

**Minutes of the 34th meeting of
RTHK Board of Advisors
held at 9:15 am, 20 January 2017
at Conference Room, G/F, Broadcasting House
30 Broadcast Drive, Kowloon Tong, Kowloon**

Present

Dr Eugene CHAN Kin-keung, BBS, JP (Chairman)
Mr Walter CHAN Kar-lok, SBS, JP
Ms Mimi CHEUNG Yee-may
Mr Leslie CHING Pui-wai
Mr Robert CHUA Wah-peng
Ms Helen KWAN Po-jen
Mr Douglas LAM Tak-yip
Dr Agnes LAW Koon-chui, JP
Prof WONG Kam-fai, MH
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)
Miss CHAN Man-kuen, Assistant Director (TV & Corporate Businesses)
Mr Brian CHOW, Controller (Radio)
Ms Liane CHENG, Controller (Television)
Ms Amen NG, Head/Corporate Communications & Standards
Ms Mayella CHEUNG, Head/New Media Synergy & Library Management (Agenda item 3)
Mr Henry DOO, Head/New Media (Agenda item 3)
Ms Amy KWONG (Board Secretariat)
Ms Alice CHAN (Board Secretariat)

Absent with apologies

Mr Mohan DATWANI
Ms Anna HUNG Wing-chee
Mr LEE Luen-fai
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 Ms Amy KWONG, member of the Secretariat, to attend the meeting and thanked Ms Mayella CHEUNG, former member of the Secretariat, for her past contributions.
2. Mr Mohan DATWANI, Ms Anna HUNG, Mr LEE Luen-fai and Dr Carol MA sent their apologies for not being able to join this meeting.
3. The Chairman said that both the English and Chinese versions of the minutes of meeting held on 26 September 2016 had been placed on the website and the Secretariat had circulated the draft minutes of the last meeting held on 25 November 2016 for Members' comments on 13 January 2017. Members had made no comments.
4. The Chairman then proposed to revise paragraphs 2, 32, 33 and 35. The minutes of the last meeting were confirmed with amendments.

[Post-meeting note: Revised minutes of meeting were distributed to Members on 24 January 2017.]

Agenda Item 2 : Matters arising

5. The Chairman said that the items raised at the last meeting would be discussed in the upcoming agenda items. Members raised no other item for discussion.

Agenda Item 3: Overview of New Media service

6. Ms Mayella CHEUNG and Mr Henry DOO delivered an overview of new media service and development of RTHK.
7. In response to an enquiry about the future direction of new media service provided by RTHK, Mr Henry DOO replied that RTHK would follow the global trend of social media through working with social media platforms such as YouTube and Facebook.
8. A Member asked apart from the mobile application (app) “中華五千年盛世版”, whether RTHK would repackage other radio or video programmes for mobile applications (apps) and the reason for repackaging programmes rather than producing new apps. Ms Mayella CHEUNG explained that RTHK possessed a huge collection of valuable and useful audio and video files. Repackaging programmes would fully

utilise the existing resources and further extend reach. It was also more cost effective to repack programme than to produce new apps.

9. The Member continued to ask whether other commercial broadcasters would collect big data such as hit rates from their websites or social media platforms and the comparison of that data with RTHK's. Mr Henry DOO said that even though commercial broadcasters collect their big data, they would not release the information to RTHK. RTHK would explore other means to facilitate comparison. Mr LEUNG Ka-wing also remarked that comparison was not appropriate as RTHK provided free television services whilst commercial broadcasters did not. Focus should be drawn to the long duration of time that users spent in browsing RTHK television programmes online.
10. A Member commented that benchmarking was necessary as it helped self-comparison. He also suggested RTHK approaching primary and secondary schools to promote RTHK's apps of high educational values so that students could make good use of the resources. Ms Lisa LIU echoed that in order to enhance cost-effectiveness, RTHK had consolidated its online apps to eight apps.
11. A Member commented that RTHK should provide breakdown of data such as the hit rates of individual programmes to facilitate the Board's giving of advice. She added that the presentation should be categorised for the Board's easy reference so as to distinguish which types of programmes needed to be developed. Ms Lisa LIU replied that the presentation was an overview of the new media service and specific areas could be explored separately.

Agenda Item 4: RTHK Annual Plan for 2017-18 (BOA Paper 1/2017)

12. Ms Lisa LIU introduced the paper.
13. Members opined that RTHK should consider setting up key performance indicators (KPI) in the annual plan to measure its performance. Ms Lisa LIU replied that performance indicators were included in the Controlling Officer's Report, annual presentation of which was scheduled later this year. In addition, TV Division also conducted an annual Television Appreciation Index survey to gauge the public's views on RTHK TV productions.

Agenda Item 5(a) : Updates on programmes (BOA Paper 2/2017)

14. Ms Lisa LIU introduced the paper.

15. In response to a Member's enquiry regarding public survey on the Chief Executive Election, Mr LEUNG Ka-wing replied that RTHK would not conduct public survey in relation to the election. RTHK would try to cover all election forums and co-operate with other media organisations whenever possible.

Agenda Item 5(b) : Updates on complaints (BOA Paper 3/2017)

16. Ms Lisa LIU introduced a summary of direct feedback from the public and the paper.
17. A Member remarked that many complaints were related to fairness and impartiality of RTHK programmes. Mr LEUNG Ka-wing said that RTHK had reminded programme hosts to maintain impartiality. He further explained that RTHK had extended invitations to guests with varied views. Difference in coverage for different parties, as it might appear sometimes, was due to the guests' availability and their willingness to participate in the programmes or otherwise. Ms Lisa LIU supplemented that all minor breach cases of RTHK were related to accuracy, not impartiality and fairness.
18. Some Members said that they wished to know the details of the complaint and compliment cases in order to follow up whilst a Member considered that many of the complaints were trivial and subjective in nature. It would be very time-consuming for the Board to go through every case. Another Member concurred that a one-page summary of feedback was sufficient to provide the overview to the Board.
19. The Chairman concluded that extracting important information about the complaints would help the Board to render advice and a one-page summary was a good start. He also stated that he had received letters from Dr Honourable Junius HO Kwan-yiu regarding the programme "Talkabout", which were replied by RTHK already. He hoped the management could convey the comments of the public to the host.

Any other business

20. The Chairman thanked Members and ex-Members for their presence and support for the Christmas Concert and the Top Ten Chinese Gold Songs Awards. He encouraged Members to join the upcoming RTHK Lunar New Year Gathering in February 2017.

Date of next meeting

21. The Chairman informed the meeting that the next meeting was scheduled for 24 March 2017 but Dr Carol MA wished to move the meeting to 17 March 2017 to accommodate her schedule. He would ask the Secretariat to follow up with Members to confirm the date of the next meeting.

[Post-meeting note: The date of next meeting was confirmed to be held on 24 March 2017.]

22. There being no other business, the meeting was adjourned at 11:00 am.

Secretariat

RTHK Board of Advisors