

財團法人公共電視文化事業基金會 第五屆第十一次董事會議訊

財團法人公共電視文化事業基金會於 103 年 4 月 17 日下午三時，於公共電視 A 棟七樓第一會議室召開第五屆第十一次董事會議，由邵玉銘董事長擔任主席。

本日會議聽取以下報告：公視總經理報告、中華電視公司經營現況報告、客家電視台工作報告、募款專案報告。此外第五屆董事會節目工作小組第三次會議紀錄、本會 103 年度公廣集團公共價值評量委員會第一次會議紀錄、103 年 3 月份資產出續租彙整暨租金收入統計亦於會中報告並備查。

針對近日公視因：(1) 反服貿學運期間「NGO 觀點」製作人更換「服貿週」特別企劃主持人，(2)「誰來晚餐」節目「就是要搞學運」重播時，最後一次重播遭更換為「高凌風演唱會」，(3) 媒體報導「有話好說」製作人請辭等三件事，經媒體報導，引發輿論及社會大眾高度關注，董事會有以下決議：

(一)「NGO 觀點」製作人更換「服貿週」特別企劃主持人

1. 依照公共電視法第二十七條規定『為保障新聞專業自主，新聞部工作人員應互推代表三至五人，與總經理簽訂新聞製播公約』。根據《新聞製播公約》，公視新聞部採製作人制：「製作人在新聞部編輯方針指導下，為其製作節目的決策者，對節目內容負全責。」董事會全力支持此公約之精神。
2. 為使本會新聞製播確實符合國際專業新聞規範，公廣集團將參考國際權威媒體之處理準則，制定明確規範，以為台灣建立專業新聞規範。(詳見附件：「各國公共媒體專業規範」)

(二)「誰來晚餐」重播節目更換事件

基金會內部管理顯然出現嚴重問題：1) 在高度敏感節目之重播決策上，第一線主管判斷力差；2) 高層主管未能及時發現、檢視抽換決策；3) 同仁因與管理高層缺乏互信而決定不循內部正常管道反映問題，造成公視聲譽極大傷害。此事應深入檢討、分層究責。

(三) 媒體報導「有話好說」製作人有意請辭

1. 相關主管應正式回應同仁職務調動之需求，並將結果向董事會報告。
2. 徹底檢討管理流程及效能，釐清為何同仁多次提出要求，卻未能循正常流程處理、回應，導致內部問題搬上媒體，嚴重傷害公視形象及聲譽之相關責任；
3. 徹底檢討「有話好說」及新聞部相關節目之人力及資源調配，是否符合製播負責任、高品質節目所需，並儘速提出報告。

總結建議：

此次多起爭議事件共同反映出，公視管理效能不彰，流程粗糙，判斷失準，例如十餘觀眾電話要求即可更動節目表。建議董事會應責成行政主管，參考各界意見、相關專業規範與各國公視準則，儘速擬訂「管理流程優質化」及「公視同仁（包括外聘人員）對內反映意見」之明確管道，提報董事會討論並通過實施。以期消弭因管理、溝通不當所引發之誤解或爭議，進而導引公視建立健全、信任之組織文化，以有效維護公視聲譽。

本次會議通過客家電視台台長遴選委員名單：由吳迎春、李永得、羅文嘉、朱天心、鍾喬出任遴選委員；另增列二位員工代表，列席遴選委員會會議參加討論，但不參與表決。

會議於下午七時四十分散會。本次會議未及討論之議題，下次會議再議。

[附件：「各國公共媒體專業規範」]

國際主要媒體對於新聞公正性、利益衝突方面之相關準則

一、BBC Editorial Guidelines (英國 BBC 新聞製播規範)

Section 4: Impartiality (客觀、公正)

4.4.31

BBC staff and regular BBC presenters or reporters associated with news or public policy-related output may offer professional judgments rooted in evidence. However, it is not normally appropriate for them to present or write personal view programs and content on public policy, on matters of political or industrial controversy, or on 'controversial subjects' in any area.

(BBC同仁及任何與BBC新聞或公共政策節目內容相關之幕前人員可以根據事實，提出新聞專業判斷。然而，正常狀況下，針對公共政策、政治、商業或任何領域之「爭議性」主題，製播有關個人主張之內容，絕非恰當。)

(<http://www.bbc.co.uk/guidelines/editorialguidelines/page/guidelines-impartiality-personal-view/>)

Section 15: Conflict of Interest (利益衝突)

A conflict of interest may arise when the external activities of anyone involved in making our content affects the BBC's reputation for integrity, independence and high standards, or may be reasonably perceived to do so. Our audiences must be able to trust the BBC and be confident that our editorial decisions are not influenced by outside interests, political or commercial pressures, or any personal interests.

(任何參與製播 BBC 內容之同仁，若其外部活動足以引發外界對 BBC 公正、獨立及高標準之質疑或造成影響，即構成利益衝突。)

(See [Section 14 Editorial Integrity and Independence from External Interests](#))

There is a danger of conflict of interest in every area of program or content making. Each department or team must be aware of its area of vulnerability. There may be particular sensitivities for on-air talent.

(任何領域之節目或內容製播，都有產生利益衝突之可能。每一個部門及團隊都應對各自最易產生利益衝突的弱點特別留意。幕前工作同仁尤其可能產生特殊之敏感問題。)

The Principles on conflicts of interest apply equally to everyone who makes our content. Independent producers should not have inappropriate outside interests which could undermine the integrity and impartiality of the programs and content they produce for the BBC.

(利益衝突原則對所有製播 BBC 內容之同仁一體適用。獨立製作人不應存有任何不當外部利益，導致其為 BBC 製播之節目及內容之誠信、公正、客觀受到損害。)

All BBC staff are required formally to declare any personal interest which may affect their work with the BBC. Freelance presenters, reporters, producers and researchers and most other freelancers will also be required to declare personal interests which may affect their work with the BBC.

(所有 BBC 同仁均應正式提報所有足以影響相關製播內容之個人利益。外聘主持人、記者、製作人、研究人員及其它相關外包工作，亦應提報所有足以影響相關製播內容之個人利益。)

<http://www.bbc.co.uk/guidelines/editorialguidelines/page/guidelines-conflict-of-interest-in-production/>

15.4.2

Regular BBC news presenters should not undertake promotions, endorsements or advertisements for any company, outside organisation or political party. In exceptional circumstances, with the prior approval of the BBC, they may undertake promotional activities for books which they have written. Any such activity must not jeopardise a presenter's reputation for objectivity and impartiality.

(BBC 新聞主播或主持人不應為任何企業、外部組織或政黨，進行任何宣傳、支持或廣告行為。)

15.4.3

BBC staff, correspondents on non-staff contracts and freelancers primarily known as presenters or reporters on BBC News and Current Affairs programmes **must not:**

(BBC 同仁及因 BBC 新聞及時事節目而為外界所知之外聘主持人或記者，不得：)

- state or reveal publicly how they vote or express support for any political party
- express a view for or against any policy which is a matter of current party political debate

- advocate any particular position on a matter of public policy, political or industrial controversy, or any other 'controversial subject'

(對公共議題或政治、商業或任何領域之「爭議性」主題，表達支持、擁護之特定立場) (See **Section 4 Impartiality: 4.4.5 - 4.4.6**)

(<http://www.bbc.co.uk/editorialguidelines/page/guidelines-conflict-of-interest-news-current-affairs/>)

Guidance (守則)

Maintaining Impartiality (保持客觀、公正)

BBC Staff, BBC Correspondents on non-staff contracts and freelances primarily known as BBC news and current affairs presenters or reporters

It is essential that BBC staff, BBC correspondents on non staff contracts and freelances known to the public primarily as presenters or reporters on BBC news or current affairs programmes do not undertake any off-air activities which could undermine the BBC's reputation for impartiality.

(BBC 同仁及因 BBC 新聞及時事節目而為外界所知之外聘主持人或記者，不得從事任何有損 BBC 公正、客觀聲譽之言行。)

Nothing they do or say should bring the BBC into disrepute. No off-air activity, including writing for newspapers, magazines or websites, writing books, giving interviews, making speeches or chairing conferences should lead to any doubt about the objectivity or integrity of their work for the BBC. **If BBC journalists, presenters or reporters publicly express personal views off-air on controversial issues, then their editorial or on-air role may be severely compromised.**

(BBC 新聞人員、主持人或記者，對爭議主題公開表達個人立場，將嚴重破壞其新聞相關或幕前工作之角色)

BBC staff and freelances primarily known as presenters or reporters on BBC news and current affairs programmes must not:

(BBC 同仁及因 BBC 新聞及時事節目而為外界所知之外聘主持人或記者，不得：)

- state or reveal publicly how they vote or express support for any political party
- express a view for or against any policy which is a matter of current party political debate

- advocate any particular position on a matter of public policy, political or industrial controversy or other currently 'controversial subject'. (See BBC Editorial Guidelines Section 4 Impartiality 4.4.5 - 4.4.6)

(對公共議題或政治、商業或任何相關領域之「爭議性」主題，表達支持、擁護之特定立場)

- exhort a change in high profile public policy

(煽動、引導重大公共政策之改變)

<http://www.bbc.co.uk/guidelines/editorialguidelines/page/guidance-conflicts-off-air>

Contracts with presenters and reporters who are primarily associated with the BBC should reflect requirements for impartiality when undertaking off-air activities and the need to seek approval for such activities as outlined in this guidance note.

(外聘人員合約中需載明，即使個人言行亦需符合客觀、公正之規範，並應恪遵本守則之規定，於從事相關活動之前，事先取得同意。)

Contracts should also make it clear that they should not undertake advertising, promotions or endorsements for third parties (see Section 9 below).

(合約中亦需明訂，外聘人員不應為第三方進行任何廣告、宣傳或表達支持。)

Conflict of Interest (利益衝突)

Introduction

The BBC's reputation for impartiality and objectivity is crucial. The public must be able to trust the integrity of BBC programmes and services. Our audiences need to be confident that the BBC's editorial decisions are not influenced by the outside activities or personal or commercial interests of programme makers or those who appear on air.

(BBC 客觀、公正的聲譽至關重大。公眾必須能夠相信 BBC 的節目內容及誠信。觀眾對 BBC 的新聞判斷不受任何外界活動或節目製播人員之個人或商業利益的影響，必須有所信任。)

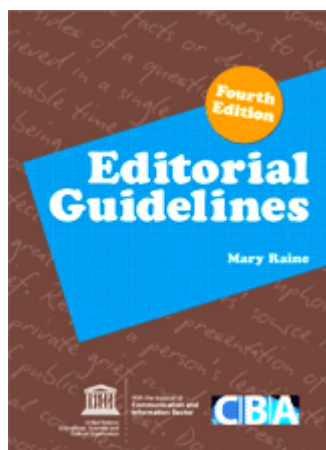
Conflicts of interest can arise for anyone who is responsible for BBC content or for producing or arranging BBC programmes, websites, services or associated activities. Presenters, reporters, producers, production managers, editors and researchers all need to be conscious of this. The BBC should be satisfied that everyone involved in editorial decisions and programme making is free from inappropriate outside commitments. This applies equally to freelances as well as staff. (任何與 BBC 新聞判斷及節目製播相關同仁，包括外聘人員，皆不應有任何不當外界承諾。) It is also important that independent producers should not have any interests which could

undermine the integrity and impartiality of the output they produce for the BBC. In some circumstances, it may also be appropriate to consider whether the position of families and close personal contacts presents a likely conflict of interest.

The outside activities and interests of on-air talent need very careful consideration, particularly in relation to outside writing commitments, public appearances, endorsements of organisations and commercial advertising.

二、CBA (Commonwealth Broadcasting Association) 大英國協公廣協會

大英國協公廣協會共有來自世界 53 個國家的 102 個會員。成立目的在於促進公共廣電品質，每兩年定期舉辦會議，互相交流各種經營上的議題。會員包括澳洲 ABC、加拿大 CBC、英國 BBC 等。台灣公視為附屬會員。



CBA Editorial Guidelines 製播準則

2. CREDIBILITY, BALANCE AND IMPARTIALITY

公信力、平衡及客觀、公正

In an open society credibility is an essential attribute of a journalistic organization. The credibility of the organization and that of its journalists are inter-linked. Credibility is dependent not only on factors such as accuracy and truthfulness in reporting and presentation but upon avoidance by the journalists of associations or contacts which could reasonably give rise to perceptions of partiality. In taking on staff in its news and current affairs programming, the station must be aware of their published views, their personal involvement and their associations and backgrounds in order to avoid any perception of bias or susceptibility to undue influence in the execution of their professional responsibilities. In order to maintain their credibility and the credibility of the [broadcaster] on air personnel as well as those who edit produce or manage programs must avoid publicly identifying themselves in any way with partisan statements or actions on controversial matters.

開放社會中，公信力是任何一個新聞組織的根本屬性。新聞組織及其新聞工作人員的公信力是彼此連結、密不可分的。公信力不僅有賴新聞採訪及呈現時之正確性及真實性，同時也仰賴新聞工作人員主動避免任何足以引發偏頗印象之關係與

接觸。新聞及時事節目進用人員時，電視台必須深入了解對方曾經公開發表之言論、曾參與之事務、外部關係及背景，以避免執行專業職責時，引發外界偏頗或易受不當影響之觀感。為維持電視台及其新聞工作人員，包括幕前及幕後負責編輯、製播及管理節目製播同仁之公信力，所有同仁皆應避免以任何方式，公開表達對爭議性事務各種立場之言論或行為之認同。

(<http://unesdoc.unesco.org/images/0018/001876/187637e.pdf>)

三、CPB(Corporation of Public Broadcasting) 美國公共廣播協會

The Public Media Code of Integrity 公共媒體公正、獨立原則

- Expect employees to uphold public media's integrity in their personal as well as their professional lives, understanding that employee actions, even when "off the clock," affect trust, integrity, credibility, and impartiality.

期待所有員工的個人及專業言行，都能全力維護公共媒體的公正性與獨立性，瞭解即使在非上班時間，員工的言行都足以影響信任、公正、獨立、公信力及客觀性。

(<http://codeofintegrity.org/>)

四、日本 NHK

- 製播準則 2011(放送ガイドライン 2011 :
<http://www9.nhk.or.jp/pr/keiei/bc-guideline/pdf/guideline2011.pdf>)

第 4 條 採訪製作的基本規範

第 6 款 演出來賓

- * 應確保節目構成及節目本身之多樣性，經常努力尋找新的演出來賓，保持公共廣電的公平・公正性，不偏於特定人士廣泛地邀請演出來賓。

雖是外部的演出來賓，只要是 NHK 的播出節目，其節目中之言論由 NHK 負責。演出來賓若有歧視性發言或損害他人名譽時，應採取道歉、更正措施。

第 12 條 政治經濟民調

第 1 款 政治

- * 政治上諸問題之處理必須貫徹公平・公正、自主・自律，不受任何人的壓力與運作所左右，多角度傳達足供視聽眾進行判斷的資訊。
- * 政治的對立愈大，視聽眾的意見的幅度也愈大，因此報導必須忠於事實，謹慎呈現，避免被視聽眾認為是個人見解或是偏於特定主義・主張。
- * 談話性節目，必須謹慎進行節目之構成，謹慎選定演出來賓，不應操作或促成特定的意見，整體節目必須呈現平衡的觀點。

五、香港 RTHK

節目製作人員守則

總體工作原則之 3.5 利益衝突 (<http://www.rthk.org.hk/about/guide/c45.htm>)

我們必須令觀眾信賴我們的節目是製作嚴謹的。要令觀眾聽眾有信心我們的編輯判斷是建基於穩當的專業理據，別無其他因由。節目製作人員在外間的活動，不得不恰當地影響、或令人相信會影響香港電台的節目。

節目主持人和記者等前線工作人員，最明顯是會處於敏感位置。不過，利益衝突也可發生在任何負責節目內容及 / 或風格的人員身上：如編輯、監製、撰稿人、導演、資料搜集人員等。

香港電台要求所有節目製作人員，不得參與不恰當的外間活動。這項規定除適用於全職僱員外，也一樣適用於常職的自由撰稿人或合約人員。

此外，個別職員若計劃參與接受酬勞的外間活動，須事先取得部門主管的許可。如認為該項外間活動與其節目職責有利益衝突，或會影響香港電台的公信力，將不予許可。