

## **Tamkang Radio Rewarded**

Two programs on the Voice of Tamkang - the official TKU radio station - recently won “red ribbon” prizes in an intercollegiate radio contest. The winning programs include “Rainbow Channel” and “Sweet Your Heart”, which squeezed in among four finalists out of 66 teams from five universities. The Voice of Tamkang supervising teacher, Assistant Professor Hsu Wen-yi, commented: “It’s very gratifying seeing our students gain such success in external competitions. Participating in such contests not only gives Tamkang more exposure and allows us to form links with industry, but also enables students to apply their creativity to media-related projects.

The production team of the award-winning program “Rainbow Channel” consists of fourth year Department of Mass Communication student Hsu Jui-lin and fourth year Statistics student, Kuo Yi-lun. Yi-lun explained that the theme of their program involves homosexual issues, with program material mainly extracted from YouTube. He believes the key to their result was using material that engaged the judges and pinpointing a specific target audience. “The thing I gained the most from the competition was the chance to meet many experienced media personalities and to observe current trends in Taiwanese media”.

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