THE RADIO BROADCASTING ENTERPRISE OF FREE CHINA

A Thesis

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by

Tien Lew

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The undersigned, appointed by the Dean of the Graduate Faculty, have
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THE RADIO BROADCASTING ENTERPRISE OF FREE CHINA

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and hereby certify that in their opinion it is worthy of acceptance.

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CHAPTER I

THE PURPOSE OF THE STUDY

This is a study of the radio broadcasting enterprise of Taiwan, the last stronghold of Nationalist China. As it represents the spark of sturdy independence, the valiant stand of human freedom, Taiwan is considered as Free China. Present day radio broadcasting enterprise in Free China serves as one of its effective tools for social education, as one of its most popular means for public information and entertainment and, above all, as one of its most powerful weapons in its war against Communism.

Purpose and Importance

The purpose of this study is (1) to relate the historical background and development of the radio broadcasting enterprise of Free China; (2) to explain the organization and operation of the radio broadcasting enterprise of Free China; (3) to show how the radio of Free China cooperates with its Government in serving, educating, informing and entertaining the Chinese people and how it participates in the struggle and battle against the Communists; and (4) to tell the future plan and possible development of the radio broadcasting enterprise of Free China.

The radio broadcasting enterprise of Free China is not a separated or isolated development. Rebuilding from the Communist destruction, it is a continuation of the radio broadcasting enterprise of the Republic of China. It stands by the Government faithfully, serves its people diligently and fights the Communists heroically. Sharing the common creed and ideals, the broadcasting enterprise of Free China is also a part of the broadcasting activities of the free world.

Beaming from Taiwan, the Voice of Free China can be heard both abroad and in the Chinese mainland behind the "bamboo curtain." It advocates liberty, humanity and democracy against Communism and represents the spirit and the will of the Chinese people.

The story of the radio broadcasting enterprise of Free China is worth telling to its friends and listeners everywhere.

Organization of Remainder of the Thesis

In order to give a complete background picture of the radio broadcasting enterprise of Free China, Chapter III begins with the birth and growth of the radio broadcasting enterprise in the Republic of China; traces its development through the World War II years and the four golden years after V-J Day; and relates the decline brought by the Communists and the rebuilding of the radio

broadcasting enterprise in Free China.

The story of radio in Free China today begins with Chapter IV. Chapters IV, V, and VI tell and explain the background, aim, policy, organization, operation, programming and equipment of the government-operated stations, the armed forces operated stations, and privately owned stations in Free China respectively.

A sketch of the foundation and operation of the University of the Air, an important recent development, is given in Chapter VII.

A summary and certain conclusions are presented in Chapter VIII.

CHAPTER II

REVIEW OF THE LITERATURE

Much of the information pertaining to the radio broadcasting enterprise of Free China was gathered from the Chinese broadcasting publications.

The Annual Publication of the Broadcasting Enterprise is the annual official publication put out by the Association of the Chinese Broadcasting Enterprise to celebrate the Chinese Broadcasting Day. An over-all picture and a general survey of the Chinese broadcasting enterprise of each year is presented in this publication. Contributions of the authorities and experts in the broadcasting field and studies of both technical and non-technical broadcasting problems are included. Invaluable information for this thesis was provided by this publication.

Voice of Free China and A Sketch of BCC are the two pamphlets published by the Broadcasting Corporation of China in 1957. They are valuable for their information pertaining to the Central Broadcasting Station of the Broadcasting Corporation of China, which can be heard both abroad and in the Chinese mainland, and for their information concerning the regional stations of the Corporation.

Voice of the Armed Forces is an annual report issued

by the Armed Forces Broadcasting System. This publication records the programming and the activities of the radio stations operated by the armed forces, year by year. It provides dependable material for the study of the Armed Forces Broadcasting System.

Education on the Air Weekly is edited and published by the Education-on-the-Air Association of the Ministry of Education. It records the programs and lectures of the University of the Air week by week. Valuable information concerning the operation and programming of the University of the Air is given by this weekly.

The annual official reports of the privately owned and operated radio stations provide dependable information and were valuable for this study.

Journal is a periodical put out by the Association of Chinese Journalists and publishes articles concerning all phases of journalism. It has good articles about the journalism on the air.

Much of the information concerning the historical background of the Chinese radio broadcasting enterprise is based on two books: History of Chinese Broadcasting Enterprise, by Wu Tao-I, published in 1955, and The Chinese Broadcasting Enterprise During the Second World War, by Lee Hwa-Chin, published in 1953. The former traces the Chinese radio broadcasting enterprise from its birth in 1927 to its rebirth in Free China in 1949, and the latter

gives specific information about the radio broadcasting enterprise during the Second World War period.

Radio as a Social Influence in Free China, by K. C. Chu, published in 1956, provides good material for the study of the radio broadcasting enterprise of Free China.

The Constitution of the Republic of China and China Handbook supply background information for this study.

CHAPTER III

HISTORICAL BACKGROUND

Present day radio broadcasting enterprise of Free China, rebuilt from Communist destruction, is a continuation of the radio broadcasting enterprise of China which celebrated its thirtieth birthday in 1957.¹ With the conquest of governmental power on the Chinese mainland in 1949, the Communist Party began its effort to impose thought control and secure ideological conformity. A program of indoctrination began to permeate the broadcasting field in Red China.² At the same time, the Chinese broadcasting enterprise as a free, independent medium has been rebuilt in Free China.³

This chapter sketches the history of the Broadcasting Corporation of China, then called the Central Broadcasting Administration, as it was the main radio broadcasting enterprise of China before 1949 and is the "root"

¹ Annual Publication of the Broadcasting Enterprise (Taipei: Association of the Chinese Broadcasting Enterprise, 1950), p. 15.

² Yuan-li Wu, "Press Regulation in Mao's China," Problems of Communism, No. 4, Vol. VI, Jul-Aug, 1957 (Washington, D. C., United States Information Agency, 1957).

³ Op. cit., p. 17.

of the present day radio broadcasting enterprise of Free China. The history of BCC may well be considered the history of radio broadcasting in China.⁴

Birth of Radio Broadcasting in China

Radio broadcasting, as we know it today, stems from discoveries as early as 1729. However, it was not until after World War I that the enormous possibilities of radio broadcasting were realized in the western world.⁵ And it was not until the late twenties that the idea of radio broadcasting as an effective channel of information, education and entertainment was introduced into the Orient.⁶

In 1922, a year after the National Government of China established itself in Nanking, an American business firm, Kellogg & Company, set up a tiny radio station in Shanghai for commercial and promotional purposes. It was the first radio station ever to operate in China.⁷ The late Chen Kuo-fu, a member of the Central Executive Committee of the Nationalist Party, happened to hear the on-the-

⁴ Voice of Free China (Taipei: Broadcasting Corporation of China, 1957), p. 3.

⁵ Walter K. Kingson, Rome Cowgill, Ralph Levy, Broadcasting Television and Radio (New York: Prentice-Hall, Inc., 1955), pp. 139-140.

⁶ Wu Tao-I, History of the Chinese Broadcasting Enterprise (Taipei: Association of the Chinese Broadcasting Enterprise, 1955), p. 37.

⁷ Ibid., pp. 46-52.

air commercial broadcast by the Kellogg & Company station when he visited Shanghai. The idea of radio broadcasting struck him immediately. The rate of illiteracy was then as high as 90 per cent in China. Radio broadcasting with the capacity to reach people who could not read or write was an ideal public communicating medium that China needed. The Nationalist Government of China responded to his suggestion and founded the broadcasting enterprise in China.⁸ A 500-watt radio station, COTN, was set up in Tien Zin on May 1, 1927, and a 100-watt station, COPK, was built up in Peiping on September 1, 1927. Each station broadcast seven hours daily with music and news as their main programs. These two were the first publicly owned stations in China and mark the humble beginning of the Chinese radio broadcasting enterprise.⁹

The founding of the Central Broadcasting Station, XKM, with a capacity of 500 watts, by the Nationalist Government was an important landmark in the development of the Chinese radio broadcasting enterprise. It began its broadcasting on August 1, 1928, in Nanking, with Generalissimo Chiang Kai-Shek delivering the opening message.¹⁰

A new era in the field of mass communication began

⁸ Ibid., pp. 60-81.

⁹ Ibid., pp. 83-90.

¹⁰ Voice of Free China, p. 10.

in China. It was eight years after Station KDKA, first of its kind in the world, went on the air in Pittsburgh, Pennsylvania, U.S.A.

Growth of Chinese Radio Broadcasting

From 1928 to 1936, under Government encouragement and assistance, each year was marked by a big increase in the number of local transmitting stations all over the country.¹¹

The major development was the expansion of the Central Broadcasting Station and the birth of the network. The young enthusiasts who put their heart and mind into broadcasting were not satisfied with the makeshift transmitter of XKM. A 75-kilowatt medium-wave transmitter was ordered from Telefunken, the famous German electronics manufacturer, and was set up at Peihokou, outside of Nanking. The new station, XGOA, began broadcasting on November 12, 1932, the sixty-seventh anniversary of Dr. Sun Yat-Sen, the founder of the Republic of China. Operating at 660 kilocycles with a wave length of 454 meters, Station XGOA was then the most powerful station in the entire Far East. In 1934 two new stations went on the air, at Peiping and Foochow. Soon the Central Broadcasting Administration was organized to manage the network. The

¹¹ History of the Chinese Broadcasting Enterprise, op. cit., p. 95.

stations at Changsha, Sian and Chungking were added in 1936, giving the network a power capacity of 85 kilowatts. In these six years from 1928 to 1936, XGOA gradually became the listening habit of millions of Chinese.¹²

A year later, war broke out between Japan and China.

XGOA went off the air in November, 1937, just before the fall of Nanking, but it resumed broadcasting in the same month at Hankow. In 1938 it moved again to Chungking, the war capital of China. In spite of heavy bombing by the Japanese, XGOA stayed on the air without a single day's interruption.¹³

City after city fell to the Japanese. Due to the difficulties of evacuations, most of the broadcasting equipment was lost. Only a small amount of equipment was dismantled and moved to the rear. In the war years, seven new stations were set up by the Central Broadcasting Administration, at Kweichow, Hsichang, Lanchow, Kunming, Chungking and Nanchang. In building the new station at Hsichang, capital of Sikang province, all equipment was carried there by pack mules over a mountain trail through the ranges which make up the Himalayas. The staff had to work in sub-zero temperature, trying to overcome transmitting difficulties caused by surrounding hills, none of

¹² Ibid., pp. 110-125.

¹³ Ibid., pp. 171-186.

them lower than 10,000 feet. The Kunming Station, with a capacity of 50 kilowatts, was the most powerful one. However, the best known of them all was the short-wave Station XGOY at Chungking, later resumed as the International Broadcasting System. "The Voice of China" had directional antennae designed to make itself heard in Europe, the United States, Japan and Southeast Asia. At the height of World War II, the system used eight different dialects and eleven foreign languages in its broadcasts. Domestic programs were conducted in Mandarin, Cantonese, Amoy, Hakka, Uigur, Mongolian and Tibetan. Foreign broadcasts used English, French, Russian, Dutch, Japanese, Korean, Siamese, Burmese, Spanish, Vietnamese and Malayan.¹⁴

On the eve of V-J Day, the Central Broadcasting Administration had a network with a total capacity of 150 kilowatts, still small but battle tested and hardened.¹⁵

The Short-Lived Golden Age, 1945-1949

A period of fast expansion in the radio broadcasting field followed 1945. At its peak in 1947, the Central Broadcasting Administration had a network of 41 stations totalling 550 kilowatts in power. It also entered the

¹⁴ Lee Hwa-Chin, The Chinese Broadcasting Enterprise during the Second World War (Taipei: The Association of the Chinese Broadcasting Enterprise, 1953), pp. 39-67.

¹⁵ Ibid., pp. 111-123.

business of making phonograph records, besides manufacturing radio parts and assembling receiver sets. This golden age, however, was short-lived. With the fast Communist seizure of governmental power in the Chinese mainland, another retreat had to be made. All branch stations had to be abandoned, except for three transmitters at the home station at Nanking which were removed in time. Packed in 1,652 cases, weighing 700 tons, they were brought to Taiwan in 1949. The network's management also underwent a reorganization in the same year. The old Central Broadcasting Administration became the present Broadcasting Corporation of China.¹⁶

Rebuilding from Scratch

In Free China, the Chinese radio broadcasting enterprise has been started and rebuilt from scratch. Begun with only one station in Taiwan in 1949, the Broadcasting Corporation of China grew steadily through the years. Today, the BCC has one Central station, "Voice of Free China," and twelve regional stations.¹⁷ A separate Army Broadcasting System, including nine stations, has been organized and operated by the armed forces. Under governmental encouragement, 18 privately owned stations were set

¹⁶ A Sketch of BCC (Taipei: Broadcasting Corporation of China, 1957), pp. 25-56.

¹⁷ Ibid., pp. 190-201.

up in Free China.¹⁸ In the following chapters of this thesis, detailed reports and discussions about the publicly operated radio stations, the stations operated by the armed forces, and the privately owned stations in Free China are presented.

¹⁸ Annual Publication of the Broadcasting Enterprise (Taipei: Association of the Chinese Broadcasting Enterprise, 1956), p. 30.

CHAPTER IV

GOVERNMENT-OPERATED STATIONS

The Government-operated stations play an important part in the present-day radio broadcasting enterprise of Free China.¹ The three main groups of the Government-operated stations are the Broadcasting Corporation of China, the Youth Broadcasting Station and the Police Broadcasting Station. Each of them has its own historical background, and its specific aims, functions and programming.

Broadcasting Corporation of China

The Broadcasting Corporation of China, the root and foundation of today's radio broadcasting enterprise of Free China, is the largest and the strongest group among the Government-operated stations.² Its historical background has been presented in the preceding chapter. The present-day organization, divisions, personnel, programming and broadcasting languages and dialects of the Broadcasting Corporation of China are discussed below.

¹ Annual Publication of the Broadcasting Enterprise (Taipei: Association of the Chinese Broadcasting Enterprise, 1957), p. 21.

² A Sketch of BCC (Taipei: Broadcasting Corporation of China, 1957), p. 60.

Organization

The old Central Broadcasting Administration was reorganized in 1949 as the present Broadcasting Corporation of China, contracted for Government uses.

The BCC Stockholder's Council is the highest controlling group. While the Council is not in session, the Board of Directors and the Board of Supervisors have the strongest controlling power. The managing director and the deputy managing directors are recommended by the Board of Directors, subject to the approval of the Board of Supervisors.

Under the managing director and three deputy managing directors, there are nine departments: (1) General Affairs Department; (2) Engineering Department; (3) Program Department; (4) Personnel Department; (5) Accounting Department; (6) Technical Supply and Procurement Department; (7) Central Broadcasting Station Department; (8) Radio and Electric Service Department; and (9) Regional Stations Department.³

Further details of organization are charted in Figure 1.

Divisions

The Broadcasting Corporation of China has two main

³ A Sketch of BCC, op. cit., pp. 73-85.

Figure 1. Organization chart of Broadcasting Corporation of China.

divisions, the Central Broadcasting Station and the regional broadcasting stations. The Central Broadcasting Department consists of the Overseas Broadcasting Department and the Mainland Broadcasting Department. The regional stations include ten stations situated at Taipei, Tai-chung, Tai-nan, Kao-hsiung, Chia-yi, Hua-lian, Tai-tung, I-lan, Miao-li and Hsin-chu.⁴ See Table I for details concerning these stations.

Personnel

The personnel of the Broadcasting Corporation of China numbered 546 in 1957, including 390 members in the Corporation headquarters and regional stations and 156 in the Central Broadcasting Station. Among the 546 personnel, 204 persons can be classified as engaged in engineering work, 232 persons as doing programming work, and 110 persons as employed in administrative work.

The education level of the BCC personnel ranges from primary school to college. Among the 546 members, there are 156 college graduates, 94 senior vocational school graduates, 35 junior vocational school graduates, 141 senior middle school graduates, 46 junior middle school graduates, 36 primary school graduates, and 38 training class graduates.

⁴ Ibid., pp. 92-104.

TABLE I

CALL LETTERS, WAVE LENGTH, FREQUENCY AND POWER OF THE
BROADCASTING STATIONS OF THE BCC

	Call letter	Wave length	Frequency	Power
<u>CENTRAL BROADCASTING STATION</u>				
Mainland	BED 2	Medium wave 400 ft.	750 KC	125 KW
Dept.	BED 33	Short wave 62.9 ft.	4770 KC	0.4 KW
	BED 34	" " 16.7 ft.	5050 KC	0.4 KW
	BED 35	" " 16.7 ft.	7150 KC	0.4 KW
	BED 36	" " 30.9 Ft.	9685 KC	0.4 KW
	BED 37	" " 25 ft.	11970 KC	0.4 KW
	BED 38	" " 19.8 ft.	15140 KC	0.4 KW
Overseas	BED 4	" " 25.2 ft.	11920 KC	20 KW
Dept.	BED 5	" " 31.3 ft.	9575 KC	20 KW
	BED 3	" " 19.7 ft.	15335 KC	20 KW
	BED 6	" " 25.4 ft.	17815 KC	50 KW
	BED 7	" " 42.1 ft.	7130 KC	20 KW
	BED 8	" " 19.6 ft.	15300 KC	50 KW
<u>REGIONAL STATIONS</u>				
Taiwan (1)	BED 9	Medium wave 289 ft.	1040 KC	20 KW
	BED 29	Short wave 50.17 ft.	5980 KC	3.5 KW
	BED 29	" " 93.2 ft.	3220 KC	
	BED 22	Medium wave 454 ft.	660 KC	20 KW
Taiwan (2)	BED 42		1480 KC	1 KW
	BED 42		3910 KC	1 KW
I-lan	BED 52	Medium wave 217 ft.	1380 KC	1 KW
Hsin-chu	BED 53	" " 294 ft.	1020 KC	1 KW
Miao-li	BED 54	" " 212.7 ft.	1410 KC	1 KW
Tai-chung	BED 23	" " 227.2 ft.	720 KC	1.5 KW
	BED 23	" " 416 ft.	1320 KC	1 KW
Chia-yi	BED 49	" " 248 ft.	1040 KC	1 KW
	BED 26	" " 289 ft.	1210 KC	0.5 KW
Tai-nan	BED 47	" " 234.4 ft.	1000 KC	1 KW
	BED 24	" " 300 ft.	1280 KC	1 KW
Kao-hsiung	BED 25	" " 337 ft.	1380 KC	1 KW
	BED 48	" " 206.9 ft.	1450 KC	1 KW
Hua-lian	BED 32	" " 252 ft.	860 KC	1 KW
	BED 27	" " 348 ft.	1190 KC	1 KW
Tai-tung	BED 28	" " 348 ft.	560 KC	0.5 KW

There is considerable variance in age among BCC personnel. Among the 546 employees, 113 are between 16 and 25 years of age, 253 are between 26 and 35 years, 119 are between 36 and 45 years, 58 are between 46 and 60 years, and 3 are more than 60 years old.⁵

Detailed statistics on personnel are presented in Table II.

A number of the present members of the Broadcasting Corporation of China were leading personnel of the old Central Broadcasting Administration who followed the organization from the Chinese mainland to Free China and remained in their positions after the reorganization in 1949. They are noted for their capacities and experience in the administrative, the engineering or the programming fields. Their efforts and contributions in the rebuilding of the radio broadcasting enterprise in Free China are of considerable importance.⁶

Each year from 1949 to 1957, following the yearly expansion of the broadcasting work, new engineers, as well as new programming and administrative workers, have been acquired. The personnel of the Broadcasting Corporation of China has been increased from 387 people to 546 people.

⁵ A Sketch of BCC, op. cit., pp. 107-131.

⁶ L. Wang, "The BCC Broadcasters," Journal, October, 1957 (Taipei: The Provincial Press, 1957), pp. 26-38.

TABLE II

PERSONNEL OF BCC (1957), CLASSIFIED AS TO TYPE OF WORK,
AGE GROUPS, AND EDUCATION

	Number	Percentage
<u>Total number employed</u>	546	
Corporation Headquarters and Regional Stations:	390	
Central Broadcasting Station:	156	
TYPE OF WORK:		
Engineering	204	37.36
Programming	232	42.49
Administrative	110	20.15
AGE GROUPS:		
16 to 25 years of age	113	20.69
26 to 35 years of age	253	46.16
36 to 45 years of age	119	21.80
46 to 60 years of age	58	10.62
60 years of age and older	3	0.73
EDUCATION:		
College or university	156	28.57
Senior vocational school	94	17.21
Junior vocational school	35	6.41
Senior middle school	141	25.82
Junior middle school	46	8.44
Primary school	36	6.59
Training class	38	6.96

An entrance examination is given by the Personnel Department of the Corporation to all the applicants every year to test their knowledge and techniques in the broadcasting field. Those who best meet the requirements and have the highest grades are selected and employed.⁷

A high percentage of the new members of the Broadcasting Corporation of China are between 26 to 35 years of age and a large number of them are college or senior vocational school graduates. The new trend in Corporation personnel is obviously toward a younger age level and higher level of education.⁸

Programming

The programming of the Broadcasting Corporation of China can be classified both according to its general basic broadcasting purposes and by the specific aims and functions of each type of station.

As a whole, the BCC programs are generally determined and conducted for public necessity and demand, for public service and for public entertainment, which are its three basic broadcasting purposes.⁹

For public necessity and demand, there are news-

⁷ Ibid.

⁸ Ibid.

⁹ P. C. Ma, "A Note on Today's Broadcasting Programs in Free China," Journal, December, 1957 (Taipei: The Provincial Press, 1957), pp. 82-97.

casts, programs designed for educational purposes, and programs conducted especially for family life, for children and for different professions.¹⁰

For public service, there are weather forecasts, information about livestock, grain and other market data, information concerning farming and fishery conditions, traffic and communication news, movie reviews and letters from listeners.¹¹

For public entertainment, there are programs of Chinese classical music, Chinese opera, Formosan dramas, local songs and music, folk songs from different parts of the Chinese mainland, story telling, broadcast plays, western music and songs, and an anti-Communist program which includes songs, poems, plays and stories.¹²

Individually, each BCC station has its own programs according to its specific aims and functions. Considered below are the purposes and programming of the two divisions of the Central Broadcasting Station--the Overseas Broadcasting Department and the Mainland Broadcasting Department--and, grouped together, the programming of the ten regional stations.

In the Central Broadcasting Station, the purposes of

¹⁰ Ibid.

¹¹ Ibid.

¹² Ibid.

its Overseas Broadcasting Department are (1) to report to the free world and the overseas Chinese honest information about Free China and facts behind Red China's "bamboo curtain" and (2) to introduce Chinese culture and arts to foreign countries and to entertain the overseas Chinese.¹³ Accordingly, news from Free China and facts behind the "bamboo curtain," and introductions to Chinese music, opera, literature and arts constitute the main part of the programs of the Overseas Broadcasting Department of the Central Broadcasting Station.¹⁴

The aims of the Mainland Broadcasting Department of the Central Broadcasting Station are (1) to inform the Chinese people on the Chinese mainland under Communist control about the news from the free world and from Free China; (2) to introduce democratic thoughts and ideas to them; and (3) to plant anti-Communist seeds.¹⁵ Accordingly, the mainland broadcasting programming can be divided into four kinds. The first kind is informational programs which report the news from the free world and depict the conditions of Free China in comparison with the conditions

¹³ Voice of Free China (Taipei: Broadcasting Corporation of China, 1957), p. 19.

¹⁴ A Sketch of BCC, op. cit., pp. 157-159.

¹⁵ Voice of Free China, op. cit., p. 21.

in Red China. "Today's Free World" and "Today's Red China" are the two major programs. The second kind is the commentary programs which center around the discussions of democratic and Communist theories. "Daily Comment," "Weekly Discussions," "Special Discussions," and "Introductions to Leading Public Opinions" are the most important programs among this group. The third category includes special programs which aim to point out the weaknesses and faults of the Communists. The main programs of this type are "Think It Over," "Introductions to Soviet Russia," "The History of Chinese Communists," and "The Free China is Calling." The fourth group consists of the cultural and entertaining programs which include anti-Communist poems, songs, book reviews and plays. Major programs are "Sweet Home," "Story Telling," and "Let's Chat."¹⁶

The programs vary and change from time to time in response to audience reactions, demands and necessities, but the basic broadcasting principles and purposes are consistent and firm.¹⁷

The ten regional stations of the Broadcasting Corporation of China have three basic functions: (1) to keep the people in Free China well informed; (2) to keep them

¹⁶ A Sketch of BCC, pp. 165-178.

¹⁷ P. C. Ma, "A Note on Today's Broadcasting Programs in Free China," Journal, December, 1957 (Taipei: The Provincial Press, 1957), p. 97.

well educated; and (3) to keep the people well entertained.¹⁸

To accomplish their first purpose, the ten regional stations of the BCC broadcast hourly news roundups, news analyses, talks on world affairs, true stories from the Chinese mainland, recorded interviews, and strange stories in modern times. Besides the newscasts, the informational programs of the regional stations include weather forecasts, traffic news, market data, farming conditions, conditions of fishery, interpretations of government statements and announcements, movie reviews, and letterbox of the listeners.¹⁹

In order to keep the people well educated, the educational programs of the regional stations consist of lectures and speeches on different subjects by authorities and professors in different fields; for example, semi-weekly lectures on Chinese literature, weekly lectures on history and geography, and weekly lectures on popular science. Also, there are special programs devoted to farm life, for example, "Time for Our Farmer Friends"; to family life, for example, "Between Husband and Wife"; and to children, for example, "Time for Our Children."²⁰

For entertainment, the regional stations broadcast

¹⁸ A Sketch of BCC, pp. 190-191.

¹⁹ Ibid., pp. 193-201.

²⁰ Ibid., pp. 208-235.

Chinese opera, Chinese music, Chinese popular songs, famous classical music of the world, popular songs of the world, folk songs from different parts of China, Taiwan local operas and songs, anti-Communist songs, broadcast plays, and story-telling.²¹

Though the titles, scripts, casts and timing of the programs of one station may vary and differ from those of another, and each station may plan new programs for each new week, new month or new year, the established principles and the basic materials of the programs remain more or less the same.²²

The programming of the Broadcasting Corporation of China, with government financial support, is not dominated or influenced by advertisers. Only spot announcements are accepted and scheduled between programs and at station breaks. In its programming, main consideration is given to the ethical, moral and social ideals of Chinese life and to showmanship and entertainment values. Radio is supported by the Broadcasting Corporation of China as a medium for public information, public service and public entertainment and is operated basically as an intellectual, social and cultural influence.²³

²¹ Ibid.

²² P. C. Ma, op. cit., p. 98.

²³ A Sketch of BCC, p. 250.

Broadcasting Languages and Dialects

At the present time, six languages and seven Chinese dialects are used by the Broadcasting Corporation of China.

The English language is used for broadcasting to the United States and European countries. Japanese, Korean, Arabic, Vietnamese and Indonesian are used for broadcasting to the Asian countries.

In order to reach the largest audience possible, six major Chinese dialects are used for broadcasting to the Chinese mainland. These six dialects include the main northern China dialect which is also the national language, Mandarin; the main central China dialect, the Shanghai dialect; and the four main southern dialects, Amoy, Cantonese, Hakka and Chouchow.

For broadcasting in Free China, both the Chinese national language, Mandarin, and the Taiwan Dialect are employed.²⁴

Police Broadcasting Station

The Police Broadcasting Station was founded in 1954 by the Taiwan Provincial Police Administration in Free China for the purposes of increasing the efficiency and expanding the scope of its public services.²⁵

²⁴ Ibid., pp. 237-239.

²⁵ Annual Publication of the Broadcasting Enterprise (Taipei: Association of Chinese Broadcasting Enterprise, 1954), p. 17.

Organization

The Police Broadcasting Station has one managing director and three deputy managing directors. The vice-minister of the Taiwan Provincial Administration serves as the managing director of the station. Under the managing director and the three deputy managing directors, there are four departments--Programming, Engineering, Business and Editorial.²⁶

Policy

The Taiwan Provincial Police Administration founded the Police Broadcasting Station to reinforce its public services. Therefore, the operating policy is governed by a concern for the common security and safety of the whole people in their daily life. The station is operated for public education purposes, for public services, for government publicity and for psychological anti-Communist warfare.²⁷

Programming

The programming of the Police Broadcasting Station can be divided into five classifications, as discussed below.

²⁶ A Sketch of the Police Broadcasting Station
(Taipei: Taiwan Provincial Police Administration, 1956),
pp. 26-39.

²⁷ Ibid.

1. General Education Programs. Three main programs are included in this group; they are, "Panel Discussion of Law," "Lectures on Different Academic Subjects," and "Panel Discussion in Psychology."²⁸

The "Panel Discussion of Law" is a 30-minute, tri-weekly program. In order to give the general public a better understanding of the law, the main part of this program consists of explanations and interpretations of the civil law, criminal law and police regulations. The "Lectures on Different Academic Subjects" is an irregularly scheduled program. In order to broaden the academic knowledge of the general public, professors, experts and authorities in different fields are invited to give lectures on different subjects. The "Panel Discussion in Psychology" is a 20-minute, tri-weekly program, specially designed for the provincial policemen. A systematic explanation and study of social psychology, mass psychology and criminal psychology are presented so that the policemen can guard and guide public safety and security with better understanding.²⁹

2. Educational Programs on Political Science. The educational programs on political science consist of four programs: "Forum on Political Science," "Analysis of Communism," "Announcements and Statements of the Taiwan Pro-

²⁸ Ibid., pp. 41-50.

²⁹ Ibid.

vincial Government," and "Talks on Current Events."³⁰

The "Forum on Political Science" is a ten-minute program, broadcast twice a week, presenting explanations and lessons on political science and on Dr. Sun Yat-Sen's Three People's Principles.³¹ It aims to give the people better information about government organization and operation. The "Analysis of Communism" is also a ten-minute program, broadcast twice a week. This program presents analyses of Communist theories, strategies, conspiracies, tools and propaganda skills and tries to give the people a better understanding of Communism. The "Announcements and Statements of the Taiwan Provincial Government" is a ten-minute program, broadcast four times a week for purposes of government publicity and the interpretation of government administration. "Talks on Current Events" is a daily ten-minute program that transmits and discusses the daily news.³²

3. Practical Educational Programs. The three major programs of this group are "Popular Science Lessons," "English Lessons," and "Home Economics."³³

³⁰ Ibid., pp. 51-59.

³¹ Three People's Principles, by Dr. Sun Yat-Sen, Father of the Republic of China. Three People's Principles embodies the basic political doctrines of Dr. Sun and stresses nationalism, people's rights and people's livelihood. They constitute the highest guiding principles of the Nationalist Chinese Government.

³² A Sketch of the Police Broadcasting Station, pp. 51-59.

³³ Ibid., pp. 62-68.

"Popular Science Lessons" is a ten-minute, tri-weekly program of lectures on popular sciences. The "English Lessons" program is divided into three classes. The beginning English class is a 20-minute daily program; the advanced English class is a 30-minute daily program; and the English grammar class is a 30-minute program, broadcast twice a week. "Home Economics" is a 15-minute program, six times a week, especially designed for housewives. Problems concerning family budget, health, recreation, nursing, child education and so on are discussed and solutions are suggested.³⁴

4. Policemen Education Programs. Designed for policemen, there are two major programs in this group. "News in the Police Administration" is a ten-minute daily program that reports new police regulations, new police administrative activities and policies to the policemen and the people. "Morning Talks to the Policemen" is a five-minute program which advises and encourages the daily work of the policemen.³⁵

5. Public Education Programs. Four programs are included in this group. The first is "Between Policemen and People," a ten-minute program, broadcast six times a

³⁴ Ibid.

³⁵ Ibid., pp. 69-77.

week, and explains how the policemen and the people can aid each other in maintaining public safety. The second is "Public Service," a ten-minute program, six times a week. It answers letters and questions concerning public safety precautions and police administration. "Stories of Communist Spies" is a 15-minute program, three times a week. Its main purpose is to advise and to ask for voluntary surrender of the Communist spies with promise of abatement of punishment. The fourth program is "Time for the Young People," a 30-minute program, broadcast once a week, and designed especially for giving advice and assistance to the young people.³⁶

The Police Broadcasting Station, with government support and police operation, is a non-profit enterprise for public education and for public service.³⁷

Youth Broadcasting Station

The Youth Broadcasting Station was founded by and for the China Youth Anti-Communist National Salvation Corps³⁸ in 1956. The purposes of this newly founded radio

³⁶ Ibid.

³⁷ P. C. Ma, "A Note on Today's Broadcasting Programs in Free China," Journal, December, 1957 (Taipei: The Provincial Press, 1957), p. 100

³⁸ This group owes its beginning to President Chiang's message on Youth Day, March 29, 1952, in which he called on all the young people in Free China to organize a youth corps in order to help the Government in its anti-

station are to assist the anti-Communist organizations and activities of the youth in Free China and to keep the young people and students well informed, well educated, well served and well entertained.³⁹

Operation

The Youth Broadcasting Station is operated under the supervision and support of the China Youth Anti-Communist National Salvation Corps. Under the managing director, there are three departments--Programming, Engineering, and Editorial.⁴⁰

Programming

The programs of the Youth Broadcasting Station can be divided into two groups. The first group is made up of general programs designed for the information, education and entertainment of the young people in Free China. The

Communist fight. The Executive Yuan, the highest administrative organ of the Chinese Government, in an order dated May 31, 1952, directed the Ministry of National Defense to make preparations for the organization of a youth corps. On October 31, 1952, the Corps was formally inaugurated under the auspices of the Ministry of National Defense with General Chiang Ching-Kuo as director. Up to 1957, there are 20 college units, 23 hsien and city units, 172 high school units and 85 community units, with a total membership of 96,540.

³⁹ Annual Publication of the Broadcasting Enterprise op. cit., 1956, p. 43.

⁴⁰ A Sketch of Youth Broadcasting Station (Taipei: China Youth Anti-Communist National Salvation Corps, 1957), p. 6.

second group includes the programs designed specifically to assist and accompany the activities of the China Youth Anti-Communist National Salvation Corps.⁴¹

1. General Programs. These include newscasts, educational programs, entertaining programs and youth service programs. The newscasts consist of news reports, discussion forums, recorded interviews and special features. The educational programs generally contain lessons on Chinese literature, English language, popular science and social science; and lectures on Dr. Sun Yat-Sen's teachings, with emphasis on nationalism, democracy and people's livelihood and stories of national heroes in Chinese history. The entertainment programs include music, drama, and special talks on photography, athletics, stamp collecting, and other subjects that may interest the young people. The youth service programs are mainly designed to inform young people about their educational opportunities and employment and work opportunities.⁴²

2. Specific Programs. These are usually designed to assist and accompany the activities of the China Youth Anti-Communist National Salvation Corps. For instance, there are programs built for the summer vacation activities

⁴¹ Ibid., pp. 10-11.

⁴² Ibid., pp. 12-23.

of the young people and for winter camps. There are programs intended to inform the young people about selective service, and about their opportunities in the military academies. And there are programs designed to accompany their activities on the Youth Day, the Teacher's Day and other national celebrations. The purposes of the programs are to encourage and assist the young people in their activities.⁴³

The Youth Broadcasting Station is a non-profit enterprise designed to serve the young people in Free China.⁴⁴

Summary

A general survey of the Government-operated radio stations has been presented in this chapter. Here are a few words in summary.

"The ether is a public medium and its use must be for the public benefit."⁴⁵ Under this principle, the Government-operated radio stations in Free China function and work. Radio is supported as a medium to serve the intellectual, social and cultural needs of the Chinese people.⁴⁶

⁴³ Ibid.

⁴⁴ Ibid., p. 25.

⁴⁵ K. C. Chu, Radio as a Social Influence in Free China (Taipei: The Provincial Press, 1956), p. 15.

⁴⁶ Ibid., pp. 17-19.

With Government support and guidance, radio, in the first place, serves to bring current, local, national and international scenes to the living room, to promote a better knowledge of social issues by presenting political, economic and social experts to a national audience, and to mold a highly informed and socially conscious public. In the second place, radio informs the electorate about municipal and civic affairs, public candidates for office and the work of the government bureaus and organizations. In the third place, radio expands the range of cultural influences, making available to every family the enlightenment of good literature, the inspiration of music and high concepts of artistic excellence. And in the fourth place, radio serves to provide entertainment and relaxation.⁴⁷

Besides these services, radio in Free China performs a particular service in the present time of emergency and national peril. That particular service is the broadcasting of the anti-Communist programs. Honest information about Free China and the facts behind the Chinese Communist "Bamboo Curtain" are reported to the free world. News of the free world and of Free China are

⁴⁷ Ibid., pp. 20-48.

broadcast to the Chinese mainland, and at the same time democratic thoughts and ideas are introduced to the Chinese people in Communist China.⁴⁸

The social services and influences of the Government-operated stations in Free China are broad, comprehensive and constructive.⁴⁹

⁴⁸ Ibid., pp. 51-72.

⁴⁹ Ibid.

CHAPTER V

THE ARMED-FORCES BROADCASTING SYSTEM

The Armed-Forces Broadcasting System, with its fifteen years of service to the nation and to the armed forces both in war and in peace, is one of the most important developments in the Chinese radio broadcasting enterprise.

Historical Background

The Armed-Forces Broadcasting System was founded in 1943 in Chungking, Second War capital of China, for the purposes of encouraging the Chinese armed forces to fight against the Japanese aggression and of building up national morale in wartime. During the Second World War period, the Armed-Forces Broadcasting System was expanded from one main station to five main stations, each with several sub-stations, situated in different strategic points in the rear.¹

After V-J Day, the head Armed-Forces Broadcasting Station was established in Nanking and five main stations

¹ Hwa-Chin Lee, The Chinese Broadcasting Enterprise During the Second World War (Taipei: Association of the Chinese Broadcasting Enterprise, 1953), pp. 95-147.

were set up in Peiping, Hankow, Shi-ann, Canton and Shen-Young.²

With the Communist seizure of governmental power in the Chinese mainland, the Armed-Forces Broadcasting System followed the withdrawal of the armed forces of the Republic of China to Taiwan in 1949. Under the guidance and assistance of the Ministry of National Defense, the Armed-Forces Broadcasting System was again established in Free China with new responsibilities and work, in preparation for the Nationalist counter-offensive against the Communist-controlled Chinese mainland.³

Organization

At the present time, the Armed-Forces Broadcasting System consists of eight stations, namely, Taipei Armed-Forces Broadcasting Station, Taichung Armed-Forces Broadcasting Station, Kao-hsiung Armed-Forces Broadcasting Station, Hua-lian Armed-Forces Broadcasting Station, Tsu-yin Armed-Forces Broadcasting Station, Penghu Armed-Forces Broadcasting Station, Quimoy Armed-Forces Broadcasting Station and Air-Force Broadcasting Station.⁴ See Table III for a further description of these stations.

² Ibid., pp. 150-155.

³ Annual Publication of the Broadcasting Enterprise (Taipei: Association of the Chinese Broadcasting Enterprise, 1950), pp. 180-185.

⁴ Ibid., 1957, pp. 176-181.

TABLE III

CALL LETTERS, WAVE LENGTH, FREQUENCY AND POWER OF THE
STATIONS OF THE ARMED-FORCES BROADCASTING SYSTEM

Station	Call letter	Wave length	Frequency	Power
Taipei	BEC 22	Medium wave 272.7 ft.	1100 KC	2 KW
	BEC 22	Short wave 50.54 ft.	5950 KC	3 KW
	BEC 22	" " 25.54 ft.	11745 KC	3 KW
	BEC 28	Medium wave 428.5 ft.	700 KC	3 KW
	BEC 28	Short wave 50.42 ft.	5950 KC	3 KW
	BEC 28	" " 30.79 ft.	9745 KC	1.5 KW
Taichung	BEC 23	Medium wave 250 ft.	1200 KC	1.5 KW
	BEC 23	Short wave 42 ft.	7140 KC	1.5 KW
Kachsiung	BEC 24	Medium wave 240 ft.	1250 KC	1.5 KW
	BEC 24	Short wave 31.50 ft.	9505 KC	1.5 KW
Hua-Lian	BEC 25	Medium wave 222.2 ft.	1350 KC	1.5 KW
	BEC 27	Medium wave 222.2 ft.	560 KC	0.5 KW
Tsu-Yin	BEC 26	Medium wave 225.5 ft.	1330 KC	1.5 KW
	BEC 21	Short wave 50.25 ft.	5970 KC	1.5 KW
	BEC 21	Medium wave 375 ft.	800 KC	
Penghu	BEC 43	Medium wave 275 ft.	1090 KC	5 KW
Kinmen	BEC 29	Medium wave 352.9 ft.	850 KC	0.5 KW
Air Force	BEC 32	Medium wave 3061 ft.	980 KC	1 KW
	BEC 32	Short wave 49.1 ft.	6106 KC	3.5 KW
	BEC 32	" " 30.69 ft.	9775 KC	3.5 KW

Purpose and Programming

The Armed-Forces Broadcasting System was set up in Free China as a powerful psychological weapon on the home front, as an effective tool for troop information and education, and as a useful medium for troop recreation and entertainment.⁵ These three purposes are discussed with the system's programming in the following paragraphs.

As a Psychological Weapon

In order to achieve victory in modern total warfare against Communism, the three inter-related fronts, military, economic and psychological, must be integrated. The psychological front is an agent of integration which strengthens the other two fronts and welds all three into the necessary effective whole.⁶

Radio, the second great national air power, is mobilized as a weapon for psychological warfare on the home front, in Free China. The weapon is ineffective if its ammunition is weak. Programs are the ammunition of radio.⁷

⁵ Voice of the Armed Forces, I, (Taipei: Armed-Forces Broadcasting System, 1950), p. 14.

⁶ Yin Chu, "Psychological Warfare," Journal, August, 1957 (Taipei: The Provincial Press, 1957), pp. 58-67.

⁷ Ibid.

In order to elicit concerted action from the people for the preparation of a counter-offensive against the Chinese mainland, a real public understanding of the five points, namely, the issues, the sacrifices, the enemy, the armed forces and the relationship between Free China and the free world, is essential. Programs are built to inform the public and clarify the issues and problems surrounding these five points.⁸

1. The Issue--What Are We Fighting For? The challenge exists for radio to clarify and inform the Chinese people on the objectives of the war effort, the positive objectives of recovering the Chinese mainland and restoring democracy there, establishing the basis for a solid peace and world order and comprehension of the rights and obligations of freedom, no less than the negative objectives of defeating the enemy and crushing Communism. Morale is bettered when people fight for something as well as against something.⁹

Programs are built to interpret the importance of recovering the Chinese mainland to the future of the Chinese nation and people, and to the future peace and security of the democratic, free world. The programs also try

⁸ Voice of the Armed Forces, I, op. cit., p. 18.

⁹ Yin Chu, op. cit., pp. 58-67.

to convey the idea that victory is achieved by full utilization of skills and talents and by a sense of mutual responsibility.¹⁰ Clarifying the issue to the public, these programs help to unify the country for a common effort.¹¹

2. Sacrifice--What We Must Give Up to Win. It is one of the radio's responsibilities to tell the public that war is expensive in blood and treasure. In order to achieve victory in the future counter-offensive against the Chinese mainland, all the people should be ready to give up their standards of comfort as the need arises. They should contribute their talents and skills in different fields and cooperate with the government policies and armed forces' strategies with a spirit to overcome difficulties and hardships.¹²

Programs are built to give the citizen a realistic picture of the job ahead to attain objectives, and to encourage a sense of personal responsibility. The programs also establish guide-posts for action and tell listeners what to do, where to go, and how to make war-effort contacts.¹³

¹⁰ Voice of the Armed Forces, I-VII, 1950-57.

¹¹ Ibid., I, p. 23.

¹² Ibid., p. 20.

¹³ Ibid., I-VII.

3. The Enemy--The Nature of the Adversaries. One of the radio's services is to inform the public about the nature of Communism. In order to achieve victory, one should understand his enemy.¹⁴

Programs are designed to give factual reports and portrayals of the Communist regime with its history and organization, its politics and economics, its policies and conspiracies and its relations with the world. Exposés and studies of the schemes and atrocities of the Russian and Chinese Communists also are included in the programs.¹⁵

Satire and humor are used in broadcasts about the enemy. The enemy is not treated merely in a bitter fashion; he is studied and analyzed.¹⁶

4. The Forces--The Jobs of the Chinese Armed Forces in Free China. Radio tries to give the listeners a common knowledge and understanding of the duties and work of the Chinese armed forces in Free China today.¹⁷ Operations and activities of the Army, Navy and Air Force on the off-shore islands, on the sea, and in the air are reported to the public. The programs do not sugar-coat the

¹⁴ Voice of the Armed Forces, I, p. 23.

¹⁵ Ibid., I-VII.

¹⁶ Ibid.

¹⁷ Ibid., I, p. 25.

crucial events and issues of the battle. Facts are given frankly and with realistic appraisal.¹⁸

Programs also are designed to depict the relationships between the armed forces and the civilians and to encourage their mutual cooperation.¹⁹

5. Free China and the Free World--Their Common Goals and Common Efforts. In order to give the public a clear picture of present-day world situations, radio informs its listeners about the relationships between Free China and the free world. Their common efforts for their common goals of democracy, liberty, justice and world peace are depicted. Credits are given to the aid and assistance Free China receives from the free world.²⁰

An understanding in these five areas given above plays an important part in building up national morale, the health and strength of national will, which depends upon the agreement and faith men have that their objectives can be attained and on their determination to achieve the objectives at whatever cost. Programs built around these five points help to lay the groundwork for general mobilization for a counter-offensive against the mainland.²¹

¹⁸ Ibid., I-VII.

¹⁹ Ibid.

²⁰ Ibid.

²¹ Ibid., I, p. 28.

As a Tool for Troop Information and Education

Herein lies one of the major opportunities and responsibilities of the Armed-Forces Broadcasting System in Free China. Radio is used as a supplementary tool for informing and educating the troops.²²

The programs designed for this purpose have two responsibilities--to enhance troop morale and to increase combat effectiveness in preparation for the future counter-offensive.²³

For the first purpose, Chinese national objectives and military programs are clarified and interpreted to the armed forces; the responsibilities and duties of the armed forces to the nation and the people at the present time in Free China are emphasized; and the love and respect they enjoy from the nation and the people are demonstrated.²⁴

Secondly, to increase combat effectiveness, information is given about world situations and Free China's situation, and the activities and operations of the armed forces and the cooperation between troops and civilians are reported. Also, the nature, policy, strategy and activities of the enemy are studied and analyzed, and new weapons and strategies in modern warfare are reported and explained.²⁵

²² Ibid., p. 31.

²³ Ibid., p. 34.

²⁴ Ibid., I-VII.

²⁵ Ibid.

As a Medium for Troop Recreation and Entertainment

Music, drama and story-telling are the three main categories of programs for troop recreation and entertainment.²⁶

The musical programs include Chinese opera, Chinese folklore, Chinese popular songs, anti-Communist songs, military anthems, western classical and popular music. The drama programs consist of comedy, melodrama and straight drama, and the story-telling programs contain novels, history, human interest stories, items from the camps and biographies of Chinese national heroes.²⁷

Stations of the Armed-Forces Broadcasting System

Taipei A-F Station

Taipei Armed-Forces Broadcasting Station, located at the capital of Free China, is the head station of the Armed-Forces Broadcasting System. In addition to the three types of programs for mass mobilization, for troop information and education, and for troop recreation and entertainment, Taipei Armed-Forces Station also broadcast the educational programs of the University of the Air.²⁸

²⁶ Ibid.

²⁷ Ibid.

²⁸ Annual Publication of the Broadcasting Enterprise (Taipei: Association of the Chinese Broadcasting Enterprise, 1957), pp. 200-216.

Taichung A-F Station

The broadcasts and programs of the Taichung Armed-Forces Broadcasting Station are directed chiefly to the Army. Although it carries the three types of programs for mass mobilization, for troop information and education, and for troop recreation and entertainment, the emphasis of its programming is on information and knowledge concerning the life and education of the Army.²⁹ The most noted programs of this station are "Morning Talks to the Army" and "Review of Recent Military Literature."³⁰

Kaohsiung A-F Station

Kaohsiung Armed-Forces Broadcasting Station broadcasts the three general types of programs of the Armed-Forces Broadcasting System, but its main concern is the Army and the Navy.³¹ The most welcomed programs are the "Reading of Verses," the "Letters from the Soldiers," the "Human Interest Stories from the Army Camps," and the "Adventures of the Navy Ships."³²

Tsu-Yin A-F Station

The Tsu-Yin Armed-Forces Broadcasting Station is chiefly for the Navy, although it carries all the three

²⁹ Ibid., pp. 217-219.

³⁰ Voice of the Armed Forces, VII, 1957, p. 34.

³¹ Annual Publication. . ., 1957, pp. 221-222.

³² Voice of the Armed Forces, VII, 1957, p. 37.

general types of programs of the Armed-Forces System. The men on board the battleships may need more recreational and entertaining programs; therefore, the Tsu-Yin Station broadcasts more entertainment than the other stations of the Armed-Forces System.³³ It is noted for its drama and music programs. The most noted programs of this station are "The World of the Navy" and "All Men Are Brothers."³⁴

Hua-lian A-F Station

The chief concern of the Hua-lian Armed Forces Broadcasting Station is the Army.³⁵ Besides the three general types of programs for building up national morale, for troop information and education, and for troop recreation and entertainment, it has programs specially designed for the Army. The two most noted programs among these are "Evening Talks to the Army" and "Our Army Friends."³⁶

Penghu A-F Station

The Penghu Armed-Forces Broadcasting Station has been set up mainly for the Army stationed at the area of the Pescadores.³⁷ The emphasis of its programming is on

³³ Annual Publication. . . , 1957, pp. 225-227.

³⁴ Voice of the Armed Forces, VII, 1957, p. 38.

³⁵ Annual Publication . . . , 1957, p. 230.

³⁶ Voice of the Armed Forces, VII, 1957, p. 40.

³⁷ Annual Publication. . . , 1957, p. 232.

information and education, and on the recreation and entertainment of the troops.³⁸

Kinmen A-F Station

The Kinmen Armed-Forces Broadcasting Station, located at Kinmen Island, the main off-shore island of Free China, is the armed-forces broadcasting station at the front line. In addition to its responsibilities of keeping the forces stationed at Kinmen Island informed and entertained, it broadcasts directly to the Communist troops stationed at the coastline of the Chinese mainland every day and night, thus serving as a psychological war weapon at the front line.³⁹

Air Force Station

The Air Force Broadcasting Station, located at Taipei, is devoted to the education, information and entertainment of the Air Forces.⁴⁰

Radio, the second great air power, has been mobilized by the Armed Forces Broadcasting System to join the efforts of the armed forces of Free China to achieve victory in the war against Communism.⁴¹

³⁸ Voice of the Armed Forces, VII, 1957, p. 43.

³⁹ Ibid., p. 49.

⁴⁰ Annual Publication. . . , 1957, p. 235.

⁴¹ Ibid., p. 240.

CHAPTER VI

PRIVATELY OWNED BROADCASTING STATIONS

Besides the radio broadcasting stations operated by the Government and those operated by the armed forces, there are eighteen privately owned radio broadcasting stations in operation in Free China. Certain details concerning them are set forth in Table IV.

Government Regulation of Privately Owned Stations

Ministry of Communications

The Ministry of Communications of the Executive Council is authorized to inspect and grant permits for the construction of new stations and is empowered to issue and renew licenses for operation.¹

For the construction of privately owned stations, written applications must be filed in the Ministry of Communications. The following elements are required to be given in the application:²

1. Qualifications of the applicant--the citizenship, character, and academic, technical and financial

¹ Yu-Yuen Lim, "Regulations of the Privately Owned Stations in Free China," Journal, June, 1957 (Taipei: The Provincial Press, 1957), pp. 49-77.

² Ibid.

TABLE IV

CALL LETTERS, WAVE LENGTH, FREQUENCY AND POWER OF THE
PRIVATELY OWNED BROADCASTING STATIONS

Call letter		Wave length	Frequency	Power
<u>CHENG-SUN BROADCASTING CORPORATION</u>				
Cheng-Sun	BEV 34	Medium wave 365.9 ft.	820 KC	1.5 KW
	BEV 35	Medium wave 236.2 ft.	1270 KC	0.4 KW
	BEC 36	Medium wave 236.2 ft.	1270 KC	0.4 KW
Cheng-Ih	BEC 36	Short wave 41.1 ft.	7300 KC	3.5 KW
	BEC 36	Short wave 50.04 ft.	5995 KC	1 KW
Farmers'	BEV 58	Medium wave 238.1 ft.	1260 KC	1 KW
Kung-Ih	BEV 72	Medium wave 218.9 ft.	1370 KC	0.5 KW
Cheng-Sun	BEV 60	Medium wave 113 ft.	1420 KC	0.5 KW
<u>INDIVIDUALLY OWNED STATIONS</u>				
Ming-Pen	BEV 23	Medium wave 241.9 ft.	1240 KC	0.5 KW
Ming-Sun	BEV 45	Short M. wave 22.9 ft.	1310 KC	0.4 KW
Chung-Hwa	BEV 50	Medium wave 223.8 ft.	1340 KC	0.9 KW
Hwa-Sun	BEV 70	Medium wave 214.3 ft.	400 KC	1 KW
Ih-Sze	BEV 78	Medium wave 329.6 ft.	910 KC	0.5 KW
Taisun	BEV 62	Medium wave 215.82 ft.	1390 KC	0.1 KW
Chung-Sun	BEV 52	Medium wave 344.8 ft.	870 KC	0.5 KW
Kuo-Sun	BEV 54	Medium wave 370.4 ft.	810 KC	1 KW
Fen-Ming	BEV 67	Medium wave 258.6 ft.	1160 KC	0.4 KW
Sun-Lee	BEV 56	Medium wave 361.4 ft.	830 KC	0.5 KW
Sheng-Sun	BEV 88	Medium wave 389.6 ft.	770 KC	0.5 KW
Chung-Hsing	BEV 84	Medium wave 270.27 ft.		1 KW
Ih-Nan	BEV 82	Medium wave 283 ft.	1060 KC	1 KW
Ming-Pen				

qualifications of the applicant.

2. Purposes for which the station is to be used.
3. Program policy of the proposed station.
4. Location and ownership of the proposed station.
5. Frequencies and power desired.
6. Hours of the day or period of time it is proposed to operate the station.

The Ministry of Communications is empowered to refuse or accept the applications after inspection and consideration. It is also authorized to distribute frequencies, and regulate power and hours of operation.³

The qualifications of the applicant or owner, the purposes and the programs of the stations are the chief factors and the main considerations for issuing or renewing licenses.⁴

Ministry of Education--Guidance Committee on Radio Programs

The Guidance Committee on Radio Programs was set up by the Ministry of Education for educational purposes. It consists of three sections: program section, scripts section and technical section. It meets once a month when representatives from all radio stations and government organs concerned exchange views and work out ideas for improvement.⁵

³ Ibid.

⁴ Ibid.

⁵ Ibid.

The privately owned broadcasting stations are required to attend the Guidance Committee on Radio Programs and to carry a certain number of educational programs, usually one-tenth of their programs, as a public service.⁶

Organization

The privately owned stations can be divided into two groups according to the type and system of their organization.

Broadcasting Corporation

There is one privately owned broadcasting corporation, Cheng-Sun Broadcasting Corporation, in Free China at the present time. The Corporation operates five main stations: Cheng-Sun Broadcasting Station, Cheng-Ih Broadcasting Station, Farmers' Broadcasting Station, Kung-Ih Broadcasting Station and Cheng-Yen Broadcasting Station.⁷

The Cheng-Sun Stockholders' Council is the highest controlling group. While the Council is not in session, the Board of Directors has the controlling power. The general manager is recommended by the Board of Directors. Under the general manager, there are five departments: Engineering, Programming, General Affairs, Personnel, and Accounting. The detailed organization of the Corporation

⁶ Ibid.

⁷ Annual Publication of the Broadcasting Enterprise (Taipei: Association of the Chinese Broadcasting Enterprise, 1957), p. 301.

is shown in Figure 2.⁸

Individually Owned Stations

There are 13 individually owned broadcasting stations in Free China today. They are (1) Ming-Pen Broadcasting Station; (2) Ming-Sun Broadcasting Station; (3) Chung-Hwa Broadcasting Station; (4) Hwa-Sung Broadcasting Station; (5) Ih-Sue Broadcasting Station; (6) Taisun Broadcasting Station; (7) Cheng-Sun Broadcasting Station; (8) Kuo-Sun Broadcasting Station; (9) Feng-Ming Broadcasting Station; (10) Sung-Lee Broadcasting Station; (11) Sheng-Sun Broadcasting Station; (12) Chung-Hsing Broadcasting Station; and (13) I-Lan Ming-Pen Broadcasting Station.⁹

Generally speaking, these 13 individually owned stations are similar in organization. Under a manager and deputy manager, each station has five general departments: engineering, programming, accounting, personnel, and general affairs.¹⁰

Programming in General

The lifeblood of a privately owned station is its advertising revenue. Although the commercial broadcaster

⁸ A Sketch of CSBS (Taipei: Cheng-Sun Broadcasting Corporation, 1957), pp. 19-21.

⁹ Annual Publication of the Broadcasting Enterprise, op. cit., pp. 305-310.

¹⁰ Ibid.

Cheng-Sun Stockholder's Council	Board of Directors Chairman	General Manager	Engineering Department	RF Engineering Section AF Engineering Section Research Section Maintenance Section
			Programming Department	News Section Editing Section Announcing and Music Section Overseas Service Section Foreign Language Section
			General Affairs Department	General Service Secretary Service Treasury Service
			Personnel Department	Supervision Section Welfare Section
			Accounting Department	Budgeting Control Auditing Section

Figure 2. Chart showing organization of the Cheng-Sun Broadcasting Corporation.

has a public service responsibility, he has to stay in business. Sales philosophy, therefore, is often correlated with program policy. The radio formula of the commercial stations seeks to influence the greatest number of people to stop, listen and buy. Their programs generally are built to cater to the average demands and interests of the common audience.¹¹

Besides a large percentage of sponsored entertaining and commercial shows, the privately owned stations in Free China also present newscasts, educational programs and public service programs.¹² The most common types of commercials are spot announcements, singing commercials, dialogue commercials and sponsored program credits.¹³

The programs of the privately owned broadcasting stations in Free China can be classified into the following four general types:¹⁴

Sponsored Entertaining Programs

The length of the sponsored programs usually ranges from 15 minutes to 45 minutes and the commercial length usually does not exceed one-tenth of the program time. The most usual types of sponsored entertaining programs are

¹¹ Ibid., pp. 313-315.

¹² Ibid., p. 316.

¹³ Ibid., p. 317.

¹⁴ Ibid., pp. 318-324.

drama, popular music, story-telling, Chinese opera and Taiwan local plays.

Newscasts

Newscasts are a required public service. Generally, international news, national news, regional news, local news and features are presented by the privately owned stations.

Educational Programs

Commercial stations in Free China cooperate in giving sustaining time to educational institutions. Chinese language and Chinese literature, foreign languages and foreign literatures, social sciences and popular sciences are the most common subjects of the educational programs.

Public Service Programs

In order to build good will and prestige, the privately owned stations usually include some public service programs. These may be discussions of current events, interpretation of government announcements and regulations, medical information, religious programs, homemaking information, farmers' programs and children's programs.

The Leading Commercial Radio Stations

Cheng-Sun Station and Cheng-Ih Station

Cheng-Sun and Cheng-Ih are the "twin" broadcasting stations of the Cheng-Sun Broadcasting Corporation. The

Cheng-Sun Station is operated mainly for profit. Its revenue helps to support the Cheng-Ih Broadcasting Station, which is operated chiefly as a weapon for engaging in psychological warfare against Communism. The programs of the Cheng-Sun Station, therefore, are mostly sponsored musical and drama shows. The programs of the Cheng-Ih Station are designed essentially to report the news of Free China and of the free world and to introduce democratic ideas and thoughts into the Communist-controlled Chinese mainland. The Cheng-Sun Broadcasting Station is operated as a means to support the "Voice of Justice" of the Cheng-Ih Station, which is operated as a patriotic service by the Cheng-Sun Broadcasting Corporation.¹⁵

Farmers' Broadcasting Station

The Farmers' Broadcasting Station is one of the five stations belonging to the Cheng-Sun Broadcasting Corporation. The chief income of the Farmers' Broadcasting Station is its advertising revenue and it carries a large number of sponsored programs of entertainment. The Farmers' Broadcasting Station, however, has a higher aim than merely making money. It is designed to serve the farmers of Free China. In the first place, it aims to introduce new farming skills and knowledge to the farmers

¹⁵ A Sketch of CSBS (Taipei: Cheng-Sun Broadcasting Corporation, 1957), pp. 27-39.

and to raise and improve their living standard and conditions. Secondly, it means to provide general educational programs for the farmers. Thirdly, it aims to serve as a bridge between the Government and the farmers.¹⁶

The sustaining programs of the Farmers' Broadcasting Station are built around the three aims given above. In order to increase the farmer's knowledge in the farming field and in home living, programs are designed to introduce the best records and means of crop diversification, soil conservation and home arrangement and improvement. In order to raise the educational standard of the farmers, general academic programs are offered. In an effort to serve as a bridge between the Government and the farmers, programs, on the one hand, are built to explain the government agricultural policies and projects, and, on the other hand, to broadcast recorded interviews of the farmers and the letters from the farmers to make known their problems and wishes.¹⁷

Ming-Pen Broadcasting Station

Ming-Pen Broadcasting Station was established in 1946 in Shanghai. Because of the Communist seizure of governmental power in the Chinese mainland, it moved to Taiwan and was the first privately owned commercial broad-

¹⁶ Ibid., pp. 41-66.

¹⁷ Ibid., pp. 66-69.

casting station in Free China.¹⁸

The Ming-Pen Broadcasting Station is known for the variety and popularity of its programs of entertainment. Its music programs include folklore from different parts of the Chinese mainland and songs from different countries of the world. Its drama programs contain not only broadcast plays and Taiwan local plays, but also local plays from Shanghai, Nanking, Canton, Chungking, Foochow and other cities of China. These programs enjoy great popularity because of their variety.¹⁹

The Ming-Pen Station also is noted for its religious programs which present sermons on different religions, as, for example, "Voice of the Gospel" and "Voice from the Buddhists." It honors and respects the freedom of religion.²⁰

The entertainment features and the religious programs both win popularity for the Ming-Pen Broadcasting Station.²¹

Ming-Sung Broadcasting Station

The two special features of the Ming-Sung Broadcasting Station are its newscasts and its popular music pro-

¹⁸ Annual Publication of the Broadcasting Enterprise (Taipei: Association of the Chinese Broadcasting Enterprise, 1950), pp. 240-241.

¹⁹ Ibid., 1957, pp. 320-325.

²⁰ Ibid.

²¹ Ibid.

grams. It not only has good coverage of the news, international, national, regional and local, but also provides recorded reports on special events and recorded interviews with important persons in the news. In addition, the selection and taste of its popular music programs help to win audience good will.²²

Ih-Sze Broadcasting Station

The Ih-Sze Broadcasting Station was first set up by the Chinese Catholic Church in 1946 in Nanking. It was re-established in Keelung, Taiwan, in 1950 and is the only broadcasting station designed mainly for religious purposes in Free China.²³

The chief income of the Ih-Sze Broadcasting Station is its advertising revenue and it accepts sponsored commercial shows. Most of its sustaining programs are designed to preach Catholic doctrines and views. Its newscasts present a number of reports and portrayals of the Communist persecution of Catholics on the Chinese mainland.²⁴

As it is located in Keelung, the rainy harbor of Free China, it carries special weather forecasts for navigation and is known as the "Voice of the Rainy Harbour."²⁵

²² Ibid., pp. 326-327.

²³ Ibid., 1950, p. 250.

²⁴ Ibid., 1957, p. 329.

²⁵ Ibid.

All of the 18 privately owned radio broadcasting stations in Free China operate under the regulation of the Ministry of Communications and the Guidance Committee on Radio Programs of the Ministry of Education. Besides sponsored commercial and entertainment programs, these stations present newscasts, educational programs and public service programs.

CHAPTER VII

UNIVERSITY OF THE AIR

The University of the Air was established in Free China in 1956 by the cooperation between the Ministry of Education¹ and the Broadcasting Corporation of China.

On October 21, the Overseas-Chinese Day, 1956, the University of the Air began its broadcasts and opened a new era in education-on-the-air in Free China.²

Importance of the University of the Air

The University of the Air is one of the most important new developments in the recent history of Chinese radio broadcasting enterprise. It is designed as one of the tools to solve the pressing educational problems of Free China today. The two main problems are education for

¹ The Ministry of Education consists of four departments: Higher Education, Primary and Secondary Education, Social Education, and General Affairs. It also has a Bureau of International Educational and Cultural Relations. Besides, it has a number of councils and committees, including the National Academic Council, the Educational Research Council, the Science Education Council, the Committee for Art Education, the Committee for Improvement of Chinese Opera, the China Scholarship Foundation, the Chinese Advisory Committee on Cultural Relations in America, the China Academic Award Fund, and the Committee for Translation and Compilation of College Textbooks.

² Education-on-the-Air Weekly, I (Taipei: Education-on-the-Air Association, Oct. 21, 1956), p. 2.

the overseas Chinese who do not have the opportunity to study in their fatherland and education for the youth in Free China who do not have the opportunity to receive a formal college education.³

In order to give a clear picture of present-day educational problems in Free China, a survey of the general educational conditions is presented in this chapter. Consideration is given to area and population factors, and to economic and facility factors.

Area

Besides the island proper, Taiwan comprises 13 islands in the Taiwan group and 64 islands in the Penghu group; the latter group also is known as the Pescadores. The total Taiwan area is 13,886.022 square miles. It is more than twice the size of the Hawaiian Islands and a little larger than the combined areas of the two American states of Vermont and Connecticut.⁴

TABLE V
AREA OF THE TAIWAN AND PENGHU ISLAND GROUPS

Region	No. of islands	Area in square miles		
		Proper	Dependents	Total
Taiwan Group	14	13,808.181	28.884	13,837.065
Penghu Group	64	24.776	24.181	48.957
Total	78	13,832.957	53.065	13,886.022

³ Ibid., pp. 4-6.

⁴ China Handbook 1956-57 (Taipei: China Publishing Co., 1956), p. 493.

Population

Taiwan has a population of 9,077,643, of whom 4,647,207 are males and 4,430,436 are females. The density is about 630 persons per square mile.⁵

Education Expenditures

Article 164 of the Constitution of the Republic of China provides: "Expenditures for educational programs, scientific studies, and cultural services shall be, in respect of the Central Government, not less than 15 per cent of the total national budget; in respect of the provinces, not less than 25 per cent of the total provincial budget. . . ."⁶

In the academic year 1955-1956 the budget of the Ministry of Education amounted to NT\$67,452,051, which constitutes only 1.85 per cent of the national budget. This is because of the fact that in Free China today, educational expenditures are largely borne by the Provincial Government of Taiwan. The latter appropriated 25.78 per cent of its budget, or NT\$207,867,624, in the current year for educational purposes, more than the percentage specified in the Constitution.⁷

⁵ Ibid., p. 496.

⁶ The Constitution of the Republic of China (Taipei: The Government Press, 1956), p. 125.

⁷ China Handbook 1956-57, p. 349.

Enrollment

In 1955, there were 1,399 primary schools in Free China with 23,911 classes. According to the report from the Ministry of Education, 92.33 per cent of all children of school age were in school.⁸ There were 145 high schools in Free China in 1955, with 2,909 classes and an aggregate high school enrollment of 145,798.⁹

The total number of students in the nine normal schools in Free China was 6,782 in 1955.¹⁰ Ninety-five vocational schools, consisting of 1,378 classes, had an enrollment of 60,397.¹¹ The National High School for Overseas Chinese enrolled 609 in 12 classes.¹² The National Fine Arts School was established by the Ministry of Education at Pan Chiao in 1955. The enrollment was 120.¹³

Higher Education

National Chengchi University. The National Chengchi University was established at Mu Sha near Taipei in November, 1954. It began with a graduate division consisting of four departments: Education, Political Science,

⁸ Ibid., p. 350.

⁹ Ibid., p. 351.

¹⁰ Ibid., pp. 353-360.

¹¹ Ibid.

¹² Ibid.

¹³ Ibid.

Diplomacy and Journalism. In the fall of 1955 the undergraduate division was opened with five departments: Education, Political Science, Diplomacy, Journalism and Border Administration. There were 105 students in the graduate division and 170 students in the undergraduate division in 1955.¹⁴

National Taiwan University. The National Taiwan University celebrated its eleventh anniversary in 1955. It consists of six colleges, namely, Arts, Science, Law, Medicine, Engineering and Agriculture. There were altogether 31 departments and 12 research institutes, with an enrollment of more than 5,000 in 1955.¹⁵

Provincial Normal University. In 1955, the Ministry of Education expanded the former Provincial Normal College into a university with three colleges, Arts, Science, and Education, with an enrollment of more than 2,000.¹⁶

Provincial College of Law and Commerce. Because of the similarity of their curricula, the Taiwan Provincial Junior College of Public Administration and the Taiwan Institute of Public Administration were combined to form

¹⁴ National Chengchi University Bulletin, 1955-56 (Taipei: National Chengchi University, 1955), pp. 11-19.

¹⁵ National Taiwan University Bulletin, 1955-56 (Taipei: National Taiwan University, 1955).

¹⁶ Provincial Normal University Bulletin, 1955-56 (Taipei: Provincial Normal University, 1955).

the present college in 1955, with an enrollment of more than 1,000.¹⁷

Private Colleges. The Kaohsiung Medical College, established in 1954, had an enrollment of 133 in 1955.¹⁸ The Tung Hai University at Taichung was founded by American missionaries in 1955, with only two colleges, Arts and Science, and with an enrollment of 200.¹⁹ The Technical Institute of Chung Yuen at Taoyuan is another missionary college established in 1955 which offers courses in physics, chemistry, civil engineering and chemical engineering. The enrollment in 1955 was about 228.²⁰

Provincial College of Engineering. The total enrollment of the Provincial College of Engineering in 1955 was about 1,200.²¹

Provincial College of Agriculture. The Provincial College of Agriculture enrolled 1,100 students in 1955.²²

¹⁷ Provincial College of Law and Commerce Bulletin 1955-56 (Taipei: Provincial College of Law and Commerce, 1955).

¹⁸ Kaohsiung Medical College Bulletin, 1955-56 (Kaohsiung: Kaohsiung Medical College, 1955).

¹⁹ Tung Hai University Bulletin, 1955-56 (Taichung: Tung Hai University, 1955).

²⁰ Technical Institute of Chung Yuen Bulletin, 1955-56 (Taoyuan: Technical Institute of Chung Yuen, 1955).

²¹ Provincial College of Engineering Bulletin, 1955-56 (Tainan: Provincial College of Engineering, 1955).

²² Provincial College of Agriculture Bulletin, 1955-56 (Taichung: Provincial College of Agriculture, 1955).

In 1955, the total high school and other secondary school enrollment was about 220,488 and the total college and university enrollment was about 11,136.

The statistics given above illustrate one major educational problem of Free China today. Because of the limitations of educational expenditures and facilities, the Ministry of Education has found it difficult to accommodate all the high school and secondary school graduates with formal college education. In 1956, by the cooperation between the Ministry of Education and the Broadcasting Corporation of China, the University of the Air was designed and established in Free China as a supplementary tool for higher education outside of the classrooms.²³

Educational Opportunities for Overseas Chinese Students

The Ministry of Education and the Overseas Affairs Commission have jointly made arrangements to encourage overseas Chinese students to come to Free China to study since 1951. Efforts in this program have been stepped up from year to year and more and more students have come. Up to the end of 1955, altogether 3,127 students had returned; about two-thirds of them are college students. The largest group of students, totaling 1,774, came from Hong-Kong and Macao; Vietnam occupied second place with 561

²³ Education-on-the-Air Weekly, I (Taipei: Education-on-the-Air Association, Oct. 21, 1956), pp. 7-19.

students. Table VI, below, shows the number of overseas Chinese students admitted in each year of the program. Their countries of origin are shown in Table VII, page 73. Data are from the China Handbook.²⁴

TABLE VI

NUMBER OF OVERSEAS CHINESE STUDENTS ADMITTED TO SCHOOLS
IN FREE CHINA, BY YEARS, 1951-1955

Year	Number of students
1951	11
1952	119
1953	385
1954	1,201
1955	1,411
Total	3,127

Most of the overseas students entered the National Taiwan University, and others enrolled in the Provincial Normal University, the Provincial College of Engineering and the Provincial College of Agriculture.²⁵

In 1955, three new educational institutions were established in Free China, among which two were primarily for overseas students. One was the Preparatory Class for

²⁴ China Handbook 1956-57 (Taipei: China Publishing Co., 1956), pp. 366-371.

²⁵ Ibid., p. 531.

TABLE VII

COUNTRIES OF ORIGIN OF OVERSEAS CHINESE STUDENTS WHO
RETURNED TO STUDY IN FREE CHINA (DECEMBER, 1955)

Country of origin	Number of students
Hongkong and Macao	1,774
Vietnam	561
Indonesia	196
Korea	181
Burma	39
Thailand	141
Singapore and Malaya	47
Philippines	56
Cambodia	61
North Borneo	22
India	12
Japan	15
Mauritius	7
United States	5
Chile	3
Switzerland	2
Panama	1
Australia	1
Canada	1
Belgium	1
Mexico	1

college students who were deficient in one or two courses and for that reason could not enter college. The other was the High School for Overseas Chinese, established by the Ministry of Education with the cooperation of the Overseas Affairs Commission. The school had an enrollment of 419 overseas students. The National Chengchi University was set up in 1955. Although this university was not intended exclusively for overseas students, it had an enrollment of 104 overseas Chinese.²⁶

The total overseas Chinese enrollment in Free China, 3,172 persons, in 1955, was a very small fraction of the total overseas Chinese youth. Thousands of them did not have an opportunity to receive a Chinese education in Free China. The danger lies in the fact that they may lose the fine cultural heritage of their fatherland. This constituted another educational problem which the Ministry of Education has tried to solve. In 1956 the University of the Air was set up not only as a supplementary tool for higher education outside of the classrooms in Free China but also as a main tool for over-seas Chinese education.²⁷

It is obvious that the University of the Air plays an important part in present-day education in Free China. The broadcast educational programs bring Chinese culture within the reach of the overseas Chinese who do not have an

²⁶ Ibid., pp. 532-533.

²⁷ Education-on-the-Air Weekly, I (Taipei: Education-on-the-Air Association, Oct. 21, 1956), pp. 21-27.

opportunity to receive education in their fatherland and bring the rich resources of the universities within the reach of the remotest farm home in Free China. The University of the Air also provides a central source of supplementary material available to any school and home with a radio and is a part of the Armed Forces Radio Service.²⁸

Operation

The Ministry of Education has organized the Education-on-the-Air Association that takes charge of the University of the Air. Under the supervision of the Ministry of Education, the Association plans the programs, prepares and edits the material and broadcasts the lectures, utilizing the time and facilities of the Broadcasting Corporation of China.²⁹ Tables VIII and IX show broadcasting time and schedules.

The whole story of the University of the Air is told and the complete lecture materials are recorded week by week in the Education-on-the-Air Weekly, edited and published by the Education-on-the Air Association.³⁰

²⁸ Ibid., pp. 30-35.

²⁹ Ibid., pp. 37-43.

³⁰ Ibid., pp. 45-46.

TABLE VIII

UNIVERSITY OF THE AIR PROGRAM SCHEDULE
FROM OCT. 21, 1956 TO APRIL 21, 1957

BED₃ Short Wave 19.7 ft. 15225 KC
 BED₆ Short Wave 25.4 ft. 11815 KC
 BED₄₂ Medium Wave 201.5 ft. 1490 KC

WEDNESDAY	Modern Chinese Culture	Chinese Literature
THURSDAY	Chinese Geography	Chinese Literature
FRIDAY	Chinese History	Chinese Literature
SATURDAY	Chinese Geography	Chinese Literature
SUNDAY	Chinese History	Modern Chinese Culture

Place	Time	Time
Taiwan	8:10 - 8:55	8:55 - 9:40
Thailand	7:10 - 7:55	7:55 - 8:40
Vietnam	7:10 - 7:55	7:55 - 8:40
Singapore	7:10 - 7:55	7:55 - 8:40
Indonesia	7:40 - 8:25	8:25 - 9:10
Philippines	8:10 - 8:55	8:55 - 9:40
Japan	9:10 - 9:55	9:55 - 10:40
Korea	9:10 - 9:55	9:55 - 10:40
Eastern Australia	10:10 - 10:55	10:55 - 11:40
San Francisco	16:10 - 16:55	16:55 - 17:40
Chicago	18:10 - 18:55	18:55 - 19:40
New York	19:10 - 19:55	19:55 - 20:40
Argentina	20:10 - 20:55	20:55 - 21:40
Brazil	21:10 - 21:55	21:55 - 22:40

TABLE IX

UNIVERSITY OF THE AIR PROGRAM SCHEDULE
FROM APRIL 22, 1957 TO DEC. 28, 1958

First Broadcast (On air at Broadcasting Corp. of China)

BED₆₂ Medium Wave 312.5 ft. 960 KC

MONDAY	Chinese Geography
TUESDAY	Chinese Literature
WEDNESDAY	Chinese History
THURSDAY	Chinese Geography
FRIDAY	Chinese Literature
SATURDAY	Chinese History
SUNDAY	Modern Chinese Culture

Place	Time
Taiwan	7:10 - 7:40
Thailand	6:10 - 6:40
Vietnam	6:10 - 6:40
Singapore	6:10 - 6:40
Indonesia	6:40 - 7:10
Philippines	7:10 - 7:40
Japan	8:10 - 8:40
Korea	8:10 - 8:40

Second Broadcast (On air at Broadcasting Corp. of China)

BED₂₂ Medium Wave 45.5 ft. 660 KC

BED₄₄ Short Wave 49.8 ft. 6010 KC

Taiwan Time	15:50 - 16:20
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MONDAY	Chinese Geography
TUESDAY	Chinese Literature
WEDNESDAY	Chinese History
THURSDAY	Chinese Geography
FRIDAY	Chinese Literature
SATURDAY	Chinese History

TABLE IX (Continued)

UNIVERSITY OF THE AIR PROGRAM SCHEDULE
FROM APRIL 22, 1957 TO DEC. 28, 1958Third Broadcast (Taichung Army Broadcasting Station)

BEC₂₃ Medium Wave 250 ft. 1200 KC
 BEC₂₃ Short Wave 41.44 ft. 7240 KC

Taiwan Time	18:50 - 19:30
-------------	---------------

MONDAY	Chinese History
WEDNESDAY	Modern Chinese Culture
FRIDAY	Chinese History

Fourth Broadcast (Taichung Army Broadcasting Station)

BEC₂₂ Medium Wave 272.7 ft. 1100 KC

Taiwan Time	21:45 - 22:15
-------------	---------------

MONDAY	Chinese History
TUESDAY	Chinese History
WEDNESDAY	Chinese Literature
THURSDAY	Chinese Literature
FRIDAY	Chinese Geography
SATURDAY	Chinese Geography

Programming

In order to give a Chinese education to the Chinese people, at home and abroad, the programs of the University of the Air center around information and introduction to Chinese culture.³¹ The four main programs included are Chinese literature, Chinese history, Chinese geography and discussions of current events in China.

Chinese Literature

First of all, this program aims to introduce the philosophy, spirit, and social, economic and ethical ideals of Chinese life embedded in Chinese literature to both the overseas Chinese and to the people at home. Secondly, it seeks to cultivate their taste for and interest in the beauty and glory of Chinese literature.³²

Each important type of Chinese literature, including essay, prose, poetry, drama and novel, is discussed systematically and chronologically according to its development through the years. Masterpieces of the outstanding writers in the history of Chinese literature are selected and interpreted to the listeners with emphasis on their influences on modern Chinese literature and thought.³³

³¹ Ibid., p. 48.

³² Ibid., passim.

³³ Ibid.

Chinese History

In order to understand present-day China, both its bright and its dark sides, one must have a knowledge of its five-thousand year history. Information and interpretation of the Chinese history are the purposes of this program. The lectures discuss cultural, political, economic, military and diplomatic developments dynasty by dynasty in Chinese history.³⁴

Chinese Geography

Studies of Chinese geography are both important and interesting for the Chinese people, abroad and at home, to learn. The aim of this program is to familiarize the Chinese people with the geographical facts, the natural resources and agricultural products of China.³⁵

Discussion of Current Events in China

In this program, current Chinese literary, ethical, social, economic, educational, political, journalistic, religious, scientific and art developments and facts are introduced and interpreted to its listeners.³⁶

³⁴ Ibid.

³⁵ Ibid.

³⁶ Ibid.

In the establishment and operation of the University of the Air, the Ministry of Education of Free China, for the first time, plays a positive part in using radio as an educational medium. The influences and effects of the University of the Air, the first organized education-on-the-air institution founded in Free China, have an important bearing on the development of Chinese educational broadcasting for the years to come.³⁷

³⁷ Annual Publication of the Broadcasting Enterprise (Taipei: Association of the Chinese Broadcasting Enterprise, 1957), p. 59.

CHAPTER VIII

SUMMARY AND CONCLUSIONS

A study of the radio broadcasting enterprise of Free China has been presented in this thesis. The important facts of the study are summarized in this chapter for the purposes of evaluation and conclusions.

System of Operation

The 39 radio broadcasting stations in Free China today are operated under three different systems. The first group includes the Government-operated stations, the second system is comprised of stations operated by the armed forces, and the third category embraces the privately owned and operated stations.

Besides these three systems of operation, a University of the Air has been established and is operated co-operatively by the Broadcasting Corporation of China and the Ministry of Education.

Purposes

The broadcasting stations operated under the three different systems have separate functions and aims.

The Government-operated stations cooperate with the

Government in serving, educating, informing and entertaining the Chinese people and participate in the struggle against the Communists.

There are three groups of Government-operated stations. The first is the Broadcasting Corporation of China. The Central Broadcasting Station of the Broadcasting Corporation of China has two departments, the Mainland Broadcasting Department and the Overseas Broadcasting Department. The functions of the Mainland Broadcasting Department are (1) to inform the Chinese people on the Chinese mainland about the news from the free world and from Free China; (2) to introduce democratic thoughts and ideas to them and (3) to plant anti-Communist seeds. The purposes of the Overseas Broadcasting Department are (1) to give the free world and the overseas Chinese honest information about Free China and the facts behind Red China's "bamboo curtain" and (2) to introduce Chinese arts and culture to foreign countries and to entertain the overseas Chinese. And the aims of the ten regional stations of the Broadcasting Corporation of China are (1) to keep the people in Free China well informed; (2) to keep the people well educated and (3) to keep the people well entertained.

In the second group of the Government-operated stations is the Police Broadcasting Station, founded by the Taiwan Provincial Police Administration to reinforce its public services and work. It is operated for public edu-

cation purposes, for public service, for government publicity and for psychological warfare.

The third type of stations operated by the Government is the Youth Broadcasting Station founded by and for the China Youth Anti-Communist National Salvation Corps. The purposes of this station are (1) to assist the anti-Communist organizations and activities of the youth in Free China and (2) to keep the young people well informed, well served and well entertained.

The armed-forces-operated stations assist Free China's Armed Forces in serving as a psychological weapon at the home front, as a supplementary teaching tool for troop education and information, and as a good medium for troop recreation and entertainment.

The privately owned and operated stations assist the commerce and business of Free China in communicating advertising messages. They are operated for a higher purpose than merely making money. Newscasts, educational programs, and other public service programs are presented in their sustaining time.

The University of the Air has been set up in Free China for educational purposes. It serves as a supplementary tool for higher education outside of the classrooms in Free China and as a main tool for overseas Chinese education.

The importance of the present-day radio broadcasting

enterprise in Free China is best explained and illustrated by the summary of the aims and functions of the broadcasting stations given above.

Regulations

The Ministry of Communications and the Guidance Committee on Radio Programs of the Ministry of Education are responsible for the administration and regulation of the operation of the radio stations in Free China.

The Ministry of Communications is empowered (1) to examine applications for construction of new stations and to refuse or grant the permit of construction; (2) to issue or renew the license of operation; (3) to distribute power, frequency and operating hours and (4) to supervise the programming.

The Guidance Committee on Radio Programs of the Ministry of Education has been set up for educational purposes. At its monthly meeting, representatives from all radio stations and government organs concerned exchange views and work out ideas of improvement.

The programming of each type of radio station is based on its purposes of operation and has been discussed in the preceding chapters. The Government-operated stations and the armed-forces operated stations are not allowed to accept advertising. The privately owned and operated stations are the only group that carry sponsored

programs and commercial announcements.

The radio broadcasting enterprise of Free China today aims to present the best programs possible and to reach the largest possible intended audience. Therefore, the improvement of the broadcasting programs and equipment and the readjustment of broadcasting hours and schedules are the main concerns of the Ministry of Communications, the Guidance Committee on Radio Programs, and the broadcasting stations operated under the three different systems.

Evaluation

The special features that have resulted from the systems, purposes and regulations of the operation of the radio broadcasting enterprise of Free China are discussed in the following paragraphs.

"Divided-Duty" System

The Government-operated broadcasting stations cooperate with the Government, the armed-forces-operated stations assist the Armed Forces, and the privately owned and operated stations assist the commerce and business of Free China. The work and service done by each system add to the contributions of the radio broadcasting enterprise of Free China as a whole. Since the duties of radio are divided among the three systems, it may be considered as a type of "divided-duty" operation.

Under the "divided-duty" operation, the system of radio broadcasting in Free China has not surrendered to private profit entrepreneurs, and the programming for broadcasting is not dominated by the advertisers. Radio is used as an advertising medium for commercial purposes by the privately owned and operated stations. Radio is, at the same time, upheld as a medium to serve the intellectual, social and cultural needs of the Chinese people by the Government-operated stations. Radio also is mobilized as a psychological weapon both at the home front in Free China and behind the enemy lines on the Chinese mainland and is used as a medium for troop education and entertainment by the stations operated by the armed forces.

Under this "divided-duty" operation, each system of stations devotes its time and effort to its specific duties and services. Thus radio, the common denominator of human interest, is manipulated.¹

Programs vs. Commercials

Under the systems, purposes and regulations of the operation of the radio broadcasting enterprise of Free China, the privately owned and operated stations are the only group that accepts advertising. The programs of the stations operated by the Government and by the armed forces

¹ Annual Publication of the Broadcasting Enterprise, I-VII (Taipei: Association of the Chinese Broadcasting Enterprise, 1950-1957).

are free from the interruption of commercials and are not crowded out of the best listening hours by sponsored shows. The Ministry of Communications regulates the length and frequency of the use of commercials and spot announcements of the privately owned and operated stations. Therefore, the listening audiences of the Government-operated stations and the armed-forces-operated stations never are irritated by interruptions of program continuity with selling appeals. They may turn to the privately operated stations for shopping guides and advertising messages when they need them. At the same time, they may enjoy good sponsored shows. The regulations of the Ministry of Communications protect them from the annoyance of the over-use of spot announcements and the over-long commercials.²

Educators vs. Advertisers

Radio's bright hopes as a potent instrumentality for culture and the uplifting of mass intelligence gradually are being realized in Free China with the "divided-duty" operation and the establishment of the University of the Air. Educators in Free China are not put in direct competition with commercial applicants but are protected, assisted, and guided by the Government. They have their own time assigned especially for educational purposes without the competition of advertisers.³

² Ibid.

³ Ibid.

A Particular Service

Besides serving as an educational, entertaining, and advertising medium, radio in Free China performs a particular service in the present time of national peril. That particular service is the broadcasting of anti-Communist programs. Advocating democracy and liberty against Communism, it represents the spirit and the will of the Chinese people and of Free China.⁴

What Lies Ahead

For nine years the radio broadcasting enterprise in Free China has served as one of the most effective tools for social education, as one of the most popular means for public information and entertainment, and as one of Free China's most powerful weapons in its war against Communism. For nine years it has continued to improve its broadcasting equipment, techniques and programs. Indications are that the radio broadcasting enterprise of Free China will continue to join the common effort to attain the national objectives of the recovery of the Chinese mainland and the restoration of democracy there. Above all, the radio broadcasting enterprise of Free China will continue to improve and prepare itself to be the root and foundation for the re-establishment of radio as a democratic, free medium on the Chinese mainland in the future.⁵

⁴ Ibid.

⁵ Ibid.

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