—Zero Distance," was one of the most important tasks of Hakka TV, the only exclusively Hakka TV station in the world. In the past, Hakka TV extended great effort to serve overseas Hakka people. In 2011, we continued this effort in a project to unite Hakka people around the world in the hopes that they recognize Taiwan as a Hakka homeland.

Four axes stringing centennial Hakka
Looking for Strength for the Next Century from the Past Century

One hundred years implies a long, intricate history. In 2011, Hakka TV tried to present the touching moments of Hakka people and history from the past hundred years. As an ethnic media, Hakka TV was responsible for identifying the key people and events from these extraordinary years to develop the exclusive “Hakka 100.”

In addition to producing news features and programs, Hakka TV arranged different activities to enable high school and elementary school children to walk the path of history. We hope this helped this younger generations to bridge the gap from the past hundred years to the next hundred years, thus becoming the key intergenerational strength to support Taiwan.

Taiwan: A Century of Arts and Literature

Taiwan: A Century of Arts and Literature is a documentary launched in January 2011. It recorded the key roles Hakka people played in Taiwan’s cultural history.

For the past hundred years, Hakka people have influenced Taiwan’s cultural development with a subdued but persistent strength. Through Taiwan: A Century of Arts and Literature, Hakka TV introduced viewers to Hakka artists and their key influence on the development of art in the past hundred years. This program provides a stage for the radiance of Hakka people.
Dear Mother Earth Goes Back in History

Although *Taiwan: A Century of Arts and Literature* recorded history, Hakka TV wanted to do more. Therefore, we took children on a walk into history. In early 2011, the production team held an audition that, in late February, selected six teenagers from Changhua Senior High School and National Changhua Girl’s Senior High School. A pre-tour lesson and discussion was held before the start of the “Dear Mother Earth” journey in April.

The odyssey departed from Taipei and ended at the Fangyuan Wetlands in Changhua, for a total distance of 274.32 kilometers. We walked, biked, and took the buses along the way that Ho Lai, the father of Taiwan’s modern literature, walked a hundred years ago. This was the same Provincial Route 3 that formed an inseparable relationship with Hakka people. Hakka TV edited this journey into a 10-episode documentary that was broadcast in October 2011 at 8 o’clock in the evening. Such a long documentary is rare in Taiwan’s history of television.

The marketing and planning department of Hakka TV collected the teenagers’ feelings and stories during the journey and published a book with the same title as the documentary: *Dear Mother Earth*. This book was sent to the libraries of 440 high schools. A broadcast tour of these campuses helped share the feelings of the six teenagers who walked through their land of Taiwan. Hakka TV plans to visit more campuses in 2012.

During summer vacation in 2011, Hakka TV held two summer camps, each lasting four days and three nights. Fifth- and sixth-grade students were invited to participate. During these camps, these students personally experienced their land of Taiwan and learned about the past 100 years of Hakka spirit.
Hakka 100 News Topics Feature the Changes and Graces of the Past Century

The news department produced more than fifty ‘Hakka 100’ news topics. Broadcast every Monday and featuring one topic each month, the show reported the contributions and efforts of Hakka people in literature, agriculture, health, sports, economics, and politics. This show not only presented the progress of Hakka people during this past century, it also reflected the changes in society.

To gather content for viewers, our colleagues searched all over for information. In literature, regardless of generation, Hakka authors wrote to get close contact with ordinary lives. In music, Hakka musicians show diverse and colorful aspects, whether in traditional songs, folk songs, the eight notes of Hakka music, or contemporary pop music.

In agriculture, the breeding of Kaohsiung 139 rice has established a reputation for quality rice from Hualien and Taitung. The Pon Fon Cha from Taoyuan, Hsinchu, and Miaoli was praised by British Queen Elizabeth II as the “Oriental Beauty,” an elegant name that has since spread. Tung oil trees were originally used for extracting oil, but are now symbols of strength, determination, and dedication. In architecture, we can see from the Hakka round building architecture to the traditional Hakkanese houses the reflection of people’s lives and their unique knowledge. The traditional three-role tea-picking opera evolved into a form of the grand Hakka opera that demonstrates the power and spirit of Hakka culture and traditional art.

As noted by viewers, “Taiwan cannot do without Hakka people.” This is the exact value that Hakka TV tries to render and the goal of the more than 50 news topic that Hakka TV highlights.

Sitting Around and Talking of Hakka Affection in the Past Century

Hakka Affection in the Past Century is a four-episode special program produced by the news department. The scene was taken outdoors to sit around and talk, where we invited Hakka scholars and experts to benches, drink tea, and chat about folk songs, agriculture, culture, and literature. These talks also featured the beauty of Hakka culture and discussed future developments.

In the folk song program Gotta Sing Hakka Folk Songs, four singers of different generations demonstrated the vitality of Hakka songs by talking and singing along the shore of the Jiuqiong Lake in Hsinchu.

Speaking of Farming shared with viewers the farming experiences of one of the most beautiful villages, Chishang, in an effort to find a new direction for Taiwan agriculture.

In Hakka Art Treasures, which talks about Hakka art, we invited cultural and creative industry brand owners to share the experiences of their success.

Poems, Yours for the Asking was produced in the National Museum of Taiwan Literature and hosted by Hakka poets, scholars, and cultural workers who discussed the ways Hakka literature expresses Hakka life and how to write in Hakka, their mother language.
"Ha People" Voted to Discover More Hakka Figures

In addition to featuring Hakka scholars and experts, Hakka TV did not forget to invite viewers and Hakka people to attend our events celebrating the past hundred years. At the end of 2010, our colleagues began discussing ways to expand the "Hakka 100" activity to encourage attendance by viewers and Hakka people. In the end, we decided to hold online voting for "Hakka 100‘ Ha People" so viewers could select their own representatives.

After more than 53,000 people voted in this activity, Dr. Sun Yat-sen won the first place. This voting was intended to be fun, but the people participating in this activity also mentioned many undiscovered but distinguished Hakka people, resulting in rewarding gains for Hakka TV. The website for this activity will continue to introduce outstanding Hakka people in all facets of life, thus creating a database of notable Hakka figures.
This What We Think Covers the Hakka Perspective of the e-Generation

In this multimedia era, TV is no longer the only channel for broadcasting, especially for today's youth. Hakka TV wants to learn more about how young people think, so the programming department invited 30 under-25-year-old young people and produced four special episodes of This What We Think, in which these young people discussed their Hakka concepts, educational philosophies, media observations, and global perspectives. By discussing the evolution of Hakka customs, how they can use the things they learn, their debate of the most powerful media platforms, and offering perspectives of global trends, these young Hakka clearly expressed their ideas for this era.

The History of Hakka Songs Hakka is Radiant

How should the Hakka music of a hundred years be presented to viewers in addition to traditional folk songs and recent developments in pop music? In 2011, Hakka Hot Music launched a new unit called The history of Hakka Songs.

To better connect Hakka people with the history of Hakka music, the production team spent nearly a year interviewing well-known Hakka musicians and scholars, asking them to explain the background of different styles of Hakka music; the representative figures of each era; the changes in Hakka tradition tunes; and the qualities of improvisation.

In The History of Hakka Songs of each Hakka Hot Music episode, there was interspersed a representative of that era's Hakka folk songs as a way to share Hakka music history. These life-loving music creators devoted their lives to Hakka music, creating not just their own music, but also touching Hakka music history. After examining 100 years of Hakka history as well as the 100th anniversary of the Republic of China, Hakka TV expects to lead viewers on to the next hundred years.
**Highlights of 2011**

**Major Events of 2011**

- **0102**
  Launched the project "Hakka 100," and premiered the documentary Taiwan: A Century of Arts and Literature.

- **0213**
  Broadcast a special program for the Lantern Festival: Lantern Riddles for the Year of Rabbit.

- **0303**
  Cooperaed with National Central University to develop a "Hakka Media Special Topics" course at its Hakka College Graduate Institute of Political Economy.

- **0318**
  Sponsored with all other TBS channels and the ROC Red Cross Society a Fight & Smile: Fund-raisin party for quake-hit Japan.

- **0401**
  Initiated the project "Remote Schools", also broadcasting reports and producing activity manuals for "Remote Schools."

- **0410-0421**
  Sent the project "The More You Watch, the More You See" to Scotland to visit the BBC ALBA TV station and interview at the 32nd Celtic Media Festival.

- **0203**
  Broadcast a special program for the Lunar New Year: Grandma Took Me Back To Hometown. This program combined many performing arts, including large variety groups, Tang Tap dancing, magic, and percussion.

- **0421**
  Organized the "Jiong len Sen" promotional event for the Taipei Flora Expo 2011.

- **0501**
  Held an actors' meeting for Jiong len Sen in Neipu Township, Pingtung County.

- **0629**
  Held a press conference for "Hakka TV is 8 Years Old; Hakka Language is Unlimited" in the Huashan 1914 Creative Park.

- **0701**
  Broadcast the live program Annual Report to Viewers, featuring the theme of "language heritage" and accepted call-ins from viewers.

- **0712**
  Released the official recording of the teaching program for the six Hakka language accents: Hi Hak!

- **0722-0819**
  Held "Audiences Listening Forums" in Longtan in Taoyuan, Fenglin in Hualien, and Meinong in Kaohsiung.

- **0717-0923**
  Held a viewing quality focus group forum in Hsinchu, Kaohsiung, Taichung, and Hualien. In response to new media trends, we broke precedent to hold four online viewing qualitative focus group forums.

- **0726-29/0809-12**
  Held the Dear Mother Easrth summer camp.

- **0813**
  Held the opening ceremony for the beginning of the first "Hakka Host Training Courses."
0823-0903
Broadcast a special series on the Hakka writer Tiemin Zhong.

0910
Held the completion ceremony for the "Hakka Hosts Training Courses." A total of 17 participants completed the training.

0917
Held a gratitude meeting for the drama Innocence at the Wusheng Night Market, Tainan.

0921
Held a press conference for Innocence on the main stage of the Taipei TV Festival.

0928-0930
Broadcast a special report of "Save the front line—Listening to the social worker."

1005-1026
Held campus broadcast tours for Dear Mother Earth at the Hualien High School, National Hualien Commercial High School, Kaohsiung Municipal Kaohsiung Senior High School, and National Tainan Industrial High School.

1010-1013
Broadcast the special program Hakka Affection in the Past Century at 8PM to celebrate the 100th National Day of the ROC.

1019
Held a press conference for Dear Mother Earth in the SPOT-Taipei Film House. Mr. Ho Lai's daughter, Ms. Tsai-chih Lai, made a personal visit to the press conference.

1022
Held a preview of Dear Mother Earth in the Changhua Museum of Art. Ho Lai's granddaughter Huai-Ti were invited to sing in the opening.

1024
Set a precedent for Taiwan's TV stations by broadcasting ten episodes of the documentary Dear Mother Earth at 8PM.

1024-1028
Broadcast a special report: "3000 KM Away from Home, The Trip in Search of the Root of Hakka."

1028-1030
Broadcasted the serial report for "I Am Originated from Hakka."

1031-1104
Broadcasted the special program Hakka Affection in the Past Century at 8PM to celebrate the 100th National Day of the ROC.

1114
Invited representatives of the overseas Hakka community to record the Lunar New Year special programs The Villager Voice — Oversea Hakka’s Coming Home Trip and The Greeting From Overseas. Also held the "Forum on Overseas Hakka Club Representatives."

1230
Broadcast live the program Annual Report to Viewers and invited viewers to call-in and provide opinions.
In 2011, Hakka TV was nominated for 16 awards and won three of them, putting Hakka TV in second place among all of Taiwan’s TV stations. *Somewhere Over The Sky*, discussing the abolition of remote primary schools, won awards for the best drama and best drama screenplay. *Learn from the Nature*, taking youth to find their roots in Hakka culture by visiting Hakka villages, won as the best host of a children’s and youth program. Dramas and youth programs produced by Hakka TV have won Golden Bell Awards for five years in a row, establishing the reputation of Hakka TV for fine quality programs.

Compared to the strong marketing of commercial TV stations, *Somewhere Over The Sky* succeeded in its own marketing by combining public service and news reports as it expressed concern for social issues. It has continued to be recognized by judges by being nominated for the best program marketing award.

### Finalists Entered and Awards Received

#### The Golden Bell Awards

<table>
<thead>
<tr>
<th>No.</th>
<th>Award</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Drama</td>
<td>Hakka Drama Series--<em>Somewhere Over The Sky</em></td>
</tr>
<tr>
<td>2</td>
<td>Drama Screenplay</td>
<td>Yu-Chia Huang / Hakka Drama Series--<em>Somewhere Over The Sky</em></td>
</tr>
<tr>
<td>3</td>
<td>Host of a Children’s &amp; Youth Program</td>
<td>Yi-Chih Chung / <em>Learn from the Nature</em></td>
</tr>
</tbody>
</table>

#### Programs Nominated

<table>
<thead>
<tr>
<th>No.</th>
<th>Award</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Mini-series</td>
<td>Hakka Theater--<em>Free Ride</em></td>
</tr>
<tr>
<td>5</td>
<td>Cultural &amp; Educational Program</td>
<td><em>After the Storm</em></td>
</tr>
<tr>
<td>6</td>
<td>Children’s and Youth Program</td>
<td><em>Hakka Gu Gu Gu</em></td>
</tr>
<tr>
<td>7</td>
<td>Children’s and Youth Program</td>
<td><em>Learn from the Nature</em></td>
</tr>
<tr>
<td>8</td>
<td>Itinerant Program</td>
<td><em>Another Hometown</em></td>
</tr>
<tr>
<td>9</td>
<td>Best Drama Leading Actress</td>
<td>Han-Chih Yao / Hakka Drama Series--<em>Somewhere Over The Sky</em></td>
</tr>
<tr>
<td>10</td>
<td>Best Drama Supporting Actor</td>
<td>Ping Ku / Hakka Drama Series--<em>Somewhere Over The Sky</em></td>
</tr>
<tr>
<td>11</td>
<td>Best Mini-series Leading Actress</td>
<td>Ching-Chu Chuang / Hakka Theater--<em>Company for the Senior</em></td>
</tr>
<tr>
<td>12</td>
<td>Best Drama Director</td>
<td>Ting Lee / Hakka Drama Series--<em>Somewhere Over The Sky</em></td>
</tr>
<tr>
<td>13</td>
<td>Best Mini-series Screenplay</td>
<td>Shu-Wei Wang and Tung-Ting Sung / Hakka Theater--<em>Free Ride</em></td>
</tr>
<tr>
<td>14</td>
<td>Best Mini-series Screenplay</td>
<td>Yi-Chi Wu, Hsiu-Yu Han, Yi-Ho Tsai / Hakka Theater--<em>Company for the Senior</em></td>
</tr>
<tr>
<td>15</td>
<td>Best Children’s &amp; Youth Program Host</td>
<td>Tsu-Yun Lang and Ko-Li Hsia / <em>Olympig</em></td>
</tr>
<tr>
<td>16</td>
<td>Program Marketing</td>
<td>Hakka Drama Series--<em>Somewhere Over The Sky</em></td>
</tr>
</tbody>
</table>
### News Awards

The News project *Save the front line--Listening to the social worker* produced by Hakka TV’s news department, discussed domestic violence and child abuse. It won the Breaking News Award at the Ministry of Interior Awards. This is the third consecutive year for Hakka TV to win this award.

The *The More You Watch, the More You See--Heading to Scotland* special report of Hakka Weekly was nominated for the Excellent Journalism Award. It was the only non-Mandarin news program to be nominated--once again demonstrating the strength of Hakka TV.

<table>
<thead>
<tr>
<th>No.</th>
<th>Award</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Breaking News Award at the 7th Ministry of Interior Awards.</td>
<td><em>Save the front line--Listening to the social worker</em></td>
</tr>
<tr>
<td>2</td>
<td>International News Award at the 10th Excellent Journalism Awards</td>
<td>Serial report of <em>The More You Watch, the More You See--Heading to Scotland</em></td>
</tr>
<tr>
<td>3</td>
<td>Thematic News Award at the 7th Ministry of Interior Awards.</td>
<td>Serial report of <em>Home Stay Family for 3 Decades</em></td>
</tr>
</tbody>
</table>

### International Awards

*The Children of Longhua* episode of *After The Storm* recorded the reconstruction of the Longhua Elementary School. This episode was selected by the Japan Prize International Film Festival. The director was invited to attend the festival and participate in a forum with the audience. The film touched the audience. *The Friends at 3000 Miles Away* episode of *Olympig* ilmed Taiwan children who went all the way to Indonesia to make friends with children there. This episode was selected by the Chicago International Children’s Film Festival. This was the third consecutive year for Hakka TV to participate in this festival.

Participation in international competitions allows Hakka TV to expand overseas and raise its visibility.

<table>
<thead>
<tr>
<th>No.</th>
<th>Award</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reality television program selected by the 28th Chicago International Children’s Film Festival</td>
<td><em>Olympig: The Friends at 3000 Miles Away</em></td>
</tr>
<tr>
<td>2</td>
<td>Children’s Educational Program at the 2011 Japan Prize International Film Festival</td>
<td><em>After The Storm: The Children of Longhua</em></td>
</tr>
<tr>
<td>3</td>
<td>Selected for the Taiwan International Ethnographic Film Festival</td>
<td><em>Hakka Century: Uncle A-Li and His Tobacco Field</em></td>
</tr>
<tr>
<td>4</td>
<td>Selected for the Taiwan International Women’s Film Festival</td>
<td><em>Hakka Century: Meet the New Life--A Midwife, Liu A-Chi</em></td>
</tr>
<tr>
<td>5</td>
<td>Selected for the 2011 Asian Television Festival and received Best Drama or TV Movie Award</td>
<td><em>Find a Hubby for Lady Boss</em></td>
</tr>
</tbody>
</table>
Taiwan Media Watch Recommends Our Quality Children’s & Youth Programs

Taiwan Media Watch has long been concerned about the quality of TV programs. It evaluates programs every season to recommend programs suitable for teenagers, children, or families. Hakka TV has also long been recognized by its evaluation committee and viewers. With nearly 60 programs being recommended each season, the representation of Hakka TV is often the highest among all channels. In 2011, Hakka Gu Gu Gu and Under the Sun--Hakka Showcase on the Five Star Award for quality programs produced in 2011.

<table>
<thead>
<tr>
<th>No.</th>
<th>Award</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Season One Quality Children’s &amp; Youth Programs</td>
<td><strong>Ten programs:</strong> Olympig, Hakka Gu Gu Gu, Under the Sun--Hakka Showcase, Hakka Weekly, Learn from the Nature, Another Hometown, Hakka Hot Music, Dream Seeker, Neighbors, and Hakka Villages Seeing Around</td>
</tr>
<tr>
<td>2</td>
<td>Season Two Quality Children’s &amp; Youth Programs</td>
<td><strong>Twelve programs:</strong> Olympig, Hakka Gu Gu Gu, Learn from the Nature, Dream Seeker, Somewhere Over The Sky, Flavor of My Hometown, Hakka Hot Music, Hakka Weekly, Under the Sun--Hakka Showcase, Another Hometown, Hakka Villages Seeing Around, and 1394 Documentary Selected</td>
</tr>
<tr>
<td>3</td>
<td>Season Three Quality Children’s &amp; Youth Programs</td>
<td><strong>Eight programs:</strong> Music, Olympig, Hakka Gu Gu Gu, Learn from the Nature, Hakka Weekly, Flavor of My Hometown, and Hakka Villages Seeing Around</td>
</tr>
<tr>
<td>4</td>
<td>Season Four Quality Children’s &amp; Youth Programs</td>
<td><strong>Twelve programs:</strong> Under the Sun--Hakka Showcase, Hakka Gu Gu Gu, Hakka Weekly, Olympig, Dear Mother Earth, Flavor of My Hometown, Hakka Villages Seeing Around, Hakka Hot Music, Learn from the Nature, Dream Seeker, After The Storm, and Taiwan: A Century of Arts and Literature</td>
</tr>
<tr>
<td>5</td>
<td>Annual Five Star Awards</td>
<td>Hakka Gu Gu Gu and Under the Sun--Hakka Showcase</td>
</tr>
</tbody>
</table>
Key Performance Index

Hakka TV’s unwavering goal is to promote the values of Hakka culture, to strengthen the persistence of Hakka languages, to protect the right of public access to Hakka media, and to enhance exchange with international ethnic groups. Therefore, our mission and value cannot be measured by a single standard. To establish an objective and practical way to measure our achievements, Hakka TV established the Key Performance Index based on the Public Value Assessment approved by the directorate of the Public Television Service Foundation.

Our Key Performance Index focuses on the three goals of "Reach," "Quality," and "Public Service." The goal is to provide a comprehensive evaluation of the quality and quantity of our services to the public and to ethnic Hakka.

Reach

Our goal is to expand the exposure of Hakka TV. This is measured by the performance indices of "Reach" and "New Platform Reach." Our goal was a viewership consisting of 33.3% of the Hakka population and the general public; we attained this goal. Our research shows that 56% of Hakka television viewers often watch Hakka TV. Although it failed to reach our goal of 60%, it was an increase compared to the 52.7% of 2010. Some programs did meet this higher goal: 68% of Hakka viewers watched Hakka Final Arena and 49.4% of all viewers watched the new Flavor of My Hometown.

The index for "New Platform Reach" shows that there are nearly 940,000 visits each season to the Hakka TV website. Although we did not reach our goal, it is because this era of digital convergence means viewing habits are changing. One main change is that more and more viewers watch Hakka TV through other media platforms: 98,362 viewers watched Hakka TV through video-on-demand and 1,185,965 views were through YouTube. More and more viewers access Hakka TV through social networks like Facebook. Therefore, our improvements in the "New Reach Platform" are increasingly important for our digital viewers.

Quality

The goal of Hakka TV is to produce quality programs valued by viewers. Therefore, our index includes audience satisfaction and recognition via awards and finalists. Although we were not able to attain our goal of 100% satisfaction, the satisfaction for programs such as cultural programs and life information programs is 85%. Hakka TV will continue to improve, seeking breakthroughs for those programs that did not reach our goal. As for recognition with finalists and awards, we surpassed our goal by attaining 11 awards and being finalists for 29 additional awards.

Public Service

The objectives of Hakka TV are to serve the public by serving citizens, promoting Hakka culture industries, and training in Hakka communication. Our ability to serve the public was affected by the relocation of our offices. This reduced the number of people visiting Hakka TV. Visitor arrangements needed to be replanned, meaning visiting service was suspended for two months, negatively affecting our goal. We will continue to enrich the content of visits and to invite schools, communities, and people outside Taiwan to come visit Hakka TV.

Hakka TV came near to achieving our goal of promoting Hakka culture and industries by increasing their exposure. Compared to other
areas in Taiwan, exposure in the south was unfortunately much lower. Beginning in 2012, we will broadcast life-information programs focusing on the south. We also plan to produce dramas based in the Liudui area.

To cultivate talents in communication, Hakka TV has held many training courses for dubbing, acting, and hosting. By holding “The Internship Program” and working with local communication companies, we have dedicated ourselves to cultivating Hakka talents in communication. In 2011, we held the “Hakka Actor Advanced Training Courses,” “Hakka Host Training Courses,” and “The Internship Program,” meeting our annual goal by training 765 people.
## Key Performance Index

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Index</th>
<th>Standard</th>
<th>Goal</th>
<th>Fulfillment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach Rate</td>
<td>General Viewers</td>
<td>30%</td>
<td>33.3%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hakka Viewers</td>
<td>60%</td>
<td>56.0%</td>
<td></td>
</tr>
<tr>
<td>Reach Rate via New</td>
<td>Quarterly Website Visitors</td>
<td>1,000,000 people</td>
<td>932,464 people</td>
<td></td>
</tr>
<tr>
<td>Platforms</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Quality</td>
<td>General Viewer Satisfaction</td>
<td>83 points</td>
<td>81.23 points</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hakka Viewer Satisfaction</td>
<td>85 points</td>
<td>80.96 points</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Awards Received</td>
<td>10 awards</td>
<td>11 awards</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Entries as Finalists</td>
<td>25 finalists</td>
<td>29 finalists</td>
<td></td>
</tr>
<tr>
<td>Public Service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resource Sharing &amp;</td>
<td>Annual Public Service¹</td>
<td>7,000 people</td>
<td>5937 people</td>
<td></td>
</tr>
<tr>
<td>Citizen Service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Exposure of Hakka Culture &amp; Industries²</td>
<td>55% (North)</td>
<td>58% (North)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>15% (Central)</td>
<td>15% (Central)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>20% (South)</td>
<td>18% (South)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>10% (East)</td>
<td>9% (East)</td>
<td></td>
</tr>
<tr>
<td>Improving Industry</td>
<td>Cultivating Talent in Communication³</td>
<td>740 people</td>
<td>765 people</td>
<td></td>
</tr>
<tr>
<td>Environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
1. “Annual Public Service” is based on the number of people visiting Hakka TV.
2. “Exposure of Hakka Culture & Industries” is based on local filming and does not include filming within the studio.
3. “Cultivating Talent in Communication” means people participating in Hakka TV courses in program production and training.
Hakka TV is 8 Years Old; Hakka Language is Unlimited

Using the theme of language, Hakka TV held a “Hakka TV is 8 Years Old; Hakka Language is Unlimited” press conference in July 2011 to celebrate the eighth anniversary of Hakka TV and to reiterate that the cultivation of the Hakka language will always be the responsibility of Hakka TV.

The press conference was opened by kindergarten children singing and dancing in the five Hakka accents, demonstrating the determination of Hakka TV to continue its work with strengthening the roots of Hakka languages.

Eight Hakka actors from all age groups were invited to the press conference to help demonstrate the depth and breadth of language presented on Hakka TV during these eight years. Hakka TV has tried to help make both Hakkas and non-Hakkas know more about the culture. After all, the Hakka language is the reason for the existence of Hakka TV.

Retrospection and Prospects for Language Recovery in the Key Decade

Since 2001, the Ministry of Education has included local languages into formal curriculum. The mother-tongue education absent in Taiwan for decades is now encouraged to develop all sorts of formal and informal courses. To demonstrate the results of recovery engineering of Hakka languages during the past decade, Hakka TV produced a special program The Key Decade: The History and Future of the Revitalization of Hakka Language, inviting Minister of Education Ching-chi Wu and other experts to examine the results.

In several forums, Hakka TV discussed the problems of mother-tongue education. Grandparents have accidentally helped perpetuate mother tongues through cross-generational education, giving our country a chance to produce adjusted education and policies that encourage national languages. As an ethnic language media, Hakka TV has the responsibility to evaluate the future of mother-tongue education.

The More You Watch, the More You See from Maori and Gaelic to the Recovery.

In 2007, Hakka TV launched the The More You Watch, the More You See project by visiting ethnic channels around the world to study their business philosophies, developments, ways they overcame difficulties, and most importantly their ethnic language policies. In 2011, the News Department reached out to Scotland and New Zealand to learn how their languages gained attention and rebirth despite the strong pressure of English language and culture.

"The More You Watch, the More You See" in Scotland
To rescue the Maori language, the New Zealand government has an annual allocation of about NT$13.5 billion for Maori public and family cooperation. News reports show that the Maoris evaluate themselves with this question: "What kind of Maori culture do we want to give to the next generation?" The Maoris have become re-rooted in New Zealand via "Te Kohanga Reo" Maori TV, established in 2004, has increasing viewing rates each year. Their business pattern, which demonstrates how they unite ethnic consciousness with strategies to rebuild their ethnic language, presents a worthy role model for Hakka TV.

From 13-15 April 2011, Scotland held the 32nd Celtic Media Carnival. As a member of the World Indigenous Radio and Television Union (WITBN), Hakka TV not only attended the meeting, but also interviewed the BBC ALBA TV of Scotland and governmental organizations and schools. We learned how Scotland has attracted so much attention by preserving and promoting Gaelic, a language used by only 1.2% of the population.

By interviewing in Wales in 2008, Ireland in 2009, and Scotland in 2011, the The More You Watch, the More You See project has completed the examination of the revival of the three Celtic languages.

**Hakka Weekly Nominated at the Journalism Awards of Excellence**

*The More You Watch, the More You See – Heading to Scotland*, a special report of the Hakka Weekly, was nominated for the International News Report Award of the Journalism Awards of Excellence. It was the only non-Chinese finalist. We are proud to say that Hakka News has the ability to compete with others.

It is worth mentioning that our interviews in Scotland attracted the attention of local Scottish media. Editor of Scottish language preservation, Roddy Maclean, gave full-length coverage that not only improved visibility of Hakka TV, but also showed international media that there is a group of people in Taiwan working hard to preserve their mother tongue.

**Hakka Actor and Host Training Courses—Finding One’s Own Language**

When it comes to language, Hakka TV tries to take its place in the international market as well as take root in its own land.

Because of the Hakka TV program production platform, talents in Hakka media have more opportunities to play out their strengths and devote themselves to the Hakka broadcasting industry. This, however, is still not enough. Therefore, the Marketing and Planning Department started the Hakka Language Dubbing Training Courses in 2007, training 131 students aged 18 to 64 years old. They are now busily and successfully dubbing for Hakka TV.

Subsequent to the Hakka Actor Training Course in 2010, Hakka TV held a Hakka Actor Advanced Training Courses in 2011 to attract new blood. This course attracted and trained 13 online actors. By improving their Hakka language ability, their capability to translate scripts from Chinese to Hakka, and the ability to do other activities related to performance in Hakka, we have increased the pool of professional actors able to participate in Hakka dramas. Then we held the Hakka Host Training Courses, training 19 hosts. This course produced well-rounded hosts through experience sharing, usage of Hakka language, and actual practice with studio equipment.
One experienced actor, who had never performed in Hakka, shared his feelings after participating in the Hakka Actor Advanced Training Courses. He said, "At first, I hadn't yet learned the romanization. Listening was hard for me. Through the courses, I learned to use Hanyu Pinyin to help me learn Hakka. Although I was afraid to speak in the beginning, by practicing at home, I gradually learned to pronounce Hakka on my own." Through our Hakka TV training courses, anyone who cannot speak Hakka well can learn to perform in their mother tongue.

Even students familiar with Hakka said that after participating in the Hakka Host Training Courses, "One of the problems that bothers me most is how to find my Hakka-speaking self and return to the way of thinking as a Hakka. How can I find myself by speaking Hakka?" For Hakka TV, our programs do not just train hosts or actors, it also helps them find the soul of Hakka language.

The Internship Program Opens the Door to Hakka Learning

In 2011, The Internship Program entered its third year. The Marketing and Planning Department advertised in 17 universities. After passing the admission exam, 19 college students entered this two-month summer training program. In addition to regular theoretical and practical lessons, a weekly "Hakka Show Time" lesson was included to strengthen their Hakka language ability. Through Hakka Show Time, the students made progress in expressing themselves in Hakka and learning more about Hakka rhymes and Hakka music.

After participating in this two-month program in Hakka language by Hakka TV, a graduating student shared her experience. "The biggest difference and pleasure in Hakka TV training was discovering that I can't speak Hakka like I did when I was a child and cheat. Now, I really hope to learn it well." She said. All our colleagues at Hakka TV expect that all youth in contact with Hakka TV will see the beauty of Hakka, learn Hakka, and fall in love with Hakka.

Hakka Gu Gu Gu Invites Children to Join the Heritage Project

Producing children’s programs is not an easy task. Producing children’s programs for Hakka TV is even harder. This is because we need children to like the program and learn Hakka. In 2011, our pre-school children program Hakka Gu Gu Gu had outstanding performance. It not only won the Five Stars Recommendation by the Taiwan Media Watch Foundation, but it was also nominated at the Golden Bell Awards. As the judges said, Hakka Gu Gu Gu provided excellent learning materials that were like a magic wand. Children only had to learn the keywords as a spell, and by reading these spells, they heard a funny story. Repeated usage helped children learn these keywords. With simple words and rhymes, Hakka rhymes and children’s songs are children’s favorites and the best bridge connecting children with traditional Hakka emotions.

To enrich the content of all rhymes, Hakka Gu Gu Gu visited schools to record children reading and singing in different Hakka accents, recording South Sixian rhymes at Yu-ying Elementary School, Pingtung; Zhao’an rhymes at Lun-pei Elementary School and Tung-hsiung Elementary School, Yunlin County; Taipo rhymes at Hsin-cheng Elementary School and Tung-shih Elementary School, Taichung; Hailu rhymes at Chu-tung Elementary School.
School and Hsin-pu Elementary School, Hsinchu; and North Sixian rhymes at Jen-ai Elementary School, Miaoli. *Hakka Gu Gu Gu* exists to help children join the heritage of their own language.

*Olympig* is our most important children’s and youth program. Our colleagues think about how to do better each year. In 2011, we added a new section called Hakka Twisters, picking one pun as a theme for each episode to have fun while learning. This section not only teaches children to correct phrasing and usage, it also uses humor to help children recognize the spirit of Hakka culture and the wisdom of their ancestors.

**Under the Sun--Hakka Showcase: Heroes from Youth**

*Under the Sun--Hakka Showcase* has operated for five years as a Hakka reading and singing art theater. By using Hakka comic dialogue, Bamboo Clappers, and Hakka two-man comic show, the show helps viewers unlock the mysteries of Hakka.

Two young actors, Fang-shih Lin and Ming-han Sung, in *Under the Sun--Hakka Showcase* were good at Bamboo Clappers. They used vivid words and miraculous skills to tell funny and interesting stories to make viewers aware of the young trend in Hakka.

Ming-han is on his school’s baseball team. Once, when he went to Hualien for a game, he brought his script and seven-pieces bamboo clappers along to practice. The owner of his hotel recognized and helped him follow the script more accurately by correcting his Hakka. Because Ming-han learned to perform clappers, he not only had made new friends, but also provided motivation for his family to discuss and use their mother tongue: Hakka.

Although the Hakka language is facing the danger of extinction, once this danger is identified, the crisis can be mitigated.

**Hi Hak!—A Pioneering Teaching Program in Six Accents**

Language has been an issue and challenge for Hakka TV over the past eight years. As a media exclusively in Hakka, Hakka TV asks colleagues to continue learning authentic Hakka by encouraging everyone to participate in the language exams held by the Council for Hakka Affairs. To meet the needs of those taking the exams, we have produced instructional videos for them.

However, it is not enough. To provide viewers with improved Hakka learning materials, in 2011, our Programming Department developed a new program called *Hi Hak!* to teach the Hakka language. Several colleagues also teach different accents as hosts, such as Taipo, Hailu and Sixian.

Based on the opinions of Hakka from the Liudui area and the experience of our colleagues in producing programs, we have discovered the accent difference between north and south is quite large, even though it is the same Sixian dialect. Since our mission is to preserve all Hakka accents, we produced *Hi Hak!* in South Sixian for the first time. A total of 168 episodes of *Hi Hak!* will be broadcast in 2012.

For a TV station that is also valued as entertainment, it seems a heavy burden to have the mission of preserving a language. Since our colleagues have a clear understanding of our mission, we will keep our focus on both language and entertainment as we move forward.
Industry reflects the lives of ordinary people in an era, and recording industries improve an understanding of history. Many documentaries feature the contribution of Hakka people to various kinds of industry, such as rice growing, tobacco planting, logging, mining, and camphor production. Much of Taiwan’s history of development involved building railways, and many Hakka people worked on the construction. In 2011, Hakka TV examined the themes of sauce and industry as an operational axis. The use and production of certain sauces are unique to the Hakka people, including soy sauce, orange sauce, and chili sauce as well as such seasonings as fried dried green onions, black vinegar, and even sauce pickles, black beans sauce, and gluten. These condiments perfectly represent the Hakka philosophy of life.

In 2011, Hakka TV examined the themes of sauce and industry as an operational axis. The use and production of certain sauces are unique to the Hakka people, including soy sauce, orange sauce, and chili sauce as well as such seasonings as fried dried green onions, black vinegar, and even sauce pickles, black beans sauce, and gluten. These condiments perfectly represent the Hakka philosophy of life.

Hakka TV used the theme of “Sauce and Industry” to document the development of the soy sauce industry in the cross-generation drama Jiong Ien Sen. This drama describes the lives of Hakka children born in the Liudui area in southern Taiwan who started their own business in northern Taiwan and how they learned to make soy sauce from a Japanese company, devoted themselves to making soy sauce, and overcame difficulties. This is the soy sauce story of Taiwan and represents the changing social atmosphere of the era.

Production of Jiong Ien Sen required two years. During the creation of the script, we visited relevant industries and recorded developments in the making of soy sauce. To fully portray the creation of hand-made traditional soy sauce, we built a traditional soy sauce factory at the filming site. Actors had to practice brewing real soy sauce before filming each scene. The film set was permeated with the odor of fermented beans, generating an atmosphere that helped actors experience the age.

DIY Family Activities Help People Make Their Own Sauces

To help the national audience deepen their understanding of Hakka culture, Hakka TV uses many ways to enable viewers to feel its living beauty. The Marketing and Planning Department initiated several different marketing activities. In tandem with the bustle and crowds of the Taipei International Flora Expo, Hakka TV held a “meet-the-actor” event for Jiong Ien Sen at the exposition so audiences could directly...
communicate with actors and experience the entrepreneurial spirit needed to develop and produce sauces. About 1,200 people attended the event. The live performance of Hakka music by Hakka singers added value. This event was also held in Pingtung, the hometown of Jiong Ien Sen, reducing the distance between actors and viewers. About 800 people attended that event.

After Jiong Ien Sen was done with filming, the Marketing and Planning Department coordinated with the Department of Cultural Affairs, Taipei, to make the film set in Bopiliao available for people to visit, thus giving them the experience of producing soy sauce in the 1950s. During one and a half months, about 20,000 people visited the set.

Even though the funds for marketing is limited, the overall design and flow of the visit was much fun, especially when combined with DIY family activity held at the Taipei Native Education Center. Viewers navigated through dramatic scenes, and parents learned how to make pickles with their kids. These activities were so popular that about 2,000 people participated. Unfortunately, the number of participants was necessarily limited, meaning that some enrolled participants were not able to experience the fun of hand-brewed soy sauce.

To integrate media with marketing, Hakka TV published books featuring interviews for key plots, such as the drama’s marathon scene and a special report in cooperation with Next Media on “Visit Bopiliao with Actors” and the DIY family activity. Hakka TV also published 19,000 copies of the Hakka soy sauce recipe that was delivered with the Friends of PTS so people could make their own sauce at home.

Network marketing was improved by the “Creative soy sauce dessert collected” activity organized by our activity section at Hakka TV. We held a voting event for this activity and invited those selected to feature in the program The Bliss Is Knocking. We also established a special network for the show, a Facebook Page, sent EDMs on the Dragon Boat Festival, held an event at start.udn.com, produced a special report, and coordinated website production with the Wan Ja Shan soy sauce company.

The Marketing and Planning Department designed a mascot of Jiong Ien Sen. It was promoted in print media, on the website and TV channel, at the Hakka TV Museum in Taipei, and in Bopiliao district. It has become a popular object that people like to feature in the background of their photographs.

Hakka Weekly Also Participated in the Sauce Project

Hakka TV's News Department was not absent from sauce and industry activities. The News Department produced special news topics, searched for sauce industry related people and issues, and produced a program in which experts in the sauce industry were invited to share their experience and introduce different aspects of soy sauce production. The Hakka Villages Seeing Around also systematically introduced sauce related products in Hakka villages.

Unlike other TV news magazines and talk shows, Hakka Weekly and The Villager Voice discuss issues integral to Hakka culture and past industry developments. In addition to covering the sauce industry, we allocated resources in 2011 to examine Hakka culture and agriculture. Furthermore, we continued our in-depth coverage of daily news.
**The Bliss Is Knocking** Hakka Chefs Teach Cooking with Sauces

A most important and beloved program of Hakka TV, *The Bliss Is Knocking* invited cooking experts to demonstrate ways of cooking, to introduce all kinds of sauces in Hakka villages, and to feature dishes made with soy sauce, plum sauce and cold sauce. This show often receives questions and recognition by viewers who greatly value our efforts and sincerity.

**Flavor of My Hometown Discovers Ethnic Culinary Aesthetics**

The young host of the itinerant program, *Flavor of My Hometown*, Han-Chih Yao, who was also nominated for Best Leading Actress at the Golden Bell Awards for her role in the drama *Somewhere Over The Sky*, walked all over Hakka villages in northern, central, southern, and eastern Taiwan to discover local food specialties. She introduced in detail many popular food products, such as rice sauce, sweet rice wine, and skinned hot peppers. She also described the production and usage of sauces, which are presented in different ways that reflect the aesthetics of the Hakka diet. The philosophy used in the lives of Hakka people is also demonstrated by selection and processing of other food materials, such as noodles, rice, tea, and meat.

In addition to covering the sauce industry, the glass industry in the Hsinchu area was featured in the Hakka Theater single play *Find a Hubby for Lady Boss*. By describing the story of a family-owned factory, this play showed how a booming industry gradually declined as Taiwan’s industry was transformed. This play was nominated at the Singapore Asian TV Awards for Best single Drama or Television Program, *Free Ride*, demonstrated the inextricably linked relationship between the Hakka people and railway transportation.
In addition to its role as an ethnic media, Hakka TV also plays the role of a public media and is responsible for improving social responsibility. Hakka TV should not only serve Hakka people, it should also use the best practices of a public media by inculcating consideration for disadvantaged groups.

In 2011, Hakka TV took action on the issue of caring for the disadvantaged. In addition to using news reports and thematic productions to focus attention on the vulnerable in society, Hakka TV also used programs and marketing activities. The hope was to use many ways to attract the public attention and improve public understanding.

### Somewhere Over The Sky Nurtures Remote Elementary Schools

*Somewhere Over The Sky* is a drama discussing many social issues, including Taiwan’s low birth rate and the resultant predicament of remote schools recruiting students from a smaller and smaller pool. The closing of these remote schools will make it increasingly difficult for students in these areas to attend school. In 2011, Hakka TV tried to raise public awareness of the plight of these remote schools. When making dramas, Hakka TV considers ways to supply quality dramas to viewers as well as generate viewer concern for these social issues.

In 2010, the series *The Kite Soaring* cooperated with the Taiwan Alliance for Advancement of Youth Rights and Welfare. In 2011, through *Somewhere Over The Sky*, Hakka TV discussed education in and problems of remote schools by participating with the Eden Social Welfare Foundation.

There are 95 remote and small schools in Taiwan. Hakka TV's Marketing and Planning Department highlighted the problems of these schools by integrating the characteristics of these schools, establishing a Facebook fan page, making 4,600 "Remote Schools" manuals, holding the "Remote Schools" photo activity, and producing short films. *The Villager Voice* program went to the Lu-Fong Elementary School in Hsinchu County and invited education scholars and experts to discuss the operation and difficulties of remote and small schools. All these activities focused public attention on the problems of remote schools.
*Somewhere Over The Sky* does not have the halo of idols nor gorgeous scenery, but it does have plenty of sincerity. This sincerity led it to win the affirmation of judges at the Golden Bell Awards, where it won Best Drama and Best Screenplay. Despite the pressure of strong marketing of commercial TV, *Somewhere Over The Sky* was able to use in-depth and touching marketing to enter campuses and people’s hearts and win the affirmation of judges at the Golden Bell Awards by being nominated for the Marketing Award.

**Dream Seeker Cares About Dropouts**

*Dream Seeker* continued to help Hakka young people pursue their dreams. In 2011, we featured the story of a special 35-year-old man named Ming-Guo Chou, who was majoring in architecture when he began participating at a theological seminary in a program counseling students who dropped out of school. This experience taught him a different value of life. He then quit architecture and devoted himself to counseling dropout students. In 2004, he provided employment education for dropouts by establishing the Elim Young Academy and a farm. His goal was to help these 15-20-year-old dropout students to regain their faith in family and society. By telling the story of Ming-Guo Chou, Hakka TV practices its social responsibility as a public media.

**The Villager Voice Cares About Hard-Working and Vulnerable Farmers**

There is an old saying that land is money. With changes in the agricultural environment, farmers depending on their land have become the most vulnerable people in society. Farmers are threatened by natural disasters, price changes, exploitative middlemen, and expropriation of land by the government for urban renewal and development of science parks.

In 2011, *The Villager Voice* continued to attend to agricultural issues by discussing many agriculture policies, such as fallow, tenant, rural village renewal, and grants to farmers.

During its discussion of agricultural issues, Hakka TV did not neglect Taiwan’s young generation of agriculturalists. *Dream Seeker* recorded the story of a young Hakka, Hsin-Yi Chin. Upon feeling the effects of being exploited as a farmer, she began to use her strength in advertising and marketing to establish a Facebook Page to help people buy farm produce directly from farmers. Her construction of this fair trade platform between the public and farmers raised awareness for farmers and helped sell their products.

*The Villager Voice* did not only focus on the issue of remote and small schools. When incidents of campus bullying began, this program went to the schools for face-to-face discussions with teachers, students, and parents. These efforts helped teachers understand children’s ideas and expectations of school and helped children learn how to deal with campus bullying.

*Innocence* featured a homeless person as the main character to accurately portray this real situation in society. Throughout the play, Hakka TV talked about problems of homelessness and prostitution. This play focuses on the weakest people in society to remind viewers of this urgent issue.
After The Storm Won the Recognition of Judges at Japan Prize

In 2009, the August 8 Disaster caused heavy losses in Hakka villages in central, southern, and eastern Taiwan. In addition to asking colleagues to assist relief work in disaster areas, Hakka TV also worked with local Hakka directors to record how Hakka people recovered from the disaster. For the first year of After The Storm, we completed six documentaries. Since construction and recovery is still not yet complete, Hakka TV asked these directors to continue their recording efforts by completing three more documentaries in 2011.

One episode of After The Storm, The Children of Longhua, was nominated at the Japan Prize in 2011. When director Hui-ling Cheng attended the forum, many judges were touched, expressing appreciation for how Hakka TV took so much time to record interactions with children.

Because of their long-term interaction with the Hakka TV film team, children from the Lung-Hua Elementary School wished to see their own story. Therefore, they asked Hakka TV to held a screening in their school so they could share their feelings of having to move the school with teachers, parents, and other children. Hakka TV also invited the director to a showing and forum at community colleges in Taipei, Taoyuan, Chiayi and Kaohsiung, offering the opportunity for direct interaction with the audience.

Dream Seeker also recorded the story of a young girl, Hui-Chun Chang, who likes to read and write. When the August 8 Disaster occurred, she left her tour to rush back to Taiwan. She went to disaster areas to help families of the victims to rebuild their bio-bibliography databases. For six months, she held photography exhibitions. Through her field research, she established deep relationships with people from the disaster areas. She also helped them apply for subsidies. By recording the story of Hui-Chun, Hakka TV has portrayed the love young Hakka have for Taiwan.

Hakka TV must continue caring for the disadvantaged. By showing our love and consideration, Hakka TV is also happy to gain feedback and attention from the viewing public.
Hakka TV produces programs that serve our viewers. With a limited budget, we cannot provide new productions for broadcast 24-hours-a-day. For 2011, new productions accounted for 2,470.6 broadcasting hours. When divided by our NT$400 million budget, the average budget for each new production was NT$162,000.

New productions accounted for 29.2% of Hakka TV programming in 2011. This was a 3.2% increase from 2010.

The increase in the number of new productions was mostly due to the 100th anniversary of the Republic of China and the tenth anniversary of the promotion of mother tongues by the Ministry of Education. Hakka TV produced special programs, such as *Taiwan: A Century of Arts and Literature* in January and *Hakka Affection in the Past Century*, *This What We Think*, and *Dear Mother Earth* as special programs for the 100th anniversary broadcast at 8PM slot in October. In July, we also broadcast the special program *The Key Decade: The History and Future of the Revitalization of Hakka Language*, which reviewed the results and direction of including local languages in Taiwan’s formal education system.

Research of our viewing audience showed that *Hakka Villages Seeing Around*, a program introducing Hakka lifestyles, is deeply loved by viewers. Beginning in July, therefore, we extend the program from 30 minutes to 60 minutes. This also increased our ratio for new productions.

The sources of programs broadcast by Hakka TV include in-house, commissioned, acquired, and other productions (such as free donations and exchange). Of these, 80% were in-house and commissioned programs, thus ensuring program quality. Of the commissioned programs, 30% successfully contributed to the role of Hakka TV. Acquired and other productions accounted for about 15% of broadcast programs.

In recent years, new productions by Hakka TV have been recognized with domestic and international awards. In 2011, *Somewhere Over The Sky* won Best Drama at the Golden Bell Awards. The goals of Hakka TV continue to be the production of quality programs and sustainable operations. In-house and commissioned programs account for 80% of all broadcast programs. Hakka TV plans for 30% of broadcast programs to be commissioned programs to better attract talent interested in participating in Hakka TV and to implement Hakka TV’s function as a media platform.

The proportion of acquired and re-produced programs is expected to remain at about 15% of all programs. In 2011, Hakka TV acquired a series of documentary to connect the world and shorten the distance between Hakka and the world. To strengthen the exchange of resources with PTS, broadcasting hours of exchanged programs increased 2.5% in 2011.
Program Categories & Ratios

In 2011, broadcasting hours were predominantly dramas and traditional operas followed by news programs. Lifestyle programs were allocated the fewest broadcasting hours.

Dramas and traditional operas accounted for the greatest proportion (21.4%) of programs broadcast by Hakka TV in 2011. During that year, Hakka TV launched Somewhere Over The Sky, Jiong len’ Sen, and Innocence. In 2011, however, our exquisite traditional opera was subject to unsuccessful selection, which reduced the proportion by 5.7% compared to 2010.

News programs had the second most broadcasting hours. At 20.2% in 2011, it was a 1.4% growth compared to 2010. This growth was mainly because Hakka Villages Seeing Around extended broadcasting hours in the second half of 2011. It was also because of special programs, such as Hakka Affection in the Past Century and The Key Decade: The History and Future of the Revitalization of Hakka Language, produced for the centennial anniversary of the Republic of China and the tenth anniversary of the implementation of education in mother tongues.

Lifestyle programs ranked third for programming hours on Hakka TV. In 2011, 18.0% of broadcasting hours were lifestyle programs. The goal was to increase the sense of Hakka community by encouraging participation in these programs and to report and produce programs with deep cultural content and local characteristics. For example, Flavor of My Hometown investigated Hakka food ingredients, introducing the special cuisines of different areas.

Proportion of Programs in Different Accents

To encourage learning of the Hakka language, Hakka TV planned periods for broadcasting various accents, arranging for the broadcast of programs in each of the five accents every weekday and on Saturday mornings. The total broadcasting hours in 2011 were 338.

Of the Hakka accents, the Sixian and Hailu accents are used more frequently (63.4% and 47.6%, respectively) than the Taipo, Raoping, and Zhao’an accents (4.5%, 3.9%, and 2.6%, respectively). These last three accents are used by only 10% of Taiwan’s Hakka population and less often used in non-single-dialect programs. Therefore, of our dialect-specific broadcasts, Sixian and Hailu accents accounted for 15.2% and Taipo, Raoping, and Zhao’an accounted for 23.1%. Our goal is to broadcast a balanced proportion of each dialect, thus teaching and preserving Hakka languages and heritage.
As a member of the public media in Taiwan, Hakka TV is committed to producing quality Hakka programs and to serving the public. Looking back on the public service performance of Hakka TV in 2011, the most important aspect was our goal of planning the "international Hakka" axis. Hakka TV strengthened the interaction among international Hakka communities. For domestic Hakka, we planned and implemented strategies that used the many platforms of Hakka TV to help people learn more about Hakka languages and cultures. Hakka TV used programs and new media platforms to meet the diverse requirements of preserving the language, ethnic heritage and functioning as a public TV station.

Another Hometown Joining the Hearts of Overseas Hakka

"Wherever the sun shines, there are Chinese people; wherever there are Chinese people, there are Hakka." As the world’s only Hakka television station, it is the core mission of Hakka TV to contact Hakka people around the world. Since it has placed foot on five of the world’s continents, Another Hometown invited a new face to join the two original hosts. These hosts continued traveling deep around the world to discover the diverse lifestyles of Hakka people overseas and to share their struggles and experiences with viewing audiences. With four years of experience, Another Hometown not only opens a window for Taiwan's Hakka, but it also builds bridges among Hakka around the world.

In 2011, Another Hometown visited Bartlett City in Chicago, the sister city of Miaoli, Taiwan. There we met friends with white skin and blue eyes as we sang Hakka songs in primary schools and nursing centers. There we saw the ability of Hakka culture to take root in a foreign country. In Surabaya, Indonesia, we found a Taiwanese school established by Chinese who insisted on teaching and preserving traditional Chinese. Through the lens of Another Hometown, we presented different aspects of Hakka people, Hakka culture, and Hakka spirit.

The connection between Another Hometown and overseas Hakka did not stop when programming and broadcasting finished. In March 2011, after the devastating earthquake in Japan, we tried to contact our Hakka friend Ching-Yun Chih living in Sendai to make sure she and her family were fine. Because of her help, the News Department was able present first-hand information to viewers.

It was also in 2011 that our Hakka friends in Canada, Tsu-hsia Chou, and in New Zealand, Chun-yueh Chen, returned to Taiwan. During their visit to Taiwan, they completed their dream of touring the island, hosted a book signing event, and managed to review their wonderful memories with the production team by coordinating everyone’s tight schedules.

The Greeting From Overseas Strengthens Overseas Interactions

Hakka TV has always wanted to be a service platform for overseas Hakka. Through Another Hometown, Hakka TV successfully transmits warmth and care to connect domestic and overseas Hakka. More and more overseas viewers and communities visit Hakka TV to reconnect,
for nostalgia, and to have a sympathetic friend. All these reasons drive Hakka TV to continue considering possibilities for closer interactions with viewers overseas.

Since 2010, Hakka TV has established a network to connect the overseas Hakka community. This has increased the frequency of interaction between Hakka TV and overseas viewers. This network connecting five continents has a special mailbox for viewers, and regular contact has made the connection even closer.

In November 2011, we held a World-Wide Hakka Reunion in Taipei. As we welcomed homecoming viewers, The Villager Voice of the News Department and colleagues from Programming planned the special program The Villager Voice--Oversea Hakka's Coming Home Trip, the singing program The Greeting From Overseas, and, "Forum on Overseas Hakka Club Representatives." from the Marketing Department. These activities invited the participation of overseas community leaders.

In The Villager Voice--Oversea Hakka’s Coming Home Trip, Hakka community leaders from Indonesia, Japan, Cambodia, Australia, Brazil, and Canada shared customs from host countries and the dynamics and development of local Hakka. They also introduced the details of how they preserved Hakka culture in their local community.

Through Hakka music in The Greeting From Overseas, viewers can feel the love from overseas Hakka. Hakka from Canada, Brazil, and the United States touched everyone by singing one song after another. Even though they live overseas, they still try to get together to practice Hakka songs, transmitting Hakka culture through these songs. This is the best way to relieve their homesickness and unite.

To give Hakka TV maximum visibility in the international arena and to enable people overseas to get close to Hakka, Hakka TV also worked with MACTV, ETTV America, and other oversea channels. This cooperation broadened the platform for transmitting the Hakka voice.

Customer Service Values Viewer Feedback

The business philosophy for Hakka TV has always been customer-oriented. We are well aware that quality programs not only come from a proactive management team, but also from viewer’s suggestions, support, and criticism. Therefore, it is goal of everyone at Hakka TV to get close to viewers and listen to their voices.

Comments collected over the telephone and Internet as well as by fax and letters have the greatest power for improving Hakka TV. Our staff takes turns to serve viewers, responding to their needs as fast as possible. In 2011, we received 1,014 opinions. The ratio of opinions via telephone to Internet was 3:1. Compared to previous years, our response time improved because we serviced 90% within three days. Service attitude, speed, satisfaction, and problem solving obtained an average rating of 97.6%, comparable to standard services.

Because of the importance of viewer opinions, our colleagues always remind themselves to maintain the highest standards. Viewer comments indicate the great value Hakka TV has for viewers and their opinions. This is why more and more viewers provide their feedback and suggestions, making them Hakka TV’s best consultants. Viewers are constantly promoting Hakka TV’s programs, providing opinions, reminding us how to improve,
and encouraging us with praise. We thank them for their support and their opinions.

Hakka TV’s customer service staff also helps promote local industries, becoming the local market’s super sales personnel. Whenever Hakka Weekly, Flavor of My Hometown or The Bliss is Knocking broadcast information of local industries, Hakka TV immediately receives many inquiries. These calls account for a quarter of the total customer service activity. These calls remind Hakka TV of the importance of local industries and viewer needs for information. These calls also inspired our planning for programs to be produced in 2012.

**Annual Report to Viewers: Continuous Two-way Communication**

In addition to receiving daily opinions from viewers, Hakka TV broadcasts Annual Report to Viewers every six months, and “Audience Listening Forums” visits Hakka villages to hold forums every year. All of these activities are important communication channels between Hakka TV and viewers.

In 2011, Annual Report to Viewers listened to viewer requests by extending broadcast time to two hours. This program’s live calls enable Hakka TV to feel viewer support, encouragement, and expectations. For example, Miss Chen from Hualien said, “Although I don’t speak Hakka, I am learning it by watching Hakka TV.” Mrs. Pen’s son from Pingtung said that his mother told him to call and tell us that watching traditional dramas met a daily need as important as eating. His call greatly encouraged us. Mr. Huang called from New Taipei City to remind us to continuously innovate so young people would have more opportunities. Hakka TV is grateful for these expectations and recommendations. We turn these suggestions into our aspirations.

In 2011, the train from the “Audience Listening Forums” visited Longtan Township in Taoyuan County, Fenglin Township in Hualien County, and Meinong Township in Kaohsiung. Through these face-to-face communications with people that care about Hakka TV, we learned about their expectations and heard their suggestions. To encourage more young people to approach Hakka TV, we planned Audience Listening Forums for students at Dong Hwa University, National Kaohsiung Normal University, and Chinese Culture University. This activity helped us understand the needs and views of today’s young people. There are never too many opinions. Every idea helps us think and identify places to improve.

**TV Station Visit Erases the Barrier**

The goal of an “edutainment” TV station is to help viewers from far away have actual contact with, understanding for, and experience of a TV station.

Hakka TV’s door is always open, welcoming visits from all people. The Marketing and Planning Department is in charge of serving visitors by showing them the hardware of a TV station and the production process of programs. Visits cover everything from the organizational structure to the business philosophy, from Hakka language and culture to Hakka spirit. We plan each tour according to visitor background. With a smile and service, we treat our guests seriously, trying to make them feel at home.

Tours include an introduction to Hakka TV, the annual theme, Hakka accents, experience at the Golden Bell Awards, studio, prop warehouse, and satellite antenna. We plan smooth navigation...
routes so people can explore and learn in a mood as relaxed as taking a walk.

Throughout 2011, there were 5,966 visitors from colleges, universities, primary and secondary schools, kindergartens, community groups, and all over the world. Each visitor left with a deep and wonderful impression of Hakka TV. People from the Hualien Hakka Culture Promotion Association were particularly delighted with their tour of Hakka TV. They praised our colleagues’ warm reception and thoughtful navigation. Because of the detailed explanation of our colleagues, the Taiwan tour by Malaysia Penang Khek Association also appears to have been made more valuable.

As viewers visit our TV station, Hakka TV also ventures deep into local places. In 2011, the Hakka TV Museum in New Taipei City entered its fourth year and the Hakka TV Museum of Taitung entered its third year. We integrated station resources with local Hakka museums for excellent results. Nearly 800,000 people visited these museums. For them, Hakka museums are not just places for the whole family to go, but also places that implement the purposes of media education. Without having to travel far, children in New Taipei City and Taitung can experience the feeling of being a news anchor.

It has been Hakka TV’s goal to enrich existing museums and open new ones. Each season, our colleagues from the Marketing and Planning Department try new interactive designs, such as displaying “Hakka 100 Ha People” with interesting questions and answers so visitors can learn about important figures from the past hundred years. We also provide an on-scene experience of Hakka Gu Gu Gu and theme exhibits for Dear Mother Earth and “Trilogy of Concern” drama. In the future, we will discuss with other areas the possibility of establishing new museums so people can get close to Hakka language and culture without having to actually visit Hakka TV.

**Your Show Box Implements Access to the Media**

It is when you hand a microphone to the people that you can broadcast in the most authentic voice. As a public media and an ethnic media, Hakka TV attaches great importance to getting people to express their ideas. Therefore, we planned Your Show Box to provide media access to local Hakka cultural activities and performances by broadcasting them through Hakka TV. In 2011, Your Show Box recorded over 100 hours of diverse performances. Miss Liu, who has watched the show for a long time, called to say that watching this show has become one of her leisure activities, because this show enabled her to learn about the diverse and colorful life in Hakka villages.

Joy to Sing is also a platform for people to show their talent. People from mountain-song clubs can sing and display the results of their long-term practice. We worked with local broadcasting companies to find views in local villages. This not only enabled us to present the beautiful scenery of Hakka villages, but it also provides resources that nurture Hakka broadcasting talent.

The live program The Bliss Is Knocking produced for housewives and senior citizens, provides all kinds of information on food, clothing, housing, and transportation. It offers lessons on yoga, chi-kung, and other exercises. In this program, we invited local communities to introduce their agricultural products and activities, supplying vitality to enrich viewers’ lives. Miss Chen, who lives in Longtan Township, often watches the hand-make section. She called to say that she is a Hakka Language Teacher and that watching this show helps her...
learn how to use leftover materials to enrich her class. This show has also helped her learn to speak Hakka more fluently.

Hakka TV not only provides opportunities for people to perform in our programs, we also bring the program to viewers, demonstrating the enthusiasm and activities of local people. In October 2011, with the planning of music variety show producer, Hot Hak Concert used a stage vehicle to hold three outdoor concerts in Taichung, Hualien, and Taitung. We also held two indoor concerts in Taipei and Kaohsiung, enabling viewers to appreciate the creativity of a new generation Hakka singers. Most people came with their whole family to enjoy this music feast. All five concerts were live recorded and produced as a special Lunar New Year program.

**www.hakkatv.org.tw provides service far and wide**

With the development of new media, a message can be spread far and wide. Hakka TV, of course, did not forget to make use of new media platforms to expand our service. In 2011, the total number of visits to our website reached 920,000. In addition to broadcasting information, we planned “Hakka Billboard” to provide information about local Hakka activities. Our website is a second channel for promoting Hakka TV programs and a platform on which people can communicate and exchange information.

The audio-visual services of our popular Media Center provide viewers ways to watch Hakka TV programs without worrying about time or location. Many overseas viewers watch Hakka TV through our website, as do those who missed the original broadcast on TV. A total of 98,362 people viewed our programs online in 2011.

YouTube is also an important video platform for Hakka TV. We uploaded to YouTube program previews, single performances from *Hakka Hot Music*, and daily news announcements from *Hakka Weekly*. In 2011, there were 1,185,965 people who viewed these videos. We will share more programs on YouTube in the future.

Facebook is one of the hottest new forms of media. Hakka TV began making use of it in 2010. In 2011, we emphasized special programs by setting up fan pages for *Jiong Ien*’ *Sen* , *Dear Mother Earth*, and *Hakka Theater*. Views of these pages reached 150,000 in 2011. There were 989,649 fans of *Somewhere Over The Sky*. For Hakka TV, Facebook is not only a marketing platform, but also an instant channel for receiving viewer feedback. Through Facebook, we gathered together a group of Hakka-loving friends that encourage and urge us to be better.
Annual Administration

2011 Hakka Organizational Structure

Budget Performance
1 January to 31 December 2011

(Unit: NT Dollars)

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
<th>Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programming</td>
<td>391,840,000</td>
<td>99.67%</td>
</tr>
<tr>
<td>Other Income</td>
<td>1,298,800</td>
<td>0.33%</td>
</tr>
<tr>
<td>Total Income</td>
<td>393,138,800</td>
<td>100.00%</td>
</tr>
<tr>
<td>Expenditure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administration</td>
<td>18,963,524</td>
<td>4.83%</td>
</tr>
<tr>
<td>Marketing &amp; Promotion</td>
<td>23,995,193</td>
<td>6.11%</td>
</tr>
<tr>
<td>New Productions</td>
<td>59,975,889</td>
<td>15.28%</td>
</tr>
<tr>
<td>General Productions</td>
<td>267,949,844</td>
<td>68.26%</td>
</tr>
<tr>
<td>Engineering Maintenance</td>
<td>13,713,600</td>
<td>3.49%</td>
</tr>
<tr>
<td>Information Management</td>
<td>7,955,000</td>
<td>2.03%</td>
</tr>
<tr>
<td>Total Expenditure</td>
<td>392,553,050</td>
<td>100%</td>
</tr>
<tr>
<td>Balance</td>
<td>585,750</td>
<td></td>
</tr>
</tbody>
</table>
The 2nd Hakka Television Advisory Committee
(3-year term beginning in January 2008)

Convener –
Pang-chen Chen / Pan Chen
Wen-cheng Peng

Advisory Committee –
Yu-lan Chiu
Chen Chiu
Yun-yu Chiang
Teng-chih Hsu
Chin-huei Chang
Kuei-Hsien Chen
Shih-ming Yang
Chin-chen Tai
Chang-jung Chung
Pao-chu Chung
Neng-ping Lo

Director, Community Empowerment Society, Taiwan R.O.C
Associate Professor and Director, National Taiwan University Graduate Institute of Journalism
Professor, Graduate Institute of Music, Soochow University
Officer, Tungshih Community Benevolent Association
Director, Taiwan Hakka Folk Song Chorus
Director, Liaohsia Cultural Workshop
CEO, Mother & Baby Media Group
Research fellow, Institute of Atomic and Molecular Sciences, Academia Sinica
Associate Professor, National Taipei University of Education
Former Station Manager, Hsinchu Voice of Labor radio station
Manager, Wan Ja Shan, Inc.
Director, Taiwan Environment Protection Union, Hualien Chapter
Director, Taiwanese Hakka Association of the World

(Note) The tenure of the 4th directorate of the Public Television Service Foundation expired on 3 December 2010. The 5th directorate has not yet been elected. Therefore, members of the 3rd Hakka Television Advisory Committee were not called. Please refer to “Taiwan Public Television Service Foundation Regulations for the Establishment of the Taiwan Hakka Television Service Advisory Committee” at our website.