

**Minutes of the 31st meeting of
RTHK Board of Advisors
held at 9:15 am, 15 July 2016
at Conference Room, G/F, Broadcasting House
30 Broadcast Drive, Kowloon Tong, Kowloon**

Present

Mr Lester G. HUANG, JP (Chairman)
Mr Walter CHAN Kar-lok, SBS, JP
Dr Eugene CHAN Kin-keung, BBS, JP
Ms Mimi CHEUNG Yee-may
Mr Robert CHUA Wah-peng
Mr Mohan DATWANI
Miss Lisa Marie DJENG Kar-yee
Ms Anna HUNG Wing-chee
Mr Ringo LAM Wing-kwan
Mr C.K. LAU, JP
Mr Maurice LEE Wai-man, BBS, JP
Mr Jimmy NG Wing-ka, JP
Ms Marisa YIU
Mr LEUNG Ka-wing, Director of Broadcasting

In attendance from RTHK

Ms Lisa LIU, Deputy Director of Broadcasting (Programmes)
Mrs Sharon YIP, Deputy Director of Broadcasting (Developments)
Mr CHAN Yiu-wah, Assistant Director (Radio & Corporate Programming)
Miss CHAN Man-kuen, Assistant Director (TV & Corporate Businesses)
Miss Jace AU, Controller (Radio) (Agenda item 4)
Ms Liane CHENG, Controller (Television) (Agenda item 4)
Ms Echo WAI, Head/Digital Audio Broadcasting (Agenda item 4)
Ms Amen NG, Head/Corporate Communications & Standards (Agenda item 3)
Ms Mayella CHEUNG (Board Secretariat)

In attendance

Mr K.K. CHUNG, Director of Aristo Market Research & Consulting Co. Ltd. (Agenda item 3)

Absent with apologies

Dr Carol MA Hok-ka

Secretary

Ms Priscilla HO (Board Secretariat)

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

1. The Chairman welcomed Mrs Sharon YIP, Deputy Director of Broadcasting (Developments), to attend the meeting and thanked Miss Leonia TAI, former Deputy Director of Broadcasting (Developments), for her past contribution.
2. The Chairman congratulated Dr Eugene CHAN and Ms Mimi CHEUNG for being awarded the Bronze Bauhinia Star and the Chief Executive's Commendation for Community Service respectively.
3. Dr Carol MA sent her apology for not being able to join this meeting.
4. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 13 May 2016 for Members' comments on 23 June 2016 and Members had made no comments. The minutes of the last meeting were therefore confirmed without amendment.

Agenda Item 2 : Matters arising

5. Members raised no item for discussion.

Agenda Item 3: 2016 Opinion Survey initiated by RTHK Board of Advisors

6. The Chairman welcomed Mr K.K. CHUNG and his team from the Aristo Market Research & Consulting Co. Ltd. to join the meeting to present the results of the 2016 Opinion Survey initiated by RTHK Board of Advisors (Appendix).
7. Ms Amen NG introduced the background of the survey. She said that it was a biennial survey initiated by the Board of Advisors since 2012. The survey was to gauge the views of the public on the overall performance of RTHK. It also asked people about the devices they used for experiencing RTHK's services and their views on the public purposes and missions of RTHK. The survey was conducted by phone to Cantonese-speaking residents of Hong Kong aged 18 or above. A total of 1,027 valid responses were collected.
8. Mr K.K. CHUNG presented the summary of the survey results. The survey revealed that most of the respondents were satisfied with the services of RTHK, with ratings of 6.9 or above out of a scale of 0 to 10 for radio programmes, television programmes and the website. Regarding the devices being used, most of the respondents reported that they used traditional methods such as "FM/AM Radio" and "Television" receivers whilst some used "Mobile Apps" and "RTHK

website”. All five public purposes mentioned in the Charter of RTHK were well recognised and all obtained an importance rating of 7.0 marks or above out of a scale of 0 to 10.

9. Upon a Member’s enquiry about the methodology of using fixed-line and CATI in reaching the targeted audience, Mr K.K. CHUNG explained that CATI was only a supplementary system to facilitate the survey and did not affect the sample. He pointed out that sample errors could exist in using fixed-line or mobile phones.
10. Referring to a table showing a downward trend of using RTHK services from 2012 to 2016, a Member doubted whether it was a methodology error or it truly reflected a trend on a diminishing popularity of RTHK programmes. Mr K.K. CHUNG said that it was not a methodology error because the fixed-line survey sample was being widely covered. Ms Amen NG supplemented that the consumer habits of audience had changed over the years with the emergence of diverse types of media platforms and worldwide programmes were easily accessible. Users might also prefer to access programmes in shorter duration and catch up through different means.
11. Some Members proposed to sample on mobile phone users for the next survey in order to gauge the views of the youth who seldom use fixed-line telephones anymore. Another Member also asked about the possibility of conducting the survey on the Internet. Mr K.K. CHUNG replied that the existing methodology correlated to the demographic distribution released by the government census. A Member considered that focus group discussion was needed as a follow-up to examine why some respondents were not interested in RTHK programmes. Another member opined that despite a changing trend on media consumption, there was not much change in the public views on RTHK’s public purposes and missions.
12. In response to an enquiry from a Member on drawing reference to international broadcasters, Mr LEUNG Ka-wing replied that the media landscape had drastically changed with a wider use of mobile and social media. Different types of access data were required to fully capture a reliable figure for analysis on audienceship. Miss CHAN Man-kuen added that RTHK had been exploring various methods and using social media such as YouTube and Facebook to distribute the programmes, but the access figures on the Internet were diverse and more time was needed to analyse and consolidate. Mr CHAN Yiu-wah remarked on the versatility of users and the discussion topics which also affected the access rate.

13. In facing the challenges brought by the rapid changing multi-media environment, Members shared the views of the importance of cross-media content and suggested RTHK to develop a long-term strategy in production, branding and marketing, and to re-build its historical pioneer role on new media.
14. Ms Lisa LIU supplemented that RTHK had been developing a number of multi-media synergy projects and also exploring how to make use of existing programme contents in extending the reach to new media users.

Agenda Item 4: Programmes for Ethnic Minorities

15. Miss Jace AU and Ms Echo WAI of Radio Division as well as Ms Liane CHENG of TV Division briefed Members on the radio and television programmes on ethnic minorities respectively.
16. A Member remarked that the daily life schedule of ethnic minorities should be considered in the broadcast time arrangement so that they could watch the programmes. Another Member suggested RTHK to set up a database and organise a networking club for ethnic minorities. Regarding the content delivery, a Member proposed to edit some shorter video clips for distribution on the social media platforms in advance to capture public attention and arouse their interest prior to the broadcast of the programme.
17. For targeted ethnic groups, other than the Asian minorities, a Member opined that the coverage might be extended to European ethnic communities. Miss Jace AU remarked that the Community Involvement Broadcasting Service (CIBS) was also being publicized among all the foreign consulates in Hong Kong. CIBS would continue as a permanent project from 2016-17 onwards.
18. A Member said that the Hong Kong society was made up of different sectors and diverse cultures, and therefore, it was important to facilitate mutual understanding and collaboration in the entire community to promote social harmony.

Agenda Item 5(a) : Updates on programmes (BOA Paper 9/2016)

19. Ms Lisa LIU introduced the paper. With the extension of TV broadcast hours from 2 April 2016, Miss CHAN Man-kuen briefed Members the TV programming strategy and remarked that different genres of programmes would be scheduled at different time-slots.

Agenda Item 5(b) : Updates on complaints (BOA Paper 10/2016)

20. Ms Lisa LIU introduced the paper. Members had no comment on the paper.

Any other business

21. The Chairman noted that this was the last meeting of the current term of the Board. He thanked the Director of Broadcasting and Members for their advice and contribution to the Board in the past two years.

22. The Director of Broadcasting also expressed his gratitude to the Chairman and Members for their service and supportive contribution.

Date of next meeting

23. The Chairman reported that the next meeting was tentatively scheduled in September 2016 subject to confirmation of the new Board of Advisors.

24. There being no other business, the meeting was adjourned at 11:45 am.

Secretariat

RTHK Board of Advisors