Global Grants 2025 - Individual Grantee Reports

Jeerapa Boonyatus

Position: Senior Content Creator

Organisation: Thai PBS

Activity: Storytelling through journalism

Location: Public Television Service and TaiwanPlus

Date: 1 – 12 May 2025

With Pei-Hua Yu (left), Director of the Program Department at PTS, and Yuhong Chuang (right), Producer of The Theme Night Show. Credit: Jeerapa Boonyatus

Objectives

The primary objective of my visit to PTS and TaiwanPlus was to gain a deeper understanding of their public media practices—particularly in digital transformation and audience engagement, to refine and improve Thai PBS World's strategies. Key objectives included:

- Benchmarking how PTS and TaiwanPlus address challenges similar to those faced by Thai PBS World, such as attracting younger audiences and crafting cross-platform content strategies
- Gaining skills and identifying best practices in digital storytelling and data-driven content creation
- Drawing professional inspiration from innovative approaches in journalism
- Engaging in cultural exchange and gaining insights into the Taiwanese media landscape
- Exploring potential opportunities for future collaboration

Experience

The visit exceeded my expectations, offering firsthand insight into the operations, values, and evolving strategies of Taiwan's public media—especially in the areas of news and documentary production and

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distribution. I engaged with key journalists, producers, and public media executives at PTS and TaiwanPlus. I observed newsroom workflows and studied their multi-platform content strategies, deepening my understanding of public service media in a digital-first environment.

At TaiwanPlus, I had insightful conversations with several team members. Leslie Liao shared practical lessons from international news assignments, highlighting the importance of planning, adaptability, and responsiveness. Jaime Ocon, a defense reporter, explained his creative process and development behind the Frontline Taiwan series. Andrew Ryan, Deputy News Director, provided a tour of the studio and control room while explaining their live news broadcasting process and 'online-first' strategy. Eric Tsai, Head of Social Media and Online Producer, discussed his passion for long-form journalism and the success of Taiwan Explained by TaiwanPlus on YouTube. Jay Liang, PR Specialist, walked me through their communications strategy, which focuses on building public trust and securing funding by demonstrating public media's societal value

At PTS, I participated in similarly impactful discussions. Victoria Wu, Deputy Manager of Digital Content, described their multi-platform distribution model and experimental use of AI presenters in a live YouTube show aimed at younger audiences. I discussed with Tony Su, Producer of the Viewpoint documentary program, detailed their collaborations with independent filmmakers to elevate the quality and visibility of Taiwanese documentaries. Yuhong Chuang, Producer of the Theme Night Show, explained their innovative format, which combines documentary storytelling with a game show structure to encourage public discourse and promote diverse perspectives.

One of the most striking similarities between Thai PBS World and TaiwanPlus is our shared mission: presenting local stories to international audiences. However, our target audiences differ. TaiwanPlus focuses on global audiences, while Thai PBS World mainly serves English-speaking residents within Thailand - such as expatriates and embassy staff, as well as international audiences.

Another key difference is our content distribution strategy. TaiwanPlus prioritises digital platforms, publishing content online before broadcasting it, whereas Thai PBS World typically follows the opposite approach. That said, Thai PBS World does produce dedicated online-only short-form videos with a mobile-first focus.

At PTS, I was inspired by their support for independent documentary filmmakers, providing them a national platform that has elevated the quality of Taiwanese documentaries—many of which have earned international recognition. I was especially drawn to the Theme Night Show format, which promotes inclusivity and civic dialogue by creating space for public engagement and critical thinking.

This visit broadened my perspective on the evolving role of public media and deepened my strategic thinking around digital content creation and cross-platform storytelling. These insights will directly benefit my current documentary series and strengthen Thai PBS World's future projects. My work aligns with SDG #16 (Peace, Justice, and Strong Institutions) by promoting reliable public information, and SDG #4 (Quality Education) through educational documentary storytelling.

I also believe the visit was mutually beneficial. I shared Thai PBS World's experiences and challenges in digital engagement, which sparked interest from PTS. They expressed enthusiasm about potential future collaborations, including co-productions, content exchange, and joint news or documentary projects. These discussions laid the foundation for long-term partnerships between our organisations.

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With Eric Tsai, Head of Social Media and Online Producer at TaiwanPlus, following his explanation of their digital team's operations and workflow strategies. Credit: Jeerapa Boonyatus

Conclusion

The most rewarding aspect of my visit to PTS and TaiwanPlus was gaining direct exposure to innovative public media practices - especially in digital storytelling, audience engagement, and long-form content distribution. Witnessing how both organisations operate with agility while upholding public service values gave me a deeper appreciation for the evolving role of public media in the digital age.

In the short term, I plan to implement key learnings by adapting TaiwanPlus's multi-platform content repackaging techniques and experimenting with PTS's inclusive storytelling formats to enhance Thai PBS World's outputs. I also aim to pilot new engagement strategies, including content targeted at younger audiences. Long-term, this experience will help improve the quality and reach of our content, foster international collaboration, and inspire innovative formats that better resonate with our audiences. The professional relationships built during this visit pave the way for future co-productions and ongoing knowledge exchange between Thai PBS and our Taiwanese counterparts.

I extend my sincere gratitude to the PMA and the Grace Wyndham Goldie (BBC) Trust for supporting this invaluable opportunity, and to the professionals at PTS and TaiwanPlus who generously shared their time, insights, and expertise.