

由於台灣的媒體亂象，台大法律系教授賀德芬結合學術界、新聞實務界等十幾位人士於1999年6月21日，發起籌備「台灣媒體觀察基金會」，並於9月21日正式成立，定名為「財團法人台灣媒體觀察教育基金會」（簡稱「媒觀」），成為台灣第一個媒體觀察的非營利組織，由賀德芬擔任首屆董事長，並以「維護新聞自由、落實媒體正義、促進媒體自律、保障人民知之權利」為成立宗旨，展開媒體觀察與監看、優質電視節目評鑑，並結合民間機構及專家學者共同評鑑各類電視節目，為媒體發展奠下基石。

Because of the deteriorating news quality, in June of 1999, Prof. De-feng He from the Department of Law at National Taiwan University worked with more than 10 leading figures from academia and from the media industry, preparing to establish such a media watch. This media watch, named Taiwan Media Watch, was officially established on September 21st of the same year. It was the first non-profit media watch in Taiwan. Bearing the responsibilities of maintaining press freedom, carrying out media justice, promoting media self-regulation, and protecting the public's right to know, we watch/monitor messaging in various forms of media and evaluate TV programs.



財團法人

台灣媒體觀察 教育基金會

TAIWAN MEDIA WATCH

聯絡我們 Contact

Tel / 886-2-8663-3062
Fax / 886-2-8663-2663

3F., No.134, Sec. 6, Roosevelt Rd., Wenshan Dist.,
Taipei City 11674, Taiwan

twmediawatch@gmail.com
www.mediawatch.org.tw
<https://www.facebook.com/mediawatch/>

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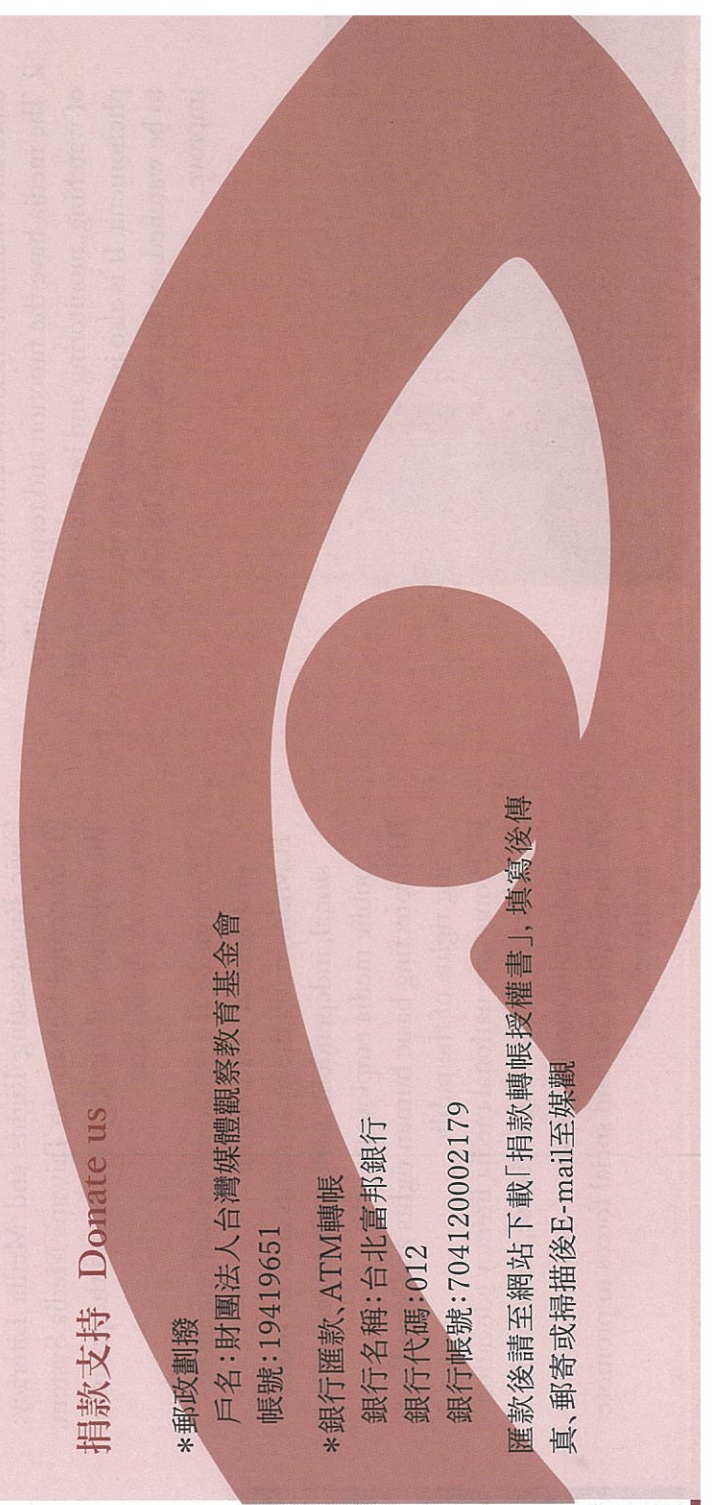
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本會以維護新聞自由、落實媒體正義、促進媒體自律和保障人民知的權利為宗旨。我們深信：

- 一、美好的媒體是美好的社會不可或缺的一環；健全的媒體是建構並維護健全的民主社會之關鍵力量。
- 二、媒體有觀察、監督並傳播社會現象的功能與責任；基於制衡原則期使媒體美好和健全，媒體也有接受觀察和監督的必要。

Media Watch is committed to maintaining press freedom, carrying out media justice, promoting media self-regulation, and protecting the public's right to know. We firmly believe that:

- 1. Good media are an indispensable part of a good society; healthy media are the key power to build and maintain a healthy democratic society.
- 2. The media have the function and responsibility of watching, monitoring and broadcasting social phenomena. It is also imperative for the media to be watched so that they would be able to improve.

本會工作的目標共六大項。主要著重於(一)媒體監督與專業提升；(二)關注公民傳播權與媒體素養；(三)側重於台灣傳媒制度結構面向的改革。本會的六大項工作目標及其初期具體細項工作目標如下：

- 壹、提升大眾傳媒及其從業人員的專業表現
- 貳、維護大眾傳媒從業人員的基本權益與專業、獨立之工作環境
- 參、保障人民基本人權與傳播權利
- 肆、推廣全民媒體素養教育
- 伍、協助建構多元、民主和公共性的傳媒體制
- 陸、整合公民社會力量推動媒體改造

The objectives of Media Watch can be realized through six projects, which emphasize: (1) Media Monitoring and Professional Promotion; (2) Civic Broadcasting Rights and Media Literacy; (3) Structural Reform on Taiwan's Media System. The objectives of the six projects and the preliminary work details are:

- I. Promoting the public media and employee professional performance
- II. Maintaining the basic rights and the professional, independent work environment of the public media employees
- III. Protecting basic human rights and broadcasting rights of the public
- IV. Promoting national media literacy education
- V. Assisting in building a diverse, democratic, and public media system
- VI. Integrating civil and social forces to promote media reform

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