

**Minutes of the 21st meeting of
RTHK Board of Advisors
held at 9:00 am, 28 November 2014
at Conference Room, G/F, Broadcasting House,
30 Broadcast Drive, Kowloon Tong, Kowloon**

Present

Mr Lester G. HUANG, JP (Chairman)
Mr Walter CHAN, SBS, JP
Ms Mimi CHEUNG
Mr Robert CHUA
Mr Mohan DATWANI
Miss Lisa Marie DJENG Kar-ye
Mr Ringo LAM Wing-kwan
Mr Maurice LEE Wai-man, BBS, JP
Ms Marisa YIU
Mr Roy TANG, Director of Broadcasting

In attendance from RTHK

Miss Leonia TAI, Deputy Director of Broadcasting (Developments)
Mr TAI Keen-man, Deputy Director of Broadcasting (Programmes)
Ms Liane CHENG, Head/Educational Television (Agenda item 3)
Mr NG Wai-in, Head/Educational Television Online (eTVonline) (Agenda item 3)
Ms Amy KWONG (Board Secretariat)

Absent with apologies

Dr Eugene CHAN Kin-keung, JP
Ms Anna HUNG
Mr C.K. LAU, JP
Dr Carol MA
Mr Jimmy NG

Secretary

Mr Philip LAM (Board Secretariat)
Ms Priscilla HO (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 24 September 2014 for Members' comments on 24 October 2014. Revised minutes incorporating Member's comments were issued on 17 November 2014 and Members had no further comments. The minutes of the last meeting were therefore confirmed.

Agenda Item 2 : Matters arising

2. Members raised no item for discussion.

Agenda Item 3: Updates on the Educational Television (ETV) development

3. Ms Liane CHENG and Mr NG Wai-in briefed the meeting on the latest development of the ETV of RTHK.
4. In response to a Member's question on the reduction in air-time and production hours of ETV programmes, Ms Liane CHENG replied that the need for School ETV programmes subsided because schools could now easily access to various kinds of teaching materials in the market and became less dependent on School ETV programmes. There were even no specific lessons for students to watch School ETV programmes in secondary schools. Teachers would extract part of the School ETV programmes from digital video disc (DVD) for preparation of their own teaching materials instead. The Education Bureau (EDB) also agreed with the reduction in School ETV programmes air-time. Mr TAI Keen-man supplemented that the content of School ETV programmes was decided by EDB whilst RTHK played the role of production house and provided technical advice.
5. Regarding the issue of co-operation with EDB in the production of School ETV programmes as raised by a Member, Ms Liane CHENG said that as EDB officers and RTHK officers were coming from different backgrounds, both parties would need time to work in dovetail and there had been progress in recent years.
6. A Member considered that more English version School ETV programmes in Mathematics and General Studies should be provided to cater for ethnic minority students. In addition, it was proposed that more programmes on ethnic minorities could be produced to promote cultural integration. In response, Ms Liane CHENG said that RTHK had been planning to produce some bilingual

School ETV programmes. Moreover, EDB had included the topic of ethnic minorities in their production plan.

7. A Member asked if RTHK would produce School ETV programmes for pre-school children. Ms Liane CHENG replied that RTHK started to produce some pre-school ETV programmes two years ago and would discuss with EDB to see if more pre-school ETV programmes could be produced. With the development of RTHKTV Channel 31, RTHK would consider producing more its own programmes for pre-school children in 2016. Mr TAI Keen-man added that whether there was a need to produce more pre-school ETV programmes would be decided by the EDB. On the other hand, RTHKTV Channel 31 would broadcast programmes for pre-school and primary school students acquired by RTHK from overseas production houses from 17:00 to 18:00 each day starting from April 2015.
8. In response to a Member's question on how RTHK could fulfill the five missions as stated in the Charter of RTHK in the production of ETV programmes, Ms Liane CHENG expressed that comparing with commercial TV programmes which focused on entertainment and commercial values, RTHK would produce diversified programmes to take care of the needs of both the general public and the minorities.
9. A Member enquired how RTHK could attract youngsters as young people nowadays did not like watching television (TV). Ms Liane CHENG admitted that it was a difficult task. Nevertheless, as a traditional media, RTHK would endeavor to produce programmes that could achieve certain purposes. Moreover, in-depth research would be done to improve the content of programmes and higher technology would be used to enhance the quality of production. Besides, RTHK's New Media Unit and eTVonline had rolled out several projects to attract young people.
10. Upon the enquiry from a Member on the possibility of adopting new programme formats such as using infographics to produce videos of around three minutes long to attract the youngsters, Ms Liane Cheng replied that RTHK had produced cross-media programmes before. However, it would be difficult to broadcast programmes of irregular length on TVB and ATV under the current arrangement. With the development of RTHKTV Channel 31, RTHK might consider to produce such kind of programmes. Mr TAI Keen-man supplemented that RTHK currently had difficulty in producing animated infographics because RTHK did not have the required equipment. RTHK planned to procure virtual set in the

coming year to facilitate production of such kind of programmes. He also told the meeting that RTHK was working on simulcast its TV programmes on YouTube platform and the RTHK website.

11. A Member asked if schools were able to receive the signal and watch RTHKTV Channel 31 direct. Ms Liane CHENG and Mr TAI Keen-man confirmed that schools were currently not able to receive the signal of RTHKTV Channel 31.
12. A Member commented that in order to attract young people, RTHK should introduce interactive elements in its programmes to integrate with the audience.
13. A Member opined that changes should be made in the production of educational programmes to address the needs of Hong Kong society. On content, more weights could be given to encourage independent thinking and positive attitude in daily life. Creative education should also be given priority. The core value of doing an individual business or industry would need to be highlighted. On strategy, there was a need to produce short, interesting and entertaining programmes in order to arouse the interest of young people. Education for Non-Government Organizations (NGO) staff was also necessary as they might not have adequate knowledge to manage the organization and other administrative matters. Ms Liane CHENG replied that RTHK had been producing programmes which incorporated some of these elements, for examples “Dreams Come True” (總有出頭天), “IT Champions” (IT 行者), “Outstanding Teachers” (卓越教室) and “Hong Kong Stories 2015” (追逐繁星的孩子). Mr TAI Keen-man supplemented that the project “Operation Santa Claus” had also funded executives of NGOs to attend management training in Chinese University of Hong Kong in 2015. With regard to the question on education programmes on radio, Mr TAI Keen-man said that the Culture and Education Unit (C&EU) of Radio Division was responsible for the production of educational radio programmes. There were collaborations between C&EU and ETV.
14. In response to a Member’s enquiry on the strategy for enhancing local students’ language standard, Ms Liane CHENG said that RTHK as a media could only produce programmes with the objective to encourage students to improve their language standard.
15. A Member suggested that RTHK could explore the opportunity to assist local universities to produce course materials for putting on the internet. Mr TAI Keen-man replied that RTHK had been approached for permission to use the station’s programme archive as materials for University courses. No further

enquiry had been received after the initial discussion. He said that universities usually did not have budget for such productions.

16. A Member proposed that there could be programmes to help improve viewers' English vocabulary. Mr TAI Keen-man said that the programme "Teen Time" on RTHK Radio 3 was a programme of similar nature.
17. A Member opined that RTHK might consider to produce events targeting a mass audience, for example "talk shows", to promote positive values.
18. A Member considered that there should be programmes to present and help solve the problems met by the ethnic minorities in their daily life, particularly those arising from Government policies. Mr Roy TANG replied that RTHK had produced several episodes in "Hong Kong Connection" to highlight the problems of ethnic minorities. However, RTHK as a media organization was not in the position to tackle and solve the problems. Mr TAI Keen-man supplemented that, on top of regular programmes, issues of ethnic minorities had also been covered in programmes of the Community Involvement Broadcasting Service (CIBS) project.

Agenda Item 4: Annual Report of the RTHK Board of Advisors 2013-14

19. The Chairman informed the meeting that it was the practice of the Board that an Annual Report would be compiled on the basis of the papers and minutes of meetings held in the past year. He invited Members to provide opinions on the paper.
20. A Member asked if the future annual report could categorize topics discussed in the past year under the five missions of RTHK in order to illustrate the extent of achievement. Another Member had reservation about the suggestion as it would be difficult to clearly distinguish which particular mission a discussed topic belonged to and meetings in a year might not be able to cover topics related to all the five missions. Mr Roy TANG said that the Secretariat could prepare two versions of draft annual report next year, one version adopting the existing format and the other version using the proposed format, for consideration by Members.

Agenda Item 5(a) : Updates on programmes (BOA Paper 15/2014)

21. Mr TAI Keen-man introduced the paper. Members had no comment on the paper.

Agenda Item 5(b) : Updates on complaints (BOA Paper 16/2014)

22. Mr TAI Keen-man introduced the paper.
23. A Member enquired about the handling of complaints concerning a call to a phone-in programme in October 2014 which generated widespread comments. Mr Roy TANG replied that the phone-in programme concerned was intended to provide a platform for the audience to express their personal feelings. RTHK would not take the initiative to verify the remarks made by the callers as it was not a current affairs programme.
24. In response to a Member's enquiry on the details of a complaint on accuracy and impartiality in which the Communications Authority ruled that the allegations were outside its remit, Mr TAI Keen-man said that RTHK could not look into the matters because RTHK received only the investigation report with very limited information on the content of the complaint.

Any other business

25. Members raised no item for discussion.

Date of next meeting

26. The Chairman informed the meeting that the next meeting was tentatively scheduled in January 2015.
27. There being no other business, the meeting was adjourned at 11:10 am.

Secretariat

RTHK Board of Advisors