

Guidance for Broadcasting News to an International Audience

1. Mission: Taiwan to the World

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).

1.1 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. 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 about sensitive topics – like pieces related to contentious issues, such as local politics and cross-strait relations.

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. 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. 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.

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.

4. Tailor-Made for an International Audience

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.

4.1 Seek international angles for domestic stories in order to better connect with viewers outside of Taiwan.

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."

5. Covering Sensitive International Stories

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. *(See PTS Editorial Guidelines, 8. Reporting and Consultation.)*

5.2 Religious Offense

Be respectful of religious groups and their beliefs.

5.2.1 Avoid any visual representations of the Prophet Muhammad (and other

Islamic figures).

- 5.2.2 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.
- 5.2.3 Be respectful when reporting on and filming communities where head coverings or specific modest dress is customary (e.g., hijabs, turbans).
- 5.2.4 Be careful when showing pork, beef, and alcohol in stories related to places where those are taboo.
- 5.2.5 Be cautious about prominently featuring food or drink in pieces about religious groups during a fast (e.g., Ramadan).
- 5.2.6 Avoid visual, verbal or musical cliches tied to specific ethnic or religious groups.

5.3 Criticism of Governments and Monarchies

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.

5.4 Extremist Groups

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.

5.5 Disputed Regions

Be careful when depicting disputed regions. When in doubt, defer to Taiwan's foreign policy.

5.6 Profanity

Remove or censor written and spoken profanity, even if it's in background audio or a less widely spoken language.

5.7 Classified Information

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.

5.8 Obscenity

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.

5.9 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. 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.
- 6.1.3 Hostile Environment and First Aid (HEFAT) training, if the reporter is traveling to a hostile environment.

7. International Broadcasting Rights

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.).

- 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.
- 7.2 Credit sources clearly and accurately as specified in the dope sheet or by the provider.
- 7.3 Check for embargo restrictions and abide by them.
- 7.4 If there are archiving restrictions, do not save the footage for use beyond the original piece in which it airs.

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.

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. 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. In addition to the above regulations, please follow the relevant provisions of the Public Television Service's Broadcasting Guidelines.