

高雄市政府青年局

# 國際青年論壇

KYB International Youth Forum

創新與開啟 - 解鎖青年力

Innovation and Ignition - Unlock the Power of Youth

## 講者介紹 Speakers



白健文 總經理  
Mr. Tim Berge

◆ 台北國際社區廣播電台 ICRT



楊振甫 執行長  
Dr. Kevin Yang

◆ 5% Design Action



蕭宇辰 執行長  
Thomas Hsiao

◆ 臺灣吧 Taiwan Bar



王斌鶴 創意總監  
Mason Wang

◆ 創夏設計 TA Group



杜司偉 執行長  
Andrew Isbabanal

◆ 流奶與蜜之地有機農場  
Milk & Honey Organic Farm



曾瑋琦 創辦人  
Vicky Cheng

◆ 多野樂旅館  
Together Hotel

### ● 論壇特色 Features

以「啟發、交流、共創、宣言」四部曲，透過指標人物演說、青創典範共享、青年創見集整，提出青年與城市共榮解方。

Forum will be proceeded by Four segments of "inspiration, exchange, co-creation, and declaration", through the speeches of key leaders, sharing of youth entrepreneurs, and idea pitch to reach the consensus of city solution.

### ● 論壇時間 Time

111年8月31日(三)上午09:00 - 下午17:00  
August 31, 2022 (Wed.) 9:00AM - 17:00PM

### ● 活動地點 Venue

高雄國際會議中心6F 603階梯形會議室  
International Conference Center Kaohsiung (ICCK) Room 603

### ● 參與對象 Participants

於高雄市定居、就學、就業之國內及國際青年，對高雄城市發展有熱情者。備中英文同步翻譯服務。全程免費並獲參與證書。報名完成以收到錄取通知為準。

Participants: Domestic & International youth who are residing, studying or working in Kaohsiung with the enthusiasm for city development. Simultaneous Interpretation is provided and free entrance. The completion of registration will be subjected to the notice of admission.

### ● 報名方式 Registration

論壇資訊請上  
<https://reurl.cc/VDkjoyouth-forum.html>

報名截止：111年8月22日(星期一)  
Before Aug.22, 2022(Mon.)



指導單位 | 高雄市政府  
Advisory Organization | Kaohsiung City Government

主辦單位 | 高雄市政府青年局  
Host Organization | Youth Bureau, Kaohsiung City Government

承辦單位 | 台灣志願服務國際交流協會  
Organizer | Volunteering Taiwan

# **KYB INTERNATIONAL YOUTH FORUM**

高雄市政府青年局  
國際青年論壇



# TODAY'S TOPICS

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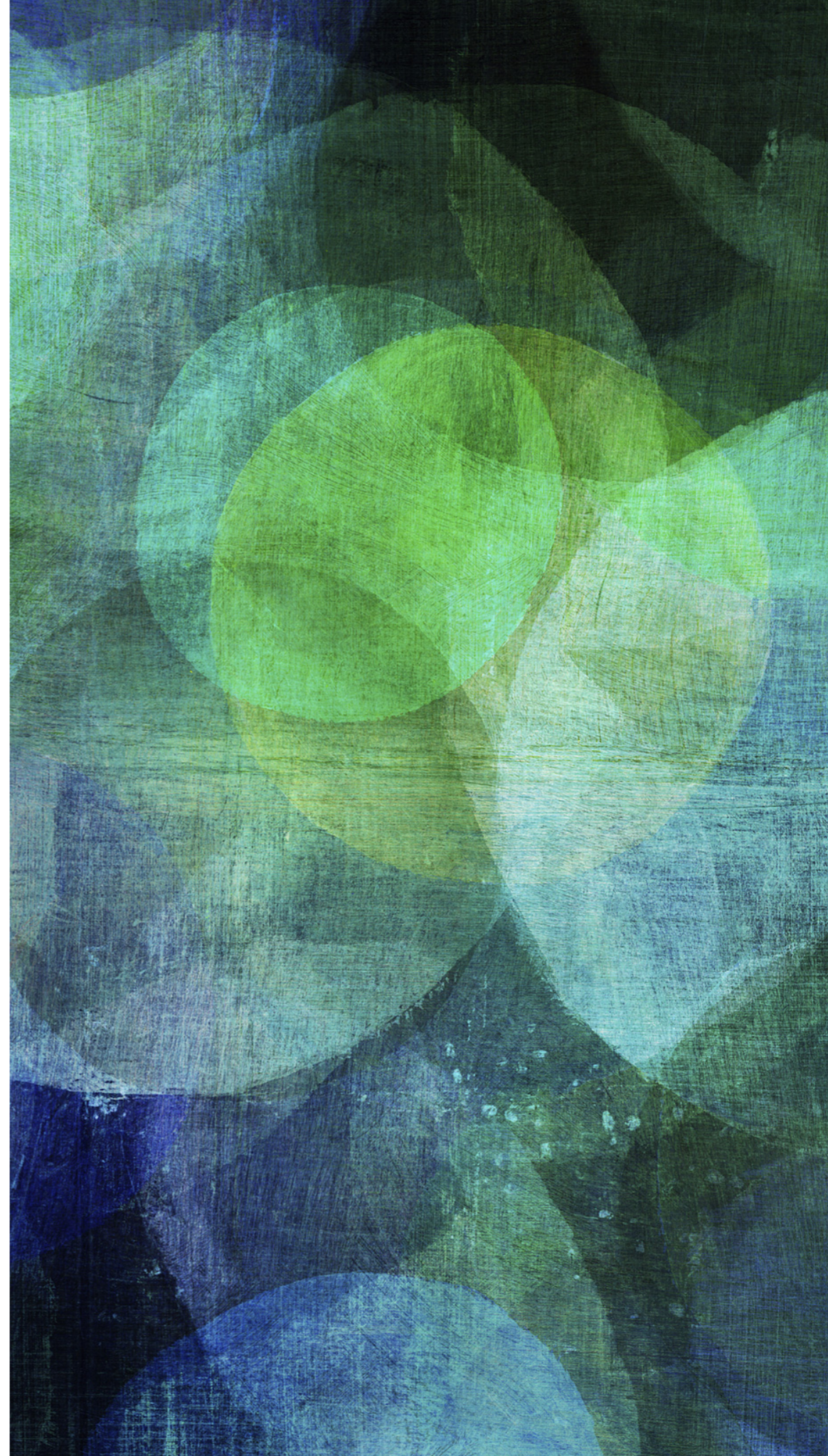
*August 31, 2022*



**TRAVELING HALF-  
WAY AROUND THE  
WORLD, EXPLORING  
BROADCASTING,  
AND HELPING TO  
MAKE TAIWAN A  
BETTER PLACE**

---

*Or something like that...*



TIM BERGE

白健文

---

*One man's journey half way  
around the world...*





Tim Berge

# BUT FIRST, A LITTLE ABOUT ME



# Who is this guy?

- Tim Berge
- 白健文
- Too old to remember...
- From Minneapolis, Minnesota



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***“WHAT’S IN A NAME?”***

**I’M JUST ASKING...**



**BERGE? WHAT A  
STRANGE LAST NAME**



OK, 冰山的英文怎麼說？



ICE = 冰

BERG = 山



SO, BERG'E' MEANS?



# PLURAL FOR MOUNTAINS

複數

# **ORIGIN STORY**



WHERE IN THE WORLD  
IS HE FROM???

# Where's he from?



# Where's he from?

- ✦ Minnesota
- ✦ 明尼蘇達州



# Land of 10,000 Lakes



# So, that's

- Me
- 'Nuf said





TOPIC ONE

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**TRAVELING  
HALF-WAY  
AROUND  
THE WORLD**



HOW LONG HAS HE BEEN IN  
TAIWAN?



**HINT... SOMEONE FAMOUS DIED  
JUST DAYS AFTER I ARRIVED**

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# HINT FOR THOSE OF YOU WHO HAVE NO IDEA WHAT I'M TALKING ABOUT

The movie Rain Man was  
released in 1988.

Yikes.





# What's he doing in Taiwan?



# Studied Chinese in College...

## Macalester College



**你沒聽過，沒關係**

**LET ME TILL YOU...**

**MACALESTER COLLEGE**

# **FAMOUS ALUMNI**

- **Walter Mondale**
- **Former USA Vice President under Jimmy Carter**
- **1977 - 1981**
- **US Senator**
- **US Ambassador to Japan**
- **Also from Minnesota**



**MACALESTER COLLEGE**

# **FAMOUS ALUMNI**

- **Kofi Annan**
- **Former UN Secretary General**
- **1997 - 2006**
- **From Ghana, studied Economics at Macalester**



# But why not stay in the USA?

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Being from the Midwest, job opportunities  
for someone who studied Chinese seem  
limited in the late '80s.

China was still not very open.

Taiwan was still developing.

And in the US, the only opportunities were in  
NY or LA.

But, my Taiwanese friends convinced me to  
give Taiwan a try.



# **SO I TRAVELLED HALF WAY AROUND THE WORLD...**

## **TO DO WHAT?**

- **To improve my Chinese**
- **Try to find my career**
- **First I worked with a friend who was involved in trade (export house)**
- **And then I worked with another friend doing imports (military related supplied)**
- **But then one day out of the blue I got a call...**



# WHO TOLD ME ICRT WAS LOOKING FOR SOMEONE...

- \* TO DO BILINGUAL TRAFFIC REPORTS
- \* THIS WAS THE EARLY '90S, AND CARS WERE GROWING MORE PREVALENT IN TAIWAN
- \* AND TAIPEI WAS BEING DUG UP TO MAKE WAY FOR THE MRT
- \* SO YES, TRAFFIC WAS A BIG ISSUE, WORSE THAN IT IS TODAY





**FIRST... WHY DID I COME TO  
TAIWAN ?**

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*Why not Mainland China?*

TAIWAN WAS AN  
EASY CHOICE...  
WORSE COMES  
TO WORSE YOU  
TEACH ENGLISH.

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*Back then China was still not  
very open...*



# Important note:

Taiwan is a friendly and safe environment. But back then, it was still somewhat closed, just coming out of martial law. So everyday, was never a dull moment.



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**SO... WHEN I FIRST  
GOT HERE I STUDIED  
MANDARIN**

**AND, BACK IN THOSE DAYS  
THE MANDARIN TRAINING  
CENTER STILL HAD SEVERAL  
TEACHERS FROM THE  
MAINLAND... SO EVERYDAY  
WE GOT TO HEAR MANY  
INTERESTING STORIES...**



**SO... WHEN I FIRST  
GOT HERE I STUDIED  
MANDARIN**

**AND, LEARNED EVERY  
POSSIBLE 破音字 YOU  
COULD EVER IMAGINE.**

**當:DANG1, DANG4,  
DANG3**





# EARLY DAYS

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*In Taiwan*



**FROM THERE I DID  
SOME  
MISCELLANEOUS  
JOBS...**

**UNTIL I GOT A CALL FROM A FRIEND.**



# **ICRT WAS LOOKING FOR STAFF**

**SPECIFICALLY, A BILINGUAL REPORTER TO  
DO TRAFFIC REPORTS, AND OTHER JOBS.**



## TRAFFIC REPORTS? RADIO?

- ▶ I had never had a job in the media, nor understood anything about it.
- ▶ But heck, it sounded fun.
- ▶ Why Traffic Reporter? This was in the early '90s, and Taipei traffic was horrendous. Cars were crowding the streets, and many roads were ripped up for the new MRT under construction.
- ▶ And, they wanted someone bilingual.



## RADIO? NEWS? MORE?

- ▶ From there, I discovered radio was both fun, and rewarding.
- ▶ Back then, before cable TV and the internet, radio was an important source for timely news, and ICRT was in a special position, being the only English language broadcaster in Taiwan.
- ▶ We had first-hand, realtime access to international news, and trends



## RADIO? NEWS? MORE?

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- ▶ We had first-hand, realtime access to international news, and trends
- ▶ Rewarding to keep audience informed



## RADIO? NEWS? MORE?

- ▶ From there, I got more involved in news.
- ▶ Writing, reading, and reporting on the news.
- ▶ Reporting on first hand elections etc, seeing Taiwan evolve into a strong democracy
- ▶ And, also learn more about ICRT and radio operations.



## HEADING UP

- ▶ As I got more involved, I also moved up the ladder
- ▶ News Manager, Division Director, and then General Manager
- ▶ ICRT is unique in Taiwan. It operates much like a commercial radio station, but it's a non-profit, and has a mission from the government to serve international community in Taiwan, and act as a "cultural bridge" to local community





# EARLY DAYS

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*Stranger in a strange land*





# STRANGER IN A STRANGE LAND

- Over the years, there have been many challenges living in Taiwan, but at the same time, it was always a fun adventure
- Life is very different here than my homeland, but I always took that as a challenge, not an obstacle.
- Learning to live with what is here, and not trying to recreate a form of “home” here.
- Try to create instead the best of both worlds

gettyimages  
Alexis DUCLOS



## STRANGER IN A STRANGE LAND

.....

- Luckily through my job I was able to also make an impact on Taiwan
- My job also gave me a foot in both worlds
- On the one hand I was able to work in bilingual work environment. ICRT is English broadcaster, but working in news, I needed to understand and be conversant in Chinese too.
- Plus, we were always staying abreast to what was happening in Taiwan, and overseas.
- So, I felt “involved” in what was happening here and overseas



## STRANGER IN A STRANGE LAND

- .....
- But at the same time, Taiwan has always been a struggle too.
  - In the old days, Taiwan wasn't very "accepting" of foreigners, especially from a legal perspective
  - Many things were technically off limit, and so you had to go through "back doors", or have a friend do it for you
  - This included banking, or buying a motorcycle etc. Or even leaving the island



## STRANGER IN A STRANGE LAND

.....

- Luckily, over the years government has slowly changed its attitude
- The attitude changed from “tolerating” foreigners, to starting to “welcoming” them in varying degrees
- This was a slow and gradual process
- Plus, after the government changed its attitude, then we had to change the attitude of private business/society etc



**ICRT**

.....  
*English Radio in Taiwan*



# YOUR MORNING WAKE-UP CALL

跟著ICRT的台呼迎接新的一天





ICRT IS...

ENGLISH BROADCASTING IN  
TAIWAN

---

全國唯一  
英語廣播電台

**ICRT...  
HELPING TO BUILD A**

**BILINGUAL TAIWAN!**

**打造雙語社會**





AND ICRT IS....

MEETING THE  
CHALLENGES OF AN

---

**EVOLVING MEDIA  
LANDSCAPE**



**iCLRT**

***FM.100***

# **Quick introduction**

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English radio in Taiwan...

# ICRT: Taiwan's only English language broadcaster

- \* Successor to American Armed Forces Radio
- \* Western music and news and information
- \* Early days, very much a US pop radio station sound
- \* Over the years, the style has evolved to be more wide ranging



# ICRT: Non-profit foundation

- \* But, we do not receive government funding
- \* So, we operate much like a commercial radio station
- \* Over the years, as the market has changed we've expanded our business scope
- \* Today, events/projects are an important revenue source



# ICRT: Changing market

- \* Before, Taiwan had very few radio and TV stations
- \* Today, the radio dial is full and cable offers hundreds of TV stations
- \* Internet... online platforms, social media
- \* Advertising budgets have diversified



# ICRT: Radio is no longer radio

- \* ICRT has always kept pace of changes
- \* First in Taiwan to offer online streams
- \* First to jump onto social media and podcasts
- \* But, due to our structure, and mission, we have trouble pushing too deep



# ICRT: Our unique role in Taiwan

- \* Over the years, ICRT has been synonymous with “international” and “English”
- \* Many listeners choose to us to improve their English
- \* Radio is a great/free way to immerse in English
- \* We can offer more lively and authentic content



# ICRT: Our unique role in Taiwan

- \* The international audience has relied on us for information and entertainment
- \* Even today, although there is much people can get online, but we can still provide realtime information, especially about Taiwan in English
- \* Emergencies, typhoons, COVID etc



# ICRT: We ain't dead yet

- \* Radio may not be what it used to be, but we're still relevant
- \* We're here in emergencies
- \* We can talk about the world from a Taiwan perspective
- \* We have a social media presence to talk to young people



# ICRT: My goal

- \* Radio is not just “terrestrial broadcasts” or 收音機
- \* Radio is any form of “audio” media/messaging
- \* Podcasts, live-streaming etc
- \* Learning to be multimedia. Video content. Social media presence. Content which can be repackaged for different media.





# BUILDING A BETTER TAIWAN

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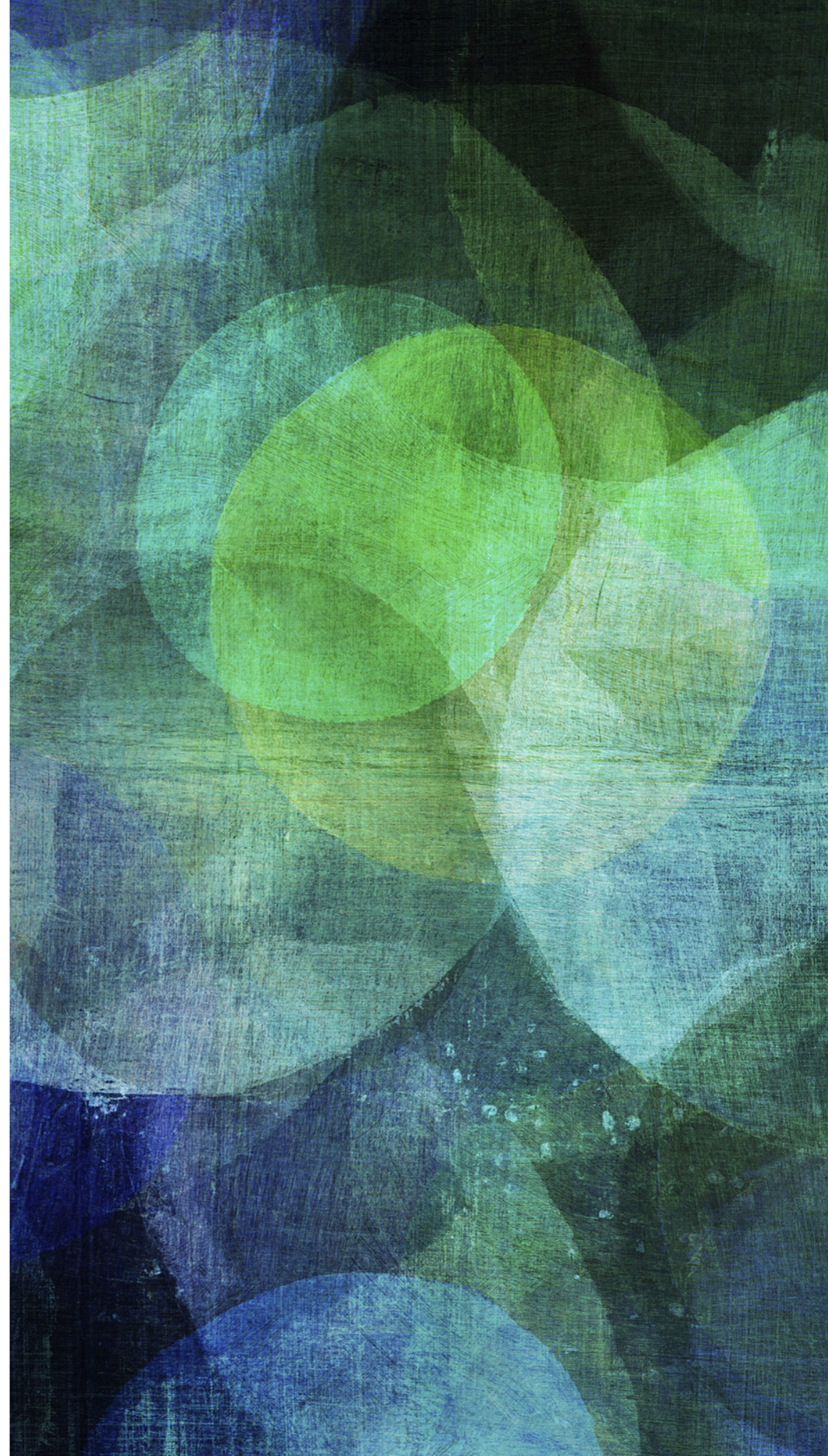
*A better Taiwan benefits all residents*



**3 PRONGED APPROACH  
ICRT/CHARITY/CHAMBERS**

# ICRT HAS PROVIDED A UNIQUE POSITION

.....  
*Built on its unique position in  
Taiwan*





# FIRST...THE BASICS

.....

- Being Taiwan's sole English broadcaster has given us a unique position in society
- We are important to the international business community, and social leaders
- With our role, we can play a positive role in the Taiwan media
- When discussing issues of "internationalization" our input is often sought



# FIRST...THE BASICS

.....

- Since many members of the international community were active in our formation, we have strong and historic ties with them
- AmCham, TAS, AIT
- And from there, other related organizations
- TES, ECCT, other international chambers and embassies and representative offices



# FIRST... THE BASICS

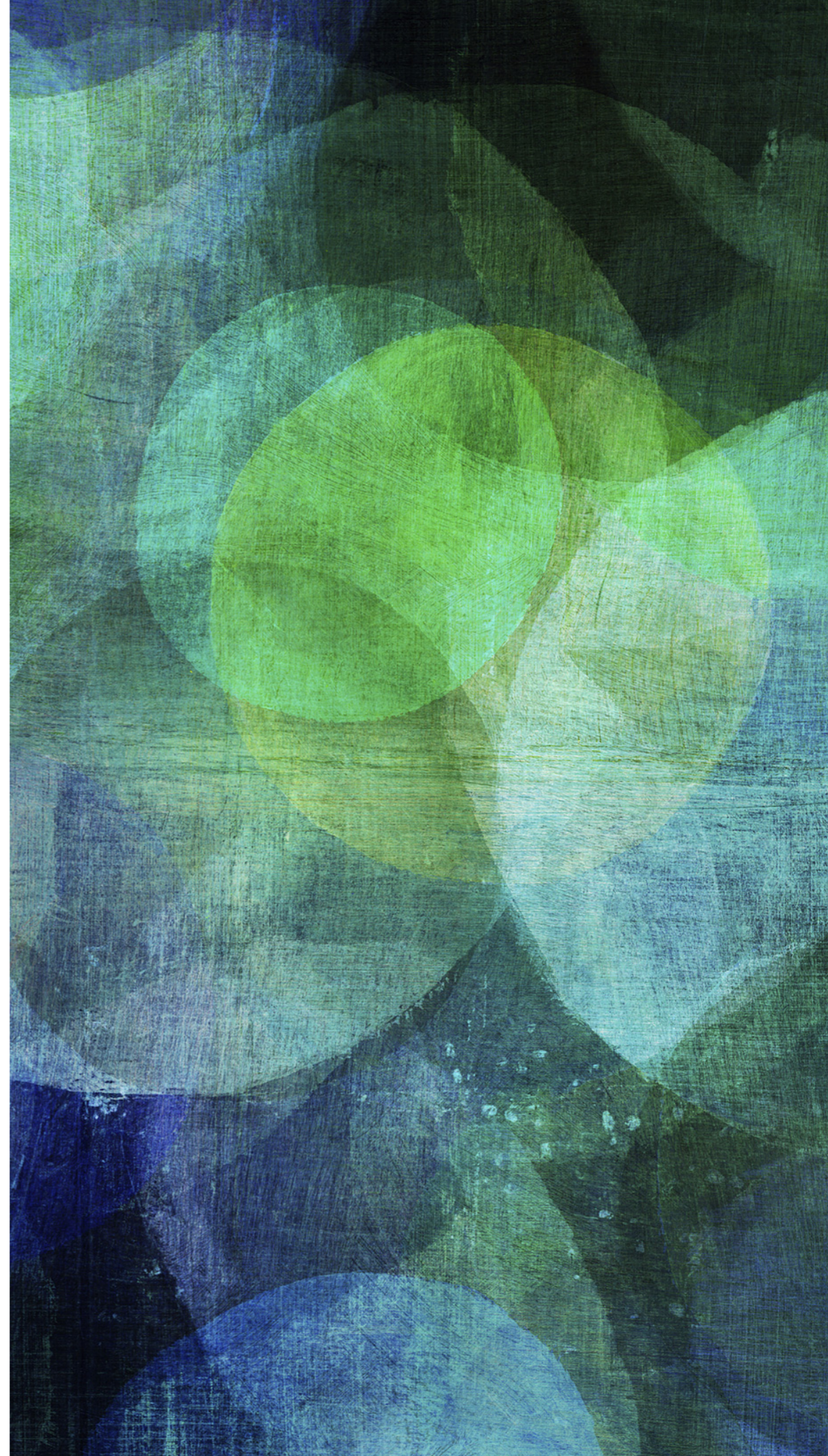
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- Working with these organizations, we can share with them input from our audience (the public), ideas for improvement
- Or explain to the public, why something may not be possible (two way communications)
- We can also help provide smooth dissemination of important information
- Both local government, and foreign offices etc.

**SINCE ICRT IS  
A NON-PROFIT,  
WE SUPPORT  
OTHER NON-  
PROFITS TOO**

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*Our CSR is built on helping  
the community*





## NEXT... A HELPING HAND

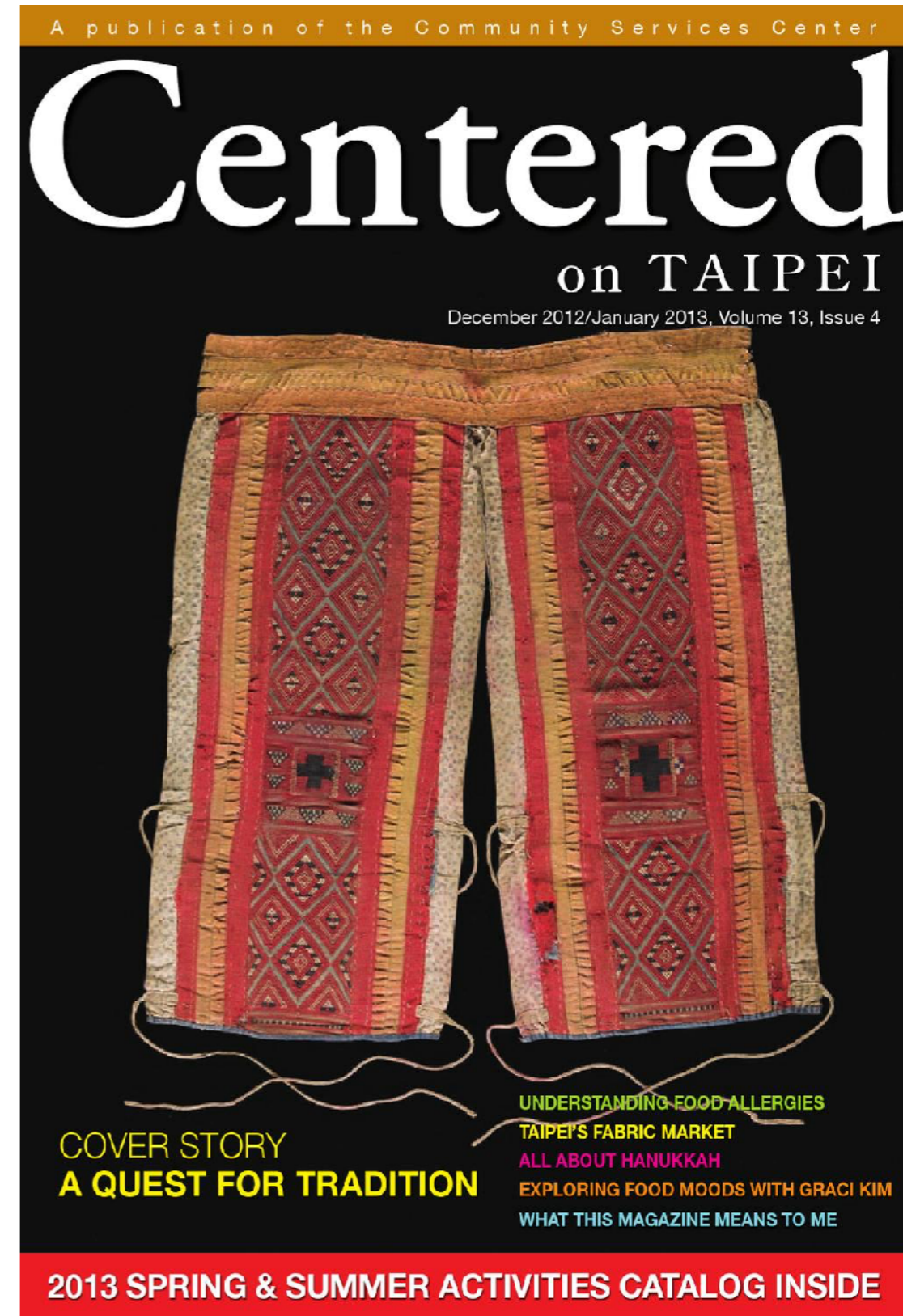
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- For any “community” event or organization, we provide free air-time to promote them and their activities
- This is limited to free or “non commercial” activities
- Through this process, we become have become involved with these groups, and work more to help them succeed
- Their success, builds to a better Taiwan

# CASE STUDY

## COMMUNITY SERVICES CENTER

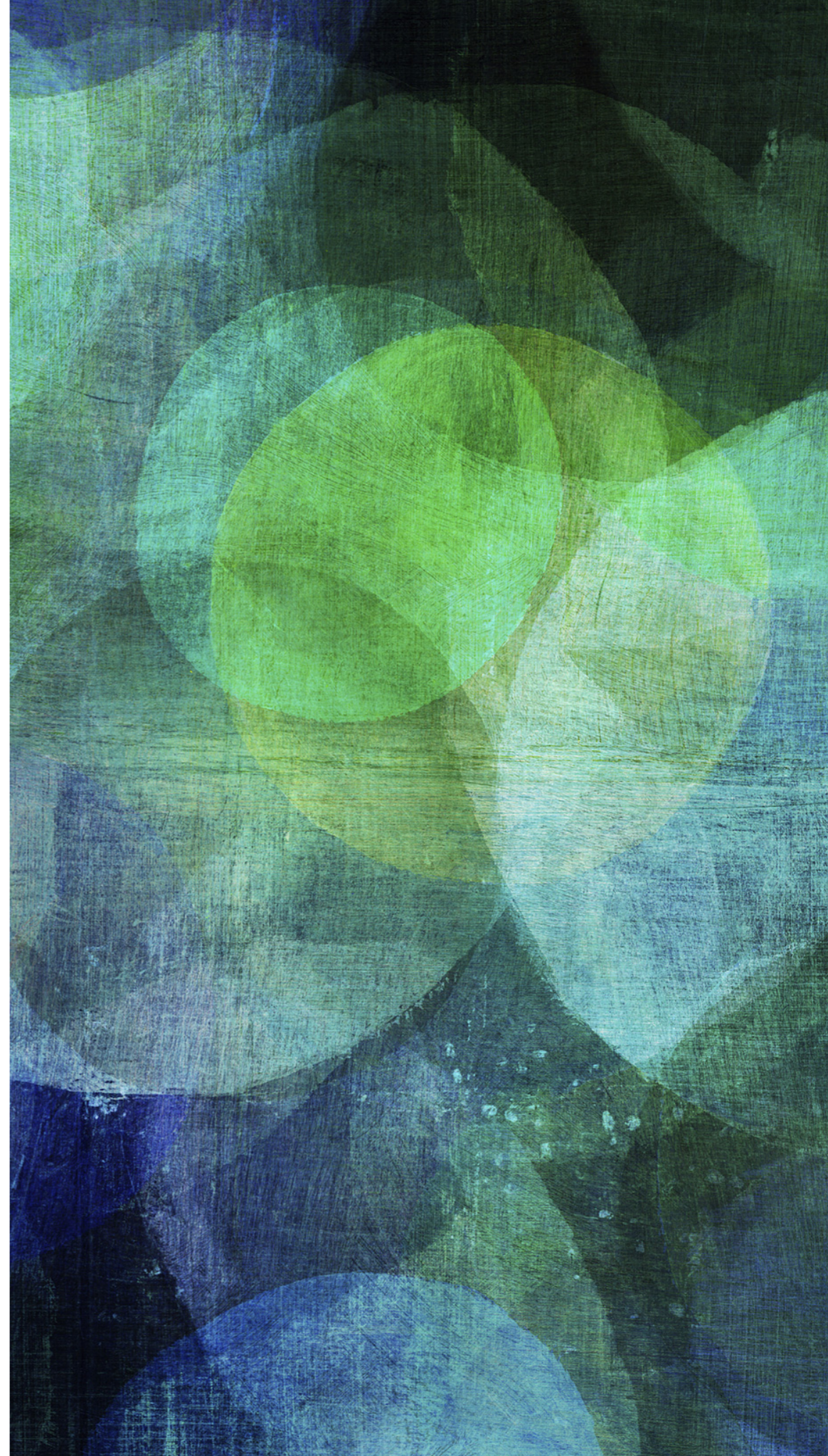
- The only non-profit social welfare organization devoted to providing counseling services to the International community
- This has become more valuable recently. During COVID, the mental health issues have been on the rise
- Orientation and classes for newcomers to Taiwan
- A healthy community is a strong community



**WE WORK WITH  
OUR  
STAKEHOLDERS  
TO AFFECT  
POSITIVE CHANGE**

---

*We have valuable input for  
the Taiwan government*



# CASE STUDY

## ECCT BETTER LIVING COMMITTEE

- **ECCT (European Chamber of Commerce Taiwan) is the second largest foreign chamber of commerce in Taiwan**
- **All the chambers have committees for advocating certain issues with the government**
- **Unlike other chambers, the ECCT has a Better Living committee, devoted to promoting positive policy changes to build a better Taiwan**



# CASE STUDY

## ECCT BETTER LIVING COMMITTEE

- **ICRT has been actively involved in the Better Living Committee for over 15 years**
- **We meet with the National Development Council, and other government agencies regularly to share our ideas and input**
- **We are not looking for special treatment or privilege. We are looking for issues which will help all Taiwan residents, or make Taiwan more attractive to international business and professionals**



# CASE STUDY

## ECCT BETTER LIVING COMMITTEE

- For example, we were an early advocate for rear safety belts, improved traffic safety regulations, pedestrian safety, and more
- We advocated for new ARC/APRC numbers, to make it easier for online commerce etc
- We've convinced the government to include foreigners in programs to promote electric vehicles. EVs are good for the environment, so why not convince all drivers to switch?



# CASE STUDY

## ECCT BETTER LIVING COMMITTEE

- **We're working closely with the NDC on the Bilingual Nation policy**
- **Strong English skills are important for attracting International business, and participation in high tech. Both are important for the development of Taiwan**
- **We offer ideas and assistance, and also guidelines for making the policy effective**
- **For implementation, we are also working with the MOE**



# CASE STUDY

## ECCT BETTER LIVING COMMITTEE

- **Taiwan is facing a declining birth-rate and brain drain**
- **We work with the government to develop policies which bring high-skilled workers and professional talent to improve the Taiwan economy**
- **Gold Card**
- **By improving the business climate here, we hope to reduce brain drain, and convince more Taiwanese to stay**



# **CONCLUSIONS AND RANDOM THOUGHTS**

# A NEW IMMIGRANT

- I spent a year before in Hong Kong as a university student, and the friendliness of Taiwan, and the ease of living, won me over
- Taiwan has made great strides over the past two decades to be much more open to new immigrants
- Officials are doing more to make things even better
- Only one criticism, there are still unnecessary barriers for legal foreign residents



# WORKING AT ICRT

- Radio is a great environment to work in, and is a great tool for improving communications skills (both for me the worker, and you the audience)
- ICRT has strong and deep connections with the community, which we utilize to make improvements
- Best of both worlds. The orders and systems of a “foreign company”, with the friendliness and flexibility of a Taiwan company



# WORKING WITH THE GOVERNMENT

- **Wanting to build a better Taiwan is part of our mission, so comes second nature to me and ICRT**
- **With our strong connections with the local and international community, we're able to provide unique input, "best of both worlds"**
- **Be patient. Be happy when you affect change, and don't get down when things move too slowly. Change with the government, and their red tape doesn't come quickly.**
- **Try to avoid criticizing. Offer positive ideas or solutions instead. When you do criticize, be ready to back up your argument.**



**questions....?**  
**don't be shy!**