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1. 宗旨

1.1 讓世界聽到台灣的聲音

TaiwanPlus 以「讓世界聽到台灣的聲音」為使命，向國際觀眾播報新聞。意即呈現台灣的視角，製播關於台灣、區域以及全球的可信新聞（請參見下方的「新聞價值」與「台灣觀點」）。

1.2 新聞報導的主要重點是與台灣相關的新聞（包含國際與國內），同時要聚焦影響台灣周邊地區的新聞，以及攸關全球的重要國際議題，因為台灣也是國際社會的一份子。

1. Mission: Taiwan to the World

1.1 TaiwanPlus broadcasts news to an international audience in line with its mission of bringing “Taiwan to the World”. That means presenting trusted news about Taiwan, the region, and the world in a way that represents Taiwan (see *Journalistic Values*, and *Taiwan’s Perspective*, below). The primary focus of coverage is stories related to Taiwan (both international and domestic).

1.2 Newscasts should also shine a spotlight on news affecting Taiwan’s neighbors in the region, and international stories that affect the global community, of which Taiwan is a part.

2. 新聞價值

公共電視的基本價值包括：獨立自主、公正公平、正確、尊重、多元、創新與負責，這些價值對於製作面向國際觀眾的新聞至關重要（參見《財團法人公共電視文化事業基金會節目製播準則2：基本價值》）。這些原則能確保新聞得以真正反映台灣，且符合公共媒體最高標準的方式呈現。在全球新聞環境面臨前所未有挑戰之際，新聞節目應作為公正、準確和平衡報導的典範。

2.1 TaiwanPlus總部所在的台灣是全球最自由的媒體環境之一，在報導鄰近國家新聞時，尤其是新聞自由受限的國家，須擔負公平、真實呈現的責任。面向國際觀眾製作新聞具有獨特挑戰。

2.2 記者不只要深入掌握新聞本身，也要掌握台灣民眾如何看待此一新

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聞，更要能在多語言環境中靈活應對，理解目標觀眾群，並且掌握國際間對此新聞可能產生的不同解讀。

- 2.3 面向國際觀眾的新聞播報，須經過多重把關與審核機制，以確保內容品質與語氣得體，包括兩段式稿件審稿、畫面審核，以及對特別敏感議題的最後一層把關，例如國內政治衝突與兩岸關係。
- 2.4 記者需對自己報導內容的正確性負責，必須尋找多個可靠消息來源，優先使用第一手資料，並適當標示來源。

2. Journalistic Values

PTS's basic values of independence, impartiality and fairness, accuracy, respect, diversity, innovation, and accountability, are essential to creating news for an international audience. *(See PTS Editorial Guidelines, 2. Basic Values)*. They ensure that the news is presented in a way that truly represents Taiwan and upholds the highest standards of public media. News programs should serve as a model of fair, accurate and balanced reporting at a time when the global news environment faces unprecedented challenges.

- 2.1 TaiwanPlus, headquartered in one of the freest media environments in the world, bears the responsibility of reporting fairly and truthfully stories taking place in neighboring countries where press freedom is limited.
- 2.2 Producing news for an international audience presents unique challenges. Reporters not only need to have a deep understanding of the news and how it is perceived in Taiwan, but they also need to juggle multiple languages and have a deep understanding of the target audience and how the news may be perceived overseas.
- 2.3 Additional layers of editing and approval are necessary to ensure the quality and tone of news that is broadcast and shared with an international audience via multiple platforms: script subbing and approval, video approval, and an extra layer of oversight for stories that require extra attention – like pieces related to contentious issues, such as local politics and cross-strait relations.

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2.4 Reporters are responsible for the veracity of their stories. They must seek out multiple reputable sources, prioritizing first-hand sources and attributing them as needed.

3. 台灣觀點

TaiwanPlus是由公共電視所辦理的國際傳播業務，運營經費來自納稅人，有責任公平地向世界呈現台灣。新聞內容應呈現多元、平衡的聲音，涵蓋台灣社會與政治的廣泛光譜。報導國內政治時，必須堅守客觀立場；針對敏感議題，應以公正、平衡的方式處理與呈現。

3.1 訪問本地學者專家以提供台灣觀點，也邀請國際專家提供公正平衡的分析。這些不同的聲音將使節目更具公信力、可信度與權威性。

3.2 雖然 TaiwanPlus 獨立於政府運作，但在有關台灣主權、國際地位及區域安全等議題上，仍須如實反映國家立場。例如：在報導台灣參與亞太經濟合作會議(APEC)時，應將台灣的主權與參與權視為事實，而非可質疑的意見。

3.3 使用符合台灣觀點的圖像與地圖，例如：在同一地圖中使用不同顏色標示台灣與中國。

3. Taiwan's Perspective

TaiwanPlus is funded by taxpayers as part of the Taiwan Broadcasting System. Therefore, it is tasked with the responsibility of fairly representing the nation to the rest of the world. The news should feature a balanced diversity of voices representing a wide swath of Taiwan society and politics. Maintain objectivity when covering domestic politics. Present sensitive issues in a fair and balanced manner.

3.1 Interview local analysts who can give Taiwan's perspective and international experts who can offer fair and balanced analysis. Together, these voices give our programs credence, trustworthiness, and authority.

3.2 While TaiwanPlus operates independently from the government, the platform must accurately represent the national perspective on Taiwan's sovereignty, position in the international community, and regional security.

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<p>E.g.: For a report on Taiwan’s participation in APEC, the country’s sovereignty and its right to participate would be treated as facts, not opinions that should be questioned.</p> <p>3.3 Use images and maps that accurately reflect Taiwan’s perspective. E.g.: Utilize different colors for Taiwan and China when featured on the same map.</p> <p>4. 為國際觀眾量身打造</p> <p>製作符合國際標準的新聞，包括寫作、報導、語氣與呈現方式。</p> <p>4.1 提供充份的背景脈絡，有助於國際觀眾充分理解有關台灣的新聞。</p> <p>4.2 從國內新聞中尋找國際切入點，以增進與海外觀眾的連結。在國際新聞中尋找台灣相關的切入角度固然重要，但報導風格應展現出台灣對全球事務的關注與共同利益，以能引起國際觀眾共鳴的方式呈現。避免使用如『致命車禍中無台灣人傷亡』這類標題。</p> <p>4. Tailor-Made for an International Audience</p> <p>Create news that meets international standards for writing, reporting, tone, and presentation. Offer adequate context that an international audience needs to properly understand news about Taiwan.</p> <p>4.1 Seek international angles for domestic stories in order to better connect with viewers outside of Taiwan.</p> <p>4.2 While it is essential to seek out Taiwan-related angles for international stories, avoid doing so in a way that presents Taiwan as insular or inward-looking. The style of reporting should convey Taiwan’s shared interest in global affairs in a way that resonates with international viewers. Avoid headlines like: “No Taiwanese Injured in Fatal Crash.”</p> <p>5. 報導敏感的國際新聞</p> <p>儘管 TaiwanPlus 經常呈現台灣開放、民主與進步社會的形象，但在報導不具相同價值觀的地區或相關議題時，仍應特別審慎處理。處理不</p>			

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<p>當將對我們的公信力、團隊與報導對象的安全，甚至未來的收視權造成負面影響。審慎處理敏感新聞，並不同於自我審查，而是指包容與對多元觀點的理解與尊重。敏感內容應向主管報告並討論，請依據公視正式流程進行通報與諮詢。(詳情請參見《財團法人公共電視文化事業基金會節目製播準則》8：提報與諮詢)。</p> <p>5.1 宗教：尊重各宗教團體與其信仰。</p> <p>5.1.1 避免呈現穆罕默德先知（以及其他伊斯蘭宗教人物）的任何視覺圖像。</p> <p>5.1.2 引用或呈現如《古蘭經》、《聖經》、《妥拉》與《薄伽梵歌》等宗教經典時，應以尊重與審慎為原則。對於涉及他人褻瀆宗教經文、聖物或宗教場所的新聞報導，亦應格外注意處理方式，以避免造成冒犯或爭議。</p> <p>5.1.3 在報導或拍攝穆斯林、錫克教徒等習慣佩戴頭巾的社群時，應尊重其文化。</p> <p>5.1.4 報導若涉及視豬肉、牛肉或酒類為禁忌的地區，相關影像應謹慎處理。</p> <p>5.1.5 在齋戒期間(如齋月)報導宗教團體時，避免明顯出現食物與飲料。</p> <p>5.1.6 避免使用針對特定族群的刻板音樂、語言或視覺符號。</p> <p>5.2 批評政府與王室</p> <p>在泰國、沙烏地阿拉伯、約旦等有嚴格誹謗或不敬罪的國家，報導政府或王室時，應格外小心，需評估相關法律與外交風險。</p> <p>5.3 極端主義團體</p> <p>避免使用其標誌或頌歌，以免有宣傳極端主義之嫌。亦不得播出任何美化恐怖組織或為其提供發聲平台的畫面</p> <p>5.4 爭議地區</p> <p>描述有爭議的地區時應小心，如有疑問，請依循台灣外交政策。</p> <p>5.5 不雅語言</p> <p>無論是文字或口語的粗話，都應該去除或遮蔽，即使是在背景聲音或使用較少的語言中出現也不例外</p>			

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<p>5.6 機密資訊</p> <p>避免報導可能危及台灣、其利益或記者安全的國內外軍事行動或情報機構的相關機密資訊。未經許可，不得在軍事或禁限區域拍攝。</p> <p>5.7 猥褻內容</p> <p>報導中若涉及親密與性相關內容，且該議題在報導地區被視為禁忌，應謹慎處理。例如在同性戀屬違法的國家，應特別注意避免揭露性少數族群成員的身份。</p> <p>5.8 否認戰爭罪行與種族滅絕</p> <p>在部分國家，否認國際法庭承認或有歷史共識的戰爭罪或種族滅絕屬違法，必須準確呈現歷史事實。</p> <p>5. Covering Sensitive International Stories</p> <p>Although TaiwanPlus often presents an image of Taiwan as an open, democratic and progressive society, extra care should be taken when reporting in and about places that do not share the same values. Missteps can have a negative impact on our credibility, the safety of both our staff and the subjects of our stories, and future access to viewers. Sensitivity does not mean self-censorship; it means being inclusive and aware. Sensitive content must be reported to and discussed with a senior supervisor following the PTS process for reporting and consultation. <i>(See PTS Editorial Guidelines, 8. Reporting and Consultation.)</i></p> <p>5.1 Religious Offense : Be respectful of religious groups and their beliefs.</p> <p>5.1.1 Avoid any visual representations of the Prophet Muhammad (and other Islamic figures).</p> <p>5.1.2 Show care when referencing or showing sacred texts like the Quran, Bible, Torah, or Gita. Be careful when reporting on people disrespecting religious books, articles and places of worship.</p> <p>5.1.3 Be respectful when reporting on and filming communities where head coverings or specific modest dress is customary (e.g., hijabs, turbans).</p> <p>5.1.4 Be careful when showing pork, beef, and alcohol in stories related to places where those are taboo.</p>			

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<p>5.1.5 Be cautious about prominently featuring food or drink in pieces about religious groups during a fast (e.g., Ramadan).</p> <p>5.1.6 Avoid visual, verbal or musical cliches tied to specific ethnic or religious groups</p> <p>5.2 Criticism of Governments and Monarchies</p> <p>In countries with strict lèse-majesté or anti-defamation laws, such as Thailand, Saudi Arabia and Jordan, exercise extreme caution. Consider the legal and diplomatic risks when reporting on governments or monarchies in those countries.</p> <p>5.3 Extremist Groups</p> <p>Avoid featuring symbols or anthems connected to outlawed organizations in a way that may be seen as promoting extremism. Do not air images that glorify a terrorist group or give it a platform.</p> <p>5.4 Disputed Regions</p> <p>Be careful when depicting disputed regions. When in doubt, defer to the position of Taiwan’s Ministry of Foreign Affairs.</p> <p>5.5 Profanity</p> <p>Remove or censor written and spoken profanity, even if it’s in background audio or a less widely spoken language.</p> <p>5.6 Classified Information</p> <p>Avoid reporting classified information about military operations or intelligence agencies (both domestic and foreign) in a way that could put Taiwan, its interests, or our reporters at risk. Do not film in military or restricted areas without a license.</p> <p>5.7 Obscenity</p> <p>Exercise caution when featuring intimacy and sexuality in stories about places where it is taboo. E.g.: Extra care should be taken not to identify members of the LGBTQ+ community in countries where homosexuality is illegal.</p>			

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5.8 Denial of War Crimes or Genocide

In several countries it is illegal to deny genocide or war crimes – particularly those recognized by international courts or for which there is historical consensus. Make an effort to accurately present historical events.

6. 海外採訪報導

派遣記者代表 TaiwanPlus 到海外採訪，不僅有助於挖掘國際媒體常忽略的台灣角度，也能建立權威以獲得觀眾信任。但記者須謹慎行事，因為播出內容在採訪地區大多收看得到。在言論限制較多的國家，這種能見度可能會使記者與受訪者面臨風險。須加倍留意，格外小心，確保所有人的安全。

6.1 出發前應採取以下措施：

6.1.1 採訪限制或危險地區的風險評估，應連同新聞企劃案一併提交。

6.1.2 熟悉當地文化，以及報導和播送法規。

6.1.3 若赴高風險地區，須接受敵對環境與急救的訓練（HEFAT）。

6. Reporting Overseas

Sending reporters and correspondents to overseas locations makes it possible for them to seek Taiwan-specific angles that are often missed in the international media. It also enables them to speak with authority in a way that can gain the trust of our audience. But reporters need to exercise caution because our broadcasts can be viewed in many of the places where they report. In more restrictive countries, that visibility can put both our reporters and the subjects of their stories at risk. Extra vigilance is necessary to keep everyone safe.

6.1 Pre-trip procedures should involve:

6.1.1 A risk assessment, filed along with the pitch, for reporting trips to restrictive and/or dangerous places.

6.1.2 An understanding of the local culture and laws governing reporting and broadcasting.

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<p>6.1.3 Hostile Environment and First Aid (HEFAT) training, if the reporter is traveling to a hostile environment.</p> <p>7. 國際播送版權</p> <p>所有在 TaiwanPlus 播出的內容（包含影片、影像、音樂與音效），都須取得在台灣與國際播映的合法授權，包括 OTT 平台、社群媒體與自有平台（網站、行動／電視應用程式等）。</p> <p>7.1 使用國際通訊社等合作夥伴的內容時，務必審閱附帶的影音資訊說明（metadata 或使用備註），確認播映區域與平台限制。確保素材無使用期限限制，並可用於新聞節目中。</p> <p>7.2 依據影音資訊說明或提供方的要求，明確標示畫面來源。</p> <p>7.3 遵守所有畫面禁播限制。</p> <p>7.4 若有畫面存檔限制，播出後不保留素材，亦不得在該則新聞以外使用。</p> <p>7. International Broadcasting Rights</p> <p>All content that airs on TaiwanPlus (including video, images, music and sounds), must be cleared for domestic broadcast in Taiwan and international broadcast in the countries where we are available on television. Rights must also be cleared for OTT platforms, social media, and all the organization’s proprietary platforms (including website and mobile/TV apps, etc.).</p> <p>7.1 When using content from partners like international wire agencies, carefully review the dope sheet (metadata or usage notes) for geographic and platform restrictions. Make sure that there is no expiration date and that the footage is cleared for use in news reports and programs.</p> <p>7.2 Credit sources clearly and accurately as specified in the dope sheet or by the provider.</p> <p>7.3 Check for embargo restrictions and abide by them.</p> <p>7.4 If there are archiving restrictions, do not save the footage for use beyond the original piece in which it airs.</p>			

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8. 防範認知作戰

TaiwanPlus 與所有國際媒體一樣，必須特別防範認知作戰的影響。若在不知情的情況下將錯誤資訊與真實事件混為一談，可能會加劇宣傳效果、削弱公信力，並在國際層面造成分化與對立。

- 8.1 為防止敵對勢力與政權利用 TaiwanPlus 傳播認知作戰，必須深入理解其常見的論述，例如：挑撥對台灣民主制度、公共機構及與理念相近國家軍事合作的信任
- 8.2 新聞同仁應定期接受訓練，學習識別敵對論述，以及用來散布這些論述的合成媒體（如深偽技術與 AI 生成內容）。
- 8.3 報導敵對論述時，務必標明來源、提供背景脈絡，並平衡呈現台灣的觀點。
- 8.4 若受訪者與敵對勢力有關聯，應揭露此一背景。
- 8.5 若報導重點為假訊息，應明確指出此一訊息是錯誤的。
- 8.6 使用來自官方政令宣傳媒體（如 中國央視、中國環球電視網、俄羅斯國營電視台）的素材時應特別小心，須明確標示來源，必要時在畫面加上來源聲明。
- 8.7 報導中國社群媒體趨勢時也應審慎，避免放大敵對論述。社群內容的影像與畫面亦應明確標示。
- 8.8 勿對明顯錯誤的說法進行所謂的討論，例如中華民國（台灣）是否為主權獨立國家，以免似是而非的論述獲得正當性。

8. Safeguarding Against Cognitive Warfare

TaiwanPlus, like all international news media, needs to make a special effort to safeguard broadcasts from the influence of cognitive warfare. Unknowingly blending disinformation with real events can amplify propaganda, undermine trust and sow division on an international scale.

- 8.1 Preventing hostile forces and governments from using TaiwanPlus to amplify cognitive warfare requires a robust understanding of the common narratives that they use – such as sowing distrust in Taiwan’s democracy, public institutions, and military cooperation with like-minded countries.

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8.2 Regular training should be conducted for the newsroom staff to help them identify hostile narratives and synthetic media (like deepfakes and AI-generated content) which is often used to spread them.

8.3 Be careful when talking about hostile narratives in news reports. Be sure to attribute them, offer context, and balance them with Taiwan’s perspective.

8.4 Do not interview experts or analysts with ties to hostile forces and governments without disclosing those connections.

8.5 When disinformation is the focus of a report, the claims should be clearly labeled as false.

8.6 Special care should be taken when using any footage from media known to spread government propaganda, such as CCTV, CGTN, and RT. This footage must be properly attributed with a clear source. Consider using on-screen disclaimers for official or state-run media.

8.7 Show care when reporting on social media trends in China in order to avoid amplifying hostile narratives. Images and footage of social media content should always be clearly labeled.

8.8 Do not “debate” obviously false claims such as “the Republic of China (Taiwan) is not a sovereign country”. Doing so could legitimize specious narratives.

9. 使用人工智慧

生成式 AI 為新聞編採帶來強大的新契機，但必須在公平、符合倫理與新聞原則的前提下使用。因此：

9.1 所有 TaiwanPlus 記者都必須接受生成式 AI 的基礎培訓。

9.2 同仁不得在 AI 工具中輸入任何機密資料。

9.3 記者不得使用生成式 AI 來創作報導或新聞稿件。

9.4 應將生成式 AI 視為未經證實的消息來源。

9.5 AI 可用於翻譯、資料處理與研究，但查詢事實時，須標示出處並加以

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查證。

9.6 Taiwan Plus 的新聞若在極少數情況下使用生成式 AI 所製作的圖像或內容，必須清楚標示其為 AI 生成。

9.7 如遇上述未涵蓋之情境，請參考《公視 AI 使用準則》。

9. Using Artificial Intelligence

Generative AI presents powerful opportunities for reporters and newsrooms. However, it must be utilized in a way that is fair, ethical, and adheres to the principles of good journalism. With that in mind:

9.1 All TaiwanPlus journalists must undergo basic generative AI training.

9.2 Staff should be careful not to enter any confidential information into AI tools.

9.3 Journalists are strictly forbidden from generating reports and stories using generative AI.

9.4 Treat generative AI the same way you would treat an unverified source.

9.5 AI can be a useful tool for translating, working with data, and conducting research. However, if journalists use generative AI to search for facts, they must also request sources and verify them.

9.6 In the rare situation in which TaiwanPlus News features images or any content created by generative AI, it must be clearly identified as such.

9.7 For all situations not listed above, refer to PTS Guidance for Using AI.

10. 附則：

10.1 本辦法經董事會核定後公告施行，其修、廢程序亦同。

10.2 除上述規範之外，其他請依循公視節目製播準則之相關規定。

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11. 參考文件：

與《公視基金會節目製播準則》相關之國家法令列舉如下，但不以此為限。同仁工作時應檢索現行法令，以之為據。

11.1 英國廣播公司編輯準則

BBC Editorial Guidelines

11.2 美國公共電視台編輯標準

PBS Editorial Standards

11.3 聯合國教科文組織指導原則及無國界記者組織（RSF）在限制性國家有關新聞自由與安全的原則

UNESCO guidelines and Reporters Without Borders (RSF) principles on press freedom and safety in restrictive countries

11.4 路透社/美聯社在國際報導、著作權授權及敏感內容方面的寫作指引

Reuters / AP style guidance on international reporting, rights clearance, and sensitive content

12. 使用表單：

無。

13. 修訂沿革：

- 13.1 民國 114 年 9 月 19 日**第七屆第四十二次董事會議通過**。(1.0 版)，
民國 114 年 10 月 15 日經董事長核定公告。