

**Minutes of the 24th meeting of
RTHK Board of Advisors
held at 9:15 am, 13 May 2015
at Conference Room, G/F, Broadcasting House
30 Broadcast Drive, Kowloon Tong, Kowloon**

Present

Mr Lester G. HUANG, JP (Chairman)
Dr Eugene CHAN Kin-keung, JP
Mr Walter CHAN Kar-lok, SBS, JP
Ms Mimi CHEUNG Yee-may
Mr Mohan DATWANI
Ms Anna HUNG Wing-chee
Mr Ringo LAM Wing-kwan
Mr C.K. LAU, JP
Mr Maurice LEE Wai-man, BBS, JP
Dr Carol MA Hok-ka
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)
Mr CHAN Yiu-wah, Ag.Assistant Director (Radio & Corporate Programming)
(Agenda item 3)
Mr FUNG Wai-tong, Head/Chinese Programme Service (Agenda item 3)
Ms Echo WAI, Head/Radio Development and Culture & Education Unit (Agenda item 3)
Miss CHAN Man-kuen, Assistant Director (TV & Corporate Businesses)
(Agenda items 3 & 4)
Mr Brian CHOW, Head/New Media & Synergy (Agenda item 3)
Mr Henry DOO, Head/New Media (Agenda item 3)
Ms Amy KWONG (Board Secretariat)

Absent with apologies

Mr Robert CHUA Wah-peng
Miss Lisa Marie DJENG Kar-yee
Mr Jimmy NG Wing-ka

Secretary

Ms Priscilla HO (Board Secretariat)

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

1. Mr Robert CHUA, Miss Lisa DJENG and Mr Jimmy NG sent apologies for not being able to join this meeting.
2. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 11 March 2015 for Members' comments on 23 April 2015 and Members had made no comments. The minutes of the last meeting were therefore confirmed without amendment.

Agenda Item 2 : Matters arising

3. Mr Roy TANG and Mr TAI Keen-man updated Members on RTHK's television broadcast in analogue channels arising from the expiry of domestic free television programme service licence of Asia Television Limited (ATV) on 1 April 2016. The first and foremost task was to solve the transmission network issues in order to ensure smooth transmission.
4. Members expressed their concerns over the relatively limited period of analogue broadcasting by RTHK as well as its impact on existing resources in terms of technical equipment and human resources. Regarding the programme content on the analogue channels, some Members proposed to enrich the television programmes and introduce TV news report to build up the branding of RTHK.
5. Mr Roy TANG explained that for RTHK to smoothly take over TV transmission in analogue channels, tackling the technical issues would remain the organisation's top priority. RTHK would endeavour to provide more programme content if additional resources were available.

Agenda Item 3: Programmes on Chinese cultural heritage, history and national issues

6. Mr FUNG Wai-tong and Ms Echo WAI of Radio Division, Miss CHAN Man-kuen of TV Division as well as Mr Brian CHOW and Mr Henry DOO of New Media Unit (NMU) briefed Members on their respective programmes on Chinese cultural heritage, history and national issues.
7. The meeting was impressed by the programmes and efforts of RTHK. Some Members proposed RTHK to focus on producing cultural and history programmes

for its branding and long-term development. Some Members suggested promoting these programmes to the Education Bureau, Committee on the Promotion of Civic Education, Elder Academy and schools in order to arouse the interest, particularly among the youth in Chinese cultural heritage and history. They opined that this type of programmes should reach out to different organisations of the community. A Member added that English version of Chinese cultural and history programmes would also attract foreign audience and promote Chinese culture to the world.

8. In view of the recent trend of multimedia development, some Members opined that RTHK might consider implementing a structural re-organisation to enhance knowledge and experience sharing or providing its staff with cross-divisional training to reinforce synergy in preparation of the new challenges ahead. A Member also suggested asking the Government to commission the development of new technology with a view to strengthening new media development.
9. A Member proposed to launch a pilot project on cultural heritage and Chinese history to integrate Radio Division, TV Division and NMU.
10. Mr Roy TANG agreed that developing multimedia platform was the strategic development for the future and would help attract young audience. In view of the broad scope involved in multimedia development, Mr Roy TANG considered that conducting a research on the scale, content and experience of multimedia broadcasting in other public services broadcasters would be a manageable first step.

Agenda Item 4: Digital terrestrial television (DTT) service update

11. Miss CHAN Man-kuen briefed the meeting on the digital terrestrial television (DTT) network coverage and programmes.
12. In response to the proposal of setting up documentary airtime on DTT 31, Miss CHAN Man-kuen replied that a number of documentary programmes were produced and broadcast but there was a need for a varied programme mix in our main channel. A “documentary timeslot” scheduling strategy could be explored instead.
13. A Member suggested distributing posters to publicise DTT to the public upon completion of network connection with the respective buildings.

14. Regarding live news broadcast on DTT, Miss CHAN Man-kuen said that it could not be implemented at this stage owing to insufficient broadcast transmission points by RTHK over the territory.

Agenda Item 5(a) : Updates on programmes (BOA Paper 6/2015)

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

Agenda Item 5(b) : Updates on complaints (BOA Paper 7/2015)

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

Any other business

17. Members raised no item for discussion.

Date of next meeting

18. The Chairman informed the meeting that the next meeting was scheduled on 10 July 2015.
19. There being no other business, the meeting was adjourned at 12:00 noon.

Secretariat

RTHK Board of Advisors