

Radio Television Hong Kong Board of Advisors
Annual Report 2018 - 2019
(1 September 2018 - 31 August 2019)

Overview

The Radio Television Hong Kong Board of Advisors (the Board) was set up on 1 September 2010 pursuant to the Charter of Radio Television Hong Kong (the RTHK Charter). The Board advises the Director of Broadcasting on a range of issues relating to the services of RTHK including editorial principles, programming standards, performance evaluation, service improvements and community participation in broadcasting in accordance with the RTHK Charter. The Board also receives reports on complaints as regular agenda items and conducts a public opinion survey on RTHK's performance bi-annually.

2. The Board comprises non-official Members from different sectors of the community who are appointed by the Chief Executive for a term of two years. The Director of Broadcasting is an ex-officio Member. The Membership list of the Board for the term from 1 September 2018 to 31 August 2020 is at Annex.
3. The Board met on a bi-monthly basis. Members were also invited to attend RTHK functions and observe the production of programmes by RTHK.

Highlights of work in 2018– 2019

Sports Programmes

4. RTHK presented to the Board the sports programmes produced by the Television and Radio Divisions. The Board appreciated RTHK's continuous efforts in promoting sports activities. The Board rendered its advice on the programming direction and promotion strategies of sports programmes. The Board proposed that the sports programmes could feature the ethnic minorities and young athletes to deliver the message that sports was an important means of enhancing perseverance and self-value. For promotion strategies, the Board suggested RTHK to promote its sport programmes through launching a more cohesive multimedia campaign on different social media platforms to generate greater publicity.

Updates on Community Involvement Broadcasting Service (CIBS)

5. RTHK updated the Board on the latest development of CIBS. The Board was pleased to note the good response of applications as well as the high quality of the programmes. The Board was briefed on how RTHK would encourage new participants and more applications to CIBS. The Board expressed concern about how to measure the effectiveness of CIBS and the sustainability of the programmes. RTHK explained that the effectiveness could be gauged by the feedback from the participants and the society and most of the feedback received had been positive and encouraging. Besides, the producers of CIBS programmes could post the programmes on their own online platforms after broadcasting on RTHK so that sustained momentum could be built.

Exhibition - 90 Years of Public Service Broadcasting in Hong Kong (90A)

6. The Board was briefed on the 90A Exhibition, which was jointly organised by RTHK, the Leisure and Cultural Services Department and the Hong Kong Heritage Museum. RTHK introduced to the Board the highlights of the exhibition, including memorable sets, precious photos and audiovisual archives. The Board was encouraged to share the web link of the exhibition with friends. The Board expressed appreciation to RTHK's efforts in organizing the 90A Exhibition to enhance the image and publicity of RTHK.

Re-branding of radio channels

7. RTHK introduced to the Board the plan of re-branding its radio channels. The Board noted that the re-branding was aimed to redefine the positioning of each radio channel to keep pace with the changes in society. The Board was glad to note that Radio 1 was the most listened radio channel in Hong Kong and commended RTHK's endeavor to re-brand the radio channels. The Board believed that it was a good opportunity to give due recognition to RTHK for its achievement in this aspect.

Updates on RTHK's response to Audit Commission's Report

8. The Board noted that RTHK had set up a Task Force on the Implementation of Recommendations of Audit Report and the following five Working Groups to follow up on the Audit Commission's (the Audit)

recommendations –

- (i) Commissioning of Television Programmes
 - (ii) Content Licensing
 - (iii) Audience Surveys for TV and Radio Programmes
 - (iv) Programme Planning on Television Programmes
 - (v) Programme Planning on Radio Programmes
9. RTHK updated the Board of RTHK's progress on the implementation of Audit's recommendations on a regular basis. In gist, the Working Groups had completed the reviews on the aforementioned five areas. RTHK had been proactively implementing the recommendations arising from the Audit Report and the reviews. Also, RTHK had reported progress on the follow-up actions to the Legislative Council as required.

Programmes on health and well-being

10. RTHK introduced to the Board the programmes on health and well-being produced by the Radio Division, TV Division and New Media Unit. The Board suggested some marketing strategies to RTHK to promote its health and well-being programmes.

Report on performance evaluation of RTHK and RTHK's compliance with performance evaluation indicators

11. The Board was briefed on the report on performance evaluation of RTHK and RTHK's compliance with performance evaluation indicators.

Report on Television Appreciation Index Survey 2018

12. RTHK presented to the Board the report on Television Appreciation Index Survey. The Board noted that the survey was conducted through landline phones and suggested RTHK could also explore alternative means such as mobile phones.

Role of RTHK as public broadcaster in recent community events

13. The Board remarked that the public expected RTHK to uphold its core value of impartiality as a public broadcaster in reporting and handling of recent

social events. The Board commented that the phone-in programmes of RTHK had provided an open platform for different groups of audience to freely express their views. Members stressed that RTHK should ensure a balanced perspective and impartial coverage for the issue.

14. The Board discussed about individual complaint cases received regarding the abovementioned matters. The Board considered that apart from reminding RTHK journalists to comply with the RTHK Producers' Guidelines, the RTHK management should be more proactive in ensuring that the image and credibility of RTHK would be vigorously defended and the reporters of RTHK would behave in a prudent and neutral manner at all times.

15. The Board suggested the RTHK management to step up the efforts on upholding professionalism amongst the frontline journalists. The Board expressed its determination to act as a bridge between the public and RTHK to ensure that the editorial principles and programming standards of RTHK would meet the expectations of the community of Hong Kong.

16. To strengthen solidarity and harmony in the community, the Board suggested RTHK to produce programmes to promote those concepts and to deliver positive messages.

RTHK Annual Plan

17. RTHK published its Annual Plan to give members of the public an outline of the programming directions of RTHK for the year. The Board provided comments on several aspects with regard to the Annual Plan for 2019-20 for the consideration of RTHK's management.

18. In respect of programme direction, the Board noted that health would be the main theme and much importance would be attached to sports programmes. The Board commended RTHK for recognising the importance of fostering social cohesion, community harmony and the understanding of Chinese culture, history and national issues through its programmes. The Board believed that the above initiatives would enhance the image of RTHK. The Board also provided suggestions on other types of programmes, such as current affairs programmes, commemorative programmes for historical events, educational programmes, drama programmes and cultural programmes etc.

19. The Board considered that RTHK had a strong edge over other media organizations in terms of its non-commercial status. The Board urged RTHK to preserve its core values so as to maintain its uniqueness, competitiveness and credibility. Besides, the Board expressed its full support on the construction of the New Broadcasting House.

RTHK Controlling Officer's Report

20. The Board was updated on the allocation of resources as set out in the RTHK Controlling Officer's Report 2019-20. The Board was briefed on the key performance indicators set to monitor the performance of RTHK.

Functions Attended by Members

21. The Board was invited to take part in major events organized by RTHK, including the launch and closing ceremony of "Operation Santa Claus 2018" on 13 November 2018 and 15 January 2019 respectively; "Christmas Concert in the Park 2018 – Best of Big Band" on 24 December 2018; "41st Top Ten Chinese Gold Songs Awards Concert" on 3 January 2019; "Chinese New Year Cup" on 5 and 7 February 2019; "Lunar New Year Gathering" on 11 February 2019; and the exhibition of "90 Years of Public Service Broadcasting in Hong Kong" on 24 February 2019.

Programmes Updates

22. The Board received reports on a bi-monthly basis from RTHK on programmes/major projects and offered comments and advice for the consideration of RTHK's management.

Complaints Updates

23. The Board received reports on a bi-monthly basis from RTHK on the complaint cases concerning RTHK handled by the Communications Authority. The Board also received statistical summary of direct feedback from the public to RTHK at every meeting which had facilitated the Board to grasp the latest overview of public opinion.

24. The Board also offered advice on some complaint cases in accordance with the functions of the Board as stipulated in the Charter of RTHK, i.e.

advising on the matters pertaining to editorial principles, programming standards and quality of RTHK programming.

25. The Board was pleased to note that action had been taken under the prevailing mechanism in handling the complaint cases and improvement had been shown. The Board advised RTHK to strengthen its risk management by proactively responding to complaints, unfair criticisms or accusations. The Board further suggested RTHK to ensure that there were established procedures to handle complaints in a transparent and well-documented manner.

Acknowledgement

26. The Board appreciated the support of the RTHK staff for the meetings of the Board, in particular the many useful in-depth briefings given by RTHK colleagues on their work.

**The RTHK Board of Advisors
November 2019**

Membership List of RTHK Board of Advisors
(for the term 1 September 2018 to 31 August 2020)

Chairman:

Dr Eugene CHAN Kin-keung, BBS, JP

Members:

Mr Walter CHAN Kar-lok, SBS, JP

Ms Dilys CHAU Suet-fung

Ms Linda CHOY Siu-min

Mr Mohan DATWANI

Professor Anthony FUNG Ying-him

Ms Helen KWAN Po-jen

Ms Shirley LOO Marie Therese, BBS, MH, JP

Dr TIK Chi Yuen, SBS, JP

Ms Eva WONG Ching-hung

Mr Augustine WONG Ho-ming, JP

Professor WONG Kam-fai, MH

Ms Elaine WU Siu-ling

Ex-Officio Member:

Director of Broadcasting