

**Minutes of the 25<sup>th</sup> meeting of  
RTHK Board of Advisors  
held at 8:30 am, 10 July 2015  
at Conference Room “Idea 1”, 41/F, Revenue Tower  
5 Gloucester Road, Wan Chai, Hong Kong**

**Present**

Mr Lester G. HUANG, JP (Chairman)  
Dr Eugene CHAN Kin-keung, JP  
Mr Walter CHAN Kar-lok, SBS, JP  
Mr Robert CHUA Wah-peng  
Mr Mohan DATWANI  
Miss Lisa Marie DJENG Kar-yee  
Mr Ringo LAM Wing-kwan  
Mr C.K. LAU, JP  
Dr Carol MA Hok-ka  
Ms Marisa YIU  
Mr TAI Keen-man, Acting Director of Broadcasting

**In attendance from RTHK**

Miss Leonia TAI, Deputy Director of Broadcasting (Developments)  
Ms Lisa LIU, Assistant Director (Radio & Corporate Programming)  
Ms CHAN Man-kuen, Assistant Director (TV & Corporate Businesses)  
Mr CHAN Yiu-wah, Controller (Radio)  
Mr FUNG Wai-tong, Head/Chinese Programme Service (Agenda item 3)  
Mr David HO, Head/Radio 2 (Agenda item 3)  
Ms Liane CHENG, Controller (TV) (Agenda item 3)  
Mr Brian CHOW, Head/New Media & Synergy (Agenda item 3)  
Mr Henry DOO, Head/New Media (Agenda item 3)  
Ms Amen NG, Head/Corporate Communications & Standards  
Ms Amy KWONG (Board Secretariat)

**Absent with apologies**

Ms Mimi CHEUNG Yee-may  
Ms Anna HUNG Wing-chee  
Mr Maurice LEE Wai-man, BBS, JP  
Mr Jimmy NG Wing-ka  
Mr Roy TANG, Director of Broadcasting

**Secretary**

Ms Priscilla HO (Board Secretariat)

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

1. Ms Mimi CHEUNG, Ms Anna HUNG, Mr Maurice LEE, Mr Jimmy NG and Mr Roy TANG 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 13 May 2015 for Members' comments on 3 July 2015 and Members had made no comments. The minutes of the last meeting were therefore confirmed without amendment.
3. Mr TAI Keen-man introduced RTHK representatives, namely Ms Lisa LIU, Ms CHAN Man-kuen, Mr CHAN Yiu-wah, Ms Liane CHENG and Ms Amen NG, who would attend the meetings of Board of Advisors thereafter.

## **Agenda Item 2 : Matters arising**

4. In response to a Member's enquiry on the progress of RTHK's television broadcast in analogue channels after expiry of Asia Television Limited (ATV)'s domestic free television programme service licence on 2 April 2016, Mr TAI Keen-man replied that the Government was assessing the feasible options for solving the transmission network issues. It was anticipated that a decision would be made in late 2015. Regarding the programme content on the analogue channels, RTHK planned to simulcast the programmes of its digital TV Channels 31 and 33 on the analogue channels.

## **Agenda Item 3: Programmes on Youth Engagement**

### **(i) Radio Division**

5. Mr FUNG Wai-tong and Mr David HO of Radio Division briefed Members on the programmes on youth engagement.
6. The meeting discussed the issues of youth programmes on social media platforms. Mr TAI Keen-man advised that for the moment interactive communication on social media platforms was limited due to manpower and resources constraints.
7. Some Members suggested RTHK reaching out to the youth through re-packaging

youth programmes, launching a dedicated smartphone application for the youth, and closer liaison with the youth committees at district level to attract young audience.

8. A Member proposed RTHK to co-operate with international organisations to arrange social service programmes for the youth with a view to widening their horizon.
9. In response to a Member's enquiry on the possibility to produce bilingual smartphone application or programmes to cater for different ethnicities, Mr TAI Keen-man replied that the majority of audience for English programmes were Chinese.

(ii) TV Division

10. Ms Liane CHENG introduced the programmes on youth engagement to Members.
11. On the content of youth programmes, some Members opined that RTHK might consider working with non-government organisations and cover topics in relation to community issues and young people's responsibilities.
12. Some Members remarked that the youth was attracted to social media because of the short duration and instant interaction involved. They proposed RTHK to assign designated staff to administer the social media platforms and respond to the youth in accordance with the popularity of topics rather than the traditional setup of channels and programmes.
13. Miss CHAN Man-kuen explained that apart from manpower constraints, for documentaries with in-depth perspectives as well as other copyright issues made the provision of short clips of certain programmes unsuitable for social media platforms.
14. Regarding the TV programmes broadcast on Television Broadcasts Limited and ATV, Ms Liane CHENG said that these programmes would also be broadcast on RTHK Channel 31. A Member suggested implementing a structural re-organisation to enhance knowledge and experience sharing or providing RTHK's staff with cross-divisional training to reinforce synergy in preparation for the new challenges ahead. A Member also suggested seeking Government's support for the development of new technology with a view to strengthening new media development.

(iii) New Media Unit

15. Mr Brian CHOW and Mr Henry DOO of New Media Unit briefed Members on programmes on youth engagement.
16. A Member suggested RTHK consider including the challenges and situations faced by the youth in the programmes whilst other Members proposed to include other non-entertainment topics.
17. A Member expressed that RTHK should take advantage of the station's multimedia set up to provide cross-media programmes and take the lead to attract the youngsters.
18. In response to an enquiry on synergy projects, Mr Brian CHOW and Mr CHAN Yiu-wah replied that different divisions of RTHK had been working together in different synergy projects to meet the needs of the youth.

**Agenda Item 4: Updates on programmes (BOA Paper 8/2015)**

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

**Agenda Item 5(a) : Updates on complaints (BOA Paper 9/2015)**

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

**Any other business**

21. Ms Amen NG introduced a new phone application of “RTHK News” which would be launched soon. Members were invited to register for preview.

**Date of next meeting**

22. The Chairman informed the meeting that the next meeting was scheduled for 4 September 2015.

*[Post-meeting note: The next meeting was re-scheduled and would be announced separately.]*

23. There being no other business, the meeting was adjourned at 11:25 am.

**Secretariat**

**RTHK Board of Advisors**