

**Minutes of the 6th meeting of
RTHK Board of Advisors
held at 2:30 pm, 24 February 2012
in the Conference Room of Food and Health Bureau
Room 2005, Murray Building, Garden Road, Hong Kong**

Present :

Mr Lester G. HUANG, JP (Chairman)
Dr Eugene CHAN Kin-keung, JP
Mr C.K. LAU, JP
Mr Maurice LEE Wai-man, BBS, JP
Ms Marisa YIU
Mr Ringo LAM Wing-kwan
Mr Raj Sital MOTWANI, BBS, JP
Mr Roy TANG, Director of Broadcasting

In attendance from RTHK

Mr Gordon LEUNG, Deputy Director of Broadcasting
Mr TAI Keen-man, Deputy Director of Broadcasting
Mr CHAN Yiu-wah, Head/Digital Audio Broadcasting (Agenda item 3)
Miss Jace AU, Leader of RTHK's Working Group on Community Broadcasting
(Agenda item 3)
Ms CHAN Man-kuen, Head/Corporate Communications & Standards
(Agenda item 4)
Ms Amy KWONG (Board Secretariat)

Absent with apologies

Ms FUNG May-gay
Miss Lisa Marie DJENG Kar-yee

Secretary :

Mr David CHOW (Board Secretariat)

Agenda Item 1 : Confirmation of the minutes of the last meeting

1. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 15.11.2011 for Members' comments on 23.12.2011 and Members had made no comments to it. Therefore, the minutes of the last

meeting were confirmed without amendments.

Agenda Item 2 : Matters arising

2. Members raised no item for discussion.

Agenda Item 3 : Progress of Community Involvement Broadcasting Service (CIBS) Pilot Project

3. Miss Jace AU advised that two town hall meetings had been held on 31.1.2012 and 13.2.2012. The former was for Chinese services whereas the latter was for non-Chinese services. The views of the participants could be summarized as follows :-
 - (a) CIBS Pilot Project should not be launched only on Digital Audio Broadcasting (DAB) channel;
 - (b) the proposed production cycle (one-hour weekly programme for 13 consecutive weeks) was quite burdensome for some CIB producers. It would be more desirable if a shorter cycle in terms of number and duration of the episodes would also be allowed; and
 - (c) adequate training and facilitation provided for the CIB producers was most essential for the successful implementation of CIBS.
4. Miss AU added that participants seldom touched on those broader and more fundamental issues relating to the framework of the CIBS such as allocation of CIB Fund, eligibility for CIB producers, mechanism for vetting of applications etc.
5. In response to the Chairman's enquiry, Mr CHAN Yiu-wah said that the response of the town hall meetings was quite satisfactory. There were 67 and 27 participants for the Chinese services and non-Chinese services meetings respectively. For the latter, though the figures seemed to be on the low side, it might be attributed to the fact that most of target ethnic minority groups had already attended the focus group meetings held previously. As regards written submission, only two emails had been received so far which were quite brief and general in content. It was expected that more written submissions would be sent in nearer the closing date of the public consultation exercise.

6. Mr TAI Keen-man added that the general response of the two town hall meetings towards RTHK's initiative to implement CIBS was very positive.
7. A Member said that since audience might be reluctant to buy new DAB receivers, the use of DAB channel might be an obstacle for the development of the CIBS.
8. However, another Member said that the situation might not be so bleak. The participants of the town hall meeting for non-Chinese services were quite keen to participate in CIBS. Their foremost concern was the amount of technical support and training which RTHK could provide for the CIB producers, especially in the aspect of nourishing creativity. This Member opined that the long-term social gain in implementing CIBS was that the technique and experience which CIB producers had acquired through participating in CIBS could facilitate their participation in other multimedia platforms.
9. Mr CHAN Yiu-wah responded that DAB was still in the stage of a soft launch. Its audience was yet to be built up. Nevertheless, DAB service had been widely publicized through radio trailers and exhibitions.
10. Some Members were concerned that the participation rate of the town hall meetings might have been affected by the location of Chai Wan Youth Square.
11. Mr CHAN Yiu-wah responded that though Chai Wan Youth Square was not located within town centre, Chai Wan MTR Station was just next to it. Therefore, it was conveniently located. Moreover, according to past experience of holding other events such as RTHK Public Meetings, the participation rate was quite satisfactory.
12. Ms CHAN Man-kuen added that it was quite difficult to secure other Government venues as they were always fully booked months in advance because of the high utilization rate.
13. After discussion, the Chairman said that since the response to the public consultation was still quite limited, RTHK should consider stepping up publicity about the consultation exercise. He also requested RTHK to advise the Board of the outcome of the public consultation at its next meeting.

Agenda Item 4 : Proposed scope for the RTHK Opinion Survey 2012 initiated by the RTHK Board of Advisors (BOA Paper 1/2012)

14. Ms CHAN Man-kuen introduced the paper.
15. A Member made the following comments :-
 - (a) the proposed scope of the survey detailed in the paper had not covered the items recorded in para. 27 of the minutes of the last meeting;
 - (b) the proposed questions of the survey were quite abstract in nature and respondents would be required to give ratings in the form of a numeric scale. Respondents might find it difficult to answer the questions if they were not familiar with RTHK programmes. Besides, it would be difficult to make meaningful interpretation of the ratings made against abstract questions; and
 - (c) given the observations mentioned above, interview survey would be more suitable than telephone survey.
16. Another Member asked about the difference between the proposed survey and the “Public views on RTHK 2009”.
17. Ms CHAN Man-kuen explained that the proposed survey was intended to be a tracking survey and hence, survey parameters would need to be consistent over time. It should be distinct in nature from the existing audience surveys conducted by RTHK which measured mainly the personal preference of the audience by means of parameters which might change over time. Therefore, it was considered more desirable to measure the satisfaction level of the general public towards RTHK services in the context of the Public Purposes and Mission set out in the RTHK Charter. As regards the structure of the questions and rating methods to be adopted, this could be further discussed and Members’ views were welcome.
18. Ms Chan added that “Public views on RTHK 2009” was conducted when the RTHK Charter had not been issued. It collected the public views of RTHK’s performance as a whole and the level of the audience’s satisfaction of the services as a public service broadcaster.

19. Mr TAI Keen-man added that all items recorded in para. 27 of the minutes of the last meeting had been incorporated in the paper. The only exception is the suggestion on developing RTHK into a Public Service Broadcaster (PSB) for the Chinese-speaking communities all over the world as this role was outside the purview of RTHK Charter.
20. In response to a Member's enquiry on funding commitment for the survey project, Ms CHAN Man-kuen said that on the basis of the scope and methodology of the proposed survey, it would be around \$0.2M to \$0.3M and funded by RTHK resources.
21. Mr Roy TANG said that the current term of office of the Board would end in August 2012. The media might be interested to know the performance of RTHK in achieving the Public Purposes and Mission as set out in the RTHK Charter. The survey was therefore intended to provide the Board with empirical information on the matter. The survey outcome could also serve as directions for our programming development.
22. After discussion, Members generally considered that further expert advice on the survey methodology should be sought from professional survey house(s).
23. Ms CHAN Man-kuen said that she would revise the framework of the survey for the Board's consideration by means of circulation of paper after the meeting.

[Post-meeting Note : Ms CHAN Man-kuen had consulted HKUPOP who opined that numeric scaling measurement was widely used among corporations for a uniform standard to compare various performances over time, and this method was also adopted by renowned broadcasters like BBC. As for gauging views and opinions from groups on specific topics, focus group meetings would yield finer results but it would involve a higher cost.]

Agenda Item 5 : RTHK Annual Plan (BOA Paper 2/2012)

24. Mr TAI Keen-man introduced the paper.
25. A Member made the following suggestions for the consideration of RTHK :-
 - (a) in view that the cultural differences between Mainland and Hong Kong had given rise to conflict between some of the people of the two places, RTHK

could consider producing programmes jointly with Mainland TV or radio stations to be broadcast in the two places so as to enhance the critical mutual understanding between the people of the two places;

- (b) to cater for the rising demand of the young generations for participating in public affairs in Hong Kong, RTHK could consider producing programmes inviting guests from a wide spectrum of views to enhance the critical understanding of the young generations on public affairs; and
 - (c) quite a number of young people actively participated in networking through social media on the web and stayed away from the real world. Therefore, RTHK could consider introducing interactive DAB and Digital Terrestrial Television (DTT) services to suit their need.
26. Other Members generally considered that while there was technical difficulty for DAB and DTT to provide such service, interactive service had become a rapid development trend of new media.
27. Mr TAI Keen-man responded that RTHK had launched TV and radio programmes on cultural differences between the two places such as the two episodes “the conflict between the Mainland and Hong Kong” (中港矛盾) in the programme “Challenge Me” (放馬過來) on ATV Home, and an item “babies born in Hong Kong to visiting Mainland women” (雙非問題) on Radio 1’s “Talkabout” (千禧年代). As regards interactive service, this could not be provided in DAB and DTT service. In this regard, RTHK had explored introducing social media service, but there were significant resource implications for real-time maintenance and monitoring of the service.
28. A Member said that RTHK had at one time taken the lead in introducing new media service. However, in recent years, commercial TV and radio stations seemed to have overtaken RTHK in this area of development. Other Members also generally considered that there was an obvious growth trend in the use of mobile devices for receiving programmes. New media with interactive service should be a major development of the broadcasting sector.
29. Mr Gordon LEUNG responded that RTHK was aware of the new media service trend and had been experimenting with new tools in this area. For example, RTHK had recently introduced an app on “City Forum” (城市論壇) which allowed audience to indicate their “like” or “dislike” of the speaker on a real-time

basis. However, it would take some time to test out which tools would be of greatest use to RTHK and how to weave them seamlessly into radio and television services and other new media services. Besides, producers of traditional media would need time and training to adapt to the new environment of interactive production.

30. Mr Roy TANG said that he concurred with Members that RTHK should catch up with counterparts in new media development. New media was a major growth area of RTHK in coming years and would be given priority in resource allocation. NMU had been asked to submit proposals on this aspect of work. The Board would be consulted when a concrete proposal was worked out.
31. Some Members suggested RTHK to consider producing programmes to promote the Basic Law, the 15th anniversary of the establishment of HKSAR and the swearing-in of the new term of HKSAR Government.
32. Mr TAI Keen-man said that RTHK would produce a series of radio programmes jointly with the China National Radio on topics related to the 15th anniversary of the establishment of HKSAR under the theme "Road to Mutual Victory" (共贏之路). The programme would be broadcast in Hong Kong and Mainland. As regards programmes on the new term of the HKSAR Government, this could only be worked out after the forthcoming CE Election.
33. A Member said that in the past, Mainland immigrants mainly came from Guangdong Province. Therefore, they would encounter little difficulty in adapting to the culture of Hong Kong. However, in recent years, immigrants and visitors came from different provinces of the Mainland. Given the language barrier and cultural differences, it was more difficult for them to get familiar with Hong Kong. Therefore, the Putonghua Channel could consider providing phone-in programmes for non-Cantonese speaking people so that they could engage in exchange with local residents and know more about Hong Kong.
34. Another Member also pointed out that younger generations in Hong Kong had little knowledge about the Mainland. Some even seldom visited the Mainland. In particular, it was the Hong Kong Design Year this year and the design sector comprised mainly of younger generations. Therefore, it was a good time to produce programmes to enhance their understanding of the Mainland.

**Agenda Item 6(a) : Quarterly updates on programmes
(BOA Paper 3/ 2012)**

35. Mr TAI Keen-man introduced the paper. He added that “Operation Santa Clause” of Radio 3 had raised \$17.5M.
36. The Chairman congratulated RTHK for a large number of awards it had obtained in the past year.

**Agenda Item 6(b) : Quarterly updates on complaints
(BOA Paper 4/ 2012)**

37. Mr TAI Keen-man introduced the paper.
38. A Member said that there were some complaints about the use of inappropriate language such as "吹你唔脹，搵你唔長" (I cannot inflate you, nor stretch you), "阿差" (Ah Cha), "你阿媽大減價" (Your mum is on sale) etc by some hosts of radio programmes. While all such complaints were classified as “unsubstantiated” because they did not fall under TELA’s category of prohibited expressions, RTHK should review if such language was appropriate for broadcast purposes.

Any other business

39. Mr TAI Keen-man said that there was a reshuffling of duties at the directorate level of RTHK with effect from 1.2.2012. Mr CHEUNG Man-sun had taken up the post of Assistant Director (Radio & Corporate Programming). Mr Forever SZE had taken up the post of Assistant Director (TV & Corporate Businesses). Ms CHAN Man-kuen had taken up the post of Controller (TV).

Date of next meeting

40. The Chairman informed the meeting that the next meeting would be held on 11.5.2012 in Broadcasting House. Future meetings of the Board would be held in Broadcasting House and on Hong Kong Island on an alternate basis.
41. There being no other business, the meeting ended at 4:30 pm.

Secretariat

RTHK Board of Advisors