Share the Core Value: Empowering Citizens & Partnership with PSB

Jessie Shih, Director of International Dept. /Documentary Platform Public Television Service (PTS), Taiwan
About PTS:

- Public TV Act: independent from commercial or political interference
- 65 mil. us$/yr(50% self-raised)
- Aim to provide quality programming & service: Originals
- Present cultural diversity, talents’ creativity and democratic value of the modern Taiwanese society.
PTS Milestone

1997/5/31

Public Television Act
The Public Television Act passes in the Legislative Yuan.

1998/7/1

Taiwan Broadcasting System
The Legislative Yuan passes the Statute Regarding the Disposition of Government Shareholdings and withdrawn in the Terrestrial Television Industry.

2006/1/03

The Public Television Service Foundation is established and launches broadcasting services.

2006/7/1

CTS (Chinese TV Service, Hakka Television, Taiwan Indigenous Television (TITV) join PTS Taiwan Broadcasting System. PTS is the leading CH.

2007/1/1

The Taiwan Broadcasting System (TBS) is Established.
The first Citizen Journalism Platform launch

2007

The first Citizen Journalism Platform launch

2010

News PNN launched

2012

Digital Switch-off Completed

2012 End of analogue transmission, digital switch-off completed.

2012

PTS HD Launched

2016

PTS VOD Online Platform (PTS +7) launched. 200,000 members

End of SD Transmission

SD transmission of PTS Main Channel and PTS 2 upgraded to HD, with former PTS HD renamed PTS3 to continue provision of HD services along with PTS and PTS 2

2016

End of SD Transmission

2017/10/16

PTS OTT Platform (PTS PLUS)

Public Media News Network is in the shaping. (300,000)
https://www.peopo.org/

Open Platform: welcoming and providing assistance to all participating citizens,

Sharing Platform: encouraging communication and sharing in addition to fostering people power

Active Platform: promoting societal progress through assertive action
Taiwan Citizen Journalism Platform (www.peopo.org)

- Start-up US$400,000
- Annual Operational Cost US$260,000
Becoming a Citizen Journalist

ID Authentication to Ensure Credibility

- Agree with our “Code of Ethics”
- Submit a copy of your ID to get verified.
- No Editing, no censorship

Code of Ethics:
https://www.peopo.org/events/about/english/P2.htm
PeePo Citizen Journalism Platform's Code of Ethics for Users

1. PeePo Citizen Journalism Platform is an open internet platform encouraging citizens to register as users and report on public issues. Platform users are not PTS employees. The behavior of users while newsgathering is the sole responsibility of users and does not represent PeePo Citizen Journalism Platform or PTS. Platform users are forbidden from calling themselves “PeePo journalists” or “PTS journalists”, or using business cards with the aforementioned status.

2. Users must report fairly and honestly on content related to public issues.

3. Users must not use a hostile manner in the newsgathering process, disseminate false content, or

4. engage in personal attacks.

5. Users must avoid personal gain from reporting, and not exaggerate or distort the facts to benefit oneself or any affiliated organization.

6. Users must disclose the sources of all reports and in the event of litigation over plagiarism or intellectual property right violation the user will personally assume all
PeoPo Profile (till 2018. 8.1)

1  PeoPo News Platform

16  News Centers at College Campuses

752  Participating NGO and NPO Organizations

936  Workshops Organized Island-wide

9994  Citizen Journalists

122285  News Stories Accumulated!!
《動物保護法》
特定寵物飼主應為寵物絕育
但飼主向直轄市、縣（市）
主管機關申報，並提出繁殖
管理說明冊免絕育，如有
繁殖需求亦應申報

別再讓流浪狗，「浪」下去
作者：Juven_ling 2018-08-12

社區有愛跨國合作 生命
拼圖電影首映帶來非行
作者：KarlTing 2018-08-11

西東門的動漫旅
作者：鄭賢tina 2018-08-10

國際懶惰日 你放鬆了嗎
作者：亮亮 2018-08-10

社區規劃師豬事務安成
果發表會
作者：岡山論壇 2018-08-10

舊鎮新創 環保再生木藝
展
作者：周老爹 2018-08-10
"Citizen Journalism Self-regulatory Committee"

Aim:

1. To review the operation, CJ or reader’s comments, and peer-reporting cases
2. To give opinions to some controversial cases like hate post or fake news

Who’s in the committee:

1. NGO
2. Professional Journalist
3. Senior CJ
4. Journalist School Academia Scholar
Promote Media Literacy

Grassroot Activities

❖ Introducing newcomers with the values of Citizen Journalism.
❖ Helping CJs with reporting issues by hands-on experiences, emphasising a learning-by-doing approach.
❖ Connecting CJs with various public and community issues.
Promote Media Literacy

- Workshops for NPOs and NGOs
- Publish CJ Tutorial Videos - from basic interviewing skills to digital storytelling techniques
- Advanced Workshops: Special Topics
- Organize Editorial Meetings for Campus News Center
- Citizen Journalism Symposium
- Citizen Journalism Summer Camps
- Honoring CJs with Citizen Journalism Awards
PeoPo - Moving Forward to Digital Storytelling

Traditional News Storytelling:
Using mainly articles and photos for print media, while videos and audios for electronic media.

Digital Storytelling:
Finding new ways of telling stories on digital and social platforms and attract new audiences.
PeoPo - Output

→ On PTS TV Channel
  ◆ Daily PeoPo News (4 mins / daily) 10 stories/per week
  ◆ PTS News (2 stories / weekly)
  ◆ PeoPo 30 Minutes (In-depth coverage by Campus News Center)
    400us$/funding

→ On Internet
  ◆ PeoPo Webcast
  ◆ PeoPe Guest Editor
  ◆ Facebook Livestream
PeoPo - Post that Make a Difference
2016: Establishing CJ Self-regulatory Committee
2015: Deepening Citizen Journalist Reports
2014: Strengthening Social Media Connections
2013: Recognition from the Social Utility Award
2012: Newly Revised Service Upgrade
2011: Yields Steady Progress in Building Civic Community
2010: Obtaining International Recognition
2009: Protecting Communities through the Lens
2008: Voicing Out and Building Bridges
2007: The Rise of New Mass Movements in Turbulent Times
Beginning from 2007, The Asian Pitch (TAP) started as the result of a common vision between NHK (Japan), KBS (South Korea) & PTS (Taiwan)
TAP: Our Aim

To find new, authentic stories about Asia
To nurture fresh Asian talents in storytelling
<table>
<thead>
<tr>
<th>#</th>
<th>Project</th>
<th>Executive Producer</th>
<th>Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Singing in the Wilderness (China)</td>
<td>Executive produced by Taiwan PTS</td>
<td>Directed by Dongnan Chen</td>
</tr>
<tr>
<td>02</td>
<td>Paradise Garden (China)</td>
<td>Executive produced by Korea KBS</td>
<td>Directed by Zhiqi Pan</td>
</tr>
<tr>
<td>03</td>
<td>The Last Ring Ladies (Malaysia)</td>
<td>Executive produced by Japan NHK</td>
<td>Directed by Nova Goh</td>
</tr>
</tbody>
</table>
Thank you for listening

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