

**Minutes of the 38<sup>th</sup> Meeting of  
RTHK Board of Advisors  
Held at 9:15 am, 29 September 2017  
at Conference Room, G/F, Broadcasting House  
30 Broadcast Drive, Kowloon Tong, Kowloon**

**Present**

Dr Eugene CHAN Kin-keung, BBS, JP (Chairman)

Mr Robert CHUA Wah-peng

Mr Mohan DATWANI

Dr Agnes LAW Koon-chui, JP

Mr LEE Luen-fai

Mr Augustine WONG, 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)

Mr Albert CHEUNG, Assistant Director (Radio & Corporate Programming)

Ms Liane CHENG, Acting Assistant Director (TV & Corporate Businesses) / Controller (Television)

Mr Brian CHOW, Controller (Radio)

Ms Kanas HUI, Acting Head/Corporate Communications & Standards / Deputy Head/Corporate Communications & Standards

Ms Dawn TSANG, Head/Chinese Programme Service (Agenda Item 3)

Ms Echo WAI, Head/Radio Administration, Development and Programming Section (Agenda Item 4)

Ms Amy KWONG (Board Secretariat)

Ms Vicky CHAN (Board Secretariat)

**Absent with Apologies**

Mr Walter CHAN Kar-lok, SBS, JP

Ms Mimi CHEUNG Yee-may

Mr Leslie CHING Pui-wai

Ms Anna HUNG Wing-chee

Ms Helen KWAN Po-jen

Mr Douglas LAM Tak-yip

Dr Carol MA Hok-ka

**Secretary**

Ms Vivian LI (Board Secretariat)

## **Agenda Item 1 : Confirmation of the Minutes of the Last Meeting**

1. The Chairman welcomed Ms Vicky CHAN, member of the Secretariat, to attend the meeting, and thanked Ms Alice CHAN, former member of the Secretariat, for her past contributions.
2. Mr Walter CHAN, Ms Mimi CHEUNG, Mr Leslie CHING, Ms Anna HUNG, Ms Helen KWAN, Mr Douglas LAM and Dr Carol MA sent their apologies for not being able to join this meeting.
3. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 27 July 2017 for Members' review.
4. Members raised further comments on paragraphs 9, 12 and 15 of the minutes. The Chairman asked the Secretariat to revise the minutes according to the comments raised by Members and circulate the revised minutes to Members before confirmation.

## **Agenda Item 2 : Matters Arising**

5. Members raised no other item for discussion.

## **Agenda Item 3: Programmes on Arts, Culture and Heritage**

6. Ms Dawn TSANG from the Radio Division and Ms Liane CHENG from the Television Division introduced their divisions' programmes on arts, culture and heritage to Members.
7. Ms Liane CHENG invited Members to attend a concert, "Our Hong Kong Young Notes", presented by RTHK on 21 October 2017 at the Hong Kong Cultural Centre, where local young musicians would take part in the performance. The Chairman encouraged Members to join and support the event.
8. The Chairman complimented RTHK on its high-quality programmes on arts, culture and heritage, which were unique in the local television scene. However, he opined that many of the programmes were not broadcast at the most appropriate time slots and therefore could not attract more extensive response from the community. He asked Mr LEUNG Ka-wing whether these programmes could be re-run more often so that more people could watch them.
9. Mr LEUNG Ka-wing responded that RTHK had already scheduled the programmes for

re-run during appropriate time slots as far as possible. Effort had also been made to encourage the public to review the “catch up” programmes via RTHK website or mobile apps. Ms Liane CHENG added that most acquired programmes were allowed to be re-run on television within the same week, with online archives available for retrieval for up to around three to four weeks. Programmes produced by RTHK, nevertheless, did not have such constraints. She remarked that RTHK would consider the Board’s opinions in future review of programme scheduling and the re-run frequency of television programmes.

10. The Chairman noted that RTHK TV 32 currently broadcast a lot of “Slow TV” programmes. He further enquired whether the channel still had capacity for an increased number of re-run programmes. In response, Ms Lisa LIU said that every channel of RTHK had its own identity. Currently, re-run programmes had already been scheduled on RTHK TV 31. Moreover, frequent re-runs of programmes might attract public criticism. A Member opined that even the Cable Network News (CNN) of America scheduled multiple re-runs of the same programme daily. Therefore, RTHK did not need to worry too much about this issue.
11. A Member asked how RTHK promoted its television programmes on arts, culture and heritage. Ms Liane CHENG said that while large scale advertising campaign was not feasible due to budget constraint, RTHK had strived to promote its programmes on RTHK TV 31, radio, as well as social media platforms. Nevertheless, it might not be easy to arouse public interest since programmes on arts, culture and heritage were of minority interest. Even though RTHK had provided various print media with promotional articles, such articles were published predominantly by those targeting an elite readership. Ms Lisa LIU further explained that with a given budget, RTHK had to strike a balance between production and promotional needs when allocating resources. Despite this, the Corporate Communications and Standards Unit of RTHK had been maintaining good relationship with various media. With the Unit’s strenuous efforts, RTHK’s programme information was made available to the public through different channels. Ms Kanas HUI added that RTHK had promoted its programmes via email marketing in addition to the print media and social media platforms. For instance, RTHK would collect the email addresses from members of the public visiting the station every week in order to disseminate programme information to them.
12. A Member suggested that RTHK could consider collaborating with the public relations departments of various universities to promote specific programme topics on campus. Another Member agreed and proposed that RTHK could co-produce programmes with one specific department in each of the universities every year and form a series, so that more people would have the opportunity to take part in RTHK’s programme production.

He believed that these people would naturally become ambassadors for promoting RTHK's programmes.

13. Ms Liane CHENG responded that RTHK had been working with different educational organisations. For instance, talks or workshops in relation to the programmes "Cultural Heritage" and "Everyday Design" had been organized in schools to facilitate interaction with students. In addition, different topics were regularly set on the "eTVonline" website of RTHK; and schools were invited to send student representatives to related workshops as well as mock-interview competitions which offered students a chance to experience work in the field of media. A Member further proposed that RTHK could choose topics related to cultural heritage for the "eTVonline" website in the future. Ms Liane CHENG said that RTHK would consider this suggestion.

#### **Agenda Item 4: Updates on Community Involvement Broadcasting Service (CIBS)**

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14. Ms Echo WAI introduced to the meeting the latest development of CIBS. The Chairman commended CIBS for fostering social inclusion.
15. A Member commented that since CIBS allowed members of the community to voice their opinions through radio broadcast, arrangements should be made for such programmes to be aired on radio channels with better reception quality. Another Member proposed that RTHK could, by making reference to the practice of "Kickstarter", provide an open online platform for the public to upload recordings of their self-introduction. The responsible officers could invite the producers of outstanding recordings to submit their applications. Mr LEUNG Ka-wing and Ms Lisa LIU both replied that CIBS maintained a stringent set of assessment mechanism and procedures. At present, applicants were also required to upload the recordings of their self-introduction for public voting in the first round of assessment.
16. In response to the Chairman's enquiry on the archival arrangement of the CIBS programmes, Ms Echo WAI said that the website of CIBS provided on-demand archives of programmes broadcast within the past 12 months. With the written consent from RTHK, the producers of CIBS programmes could put the programmes on their own platforms thereafter. The Chairman suggested that RTHK could consider arranging one or two relatively outstanding CIBS programmes to be aired during the regular radio programme time slots as an encouragement for the programme producers. In response, Mr Albert CHEUNG said that RTHK was currently deliberating on the feasibility of increasing the airtime for CIBS programmes. Mr Brian CHOW

supplemented that although tremendous creativity and social gain could be found in these programmes, there was still a gap between their production quality and the professional broadcasting standard. As such, further consideration would be required if these programmes were to be broadcast during regular radio programme time slots.

#### **Agenda Item 5(a): Updates on Programmes (BOA Paper 10/2017)**

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

#### **Agenda Item 5(b): Updates on Complaints (BOA Paper 11/2017)**

18. Ms Lisa LIU introduced the paper.

19. The Chairman was concerned that many people in the society held prejudiced view of RTHK and considered the station's stance to be partial. Although much of such criticism was unfounded, the Chairman asked if public relations colleagues could adopt more effective measures to change such an image, so that public perception of RTHK would become more positive.

20. Ms Lisa LIU said that RTHK colleagues had always been dedicated to presenting the best productions to the public. However, many organisations were currently affected by the complaint culture. RTHK was no exception. Ms Kanas HUI supplemented that since the programmes of RTHK needed to incorporate different opinions, they easily provoked criticism from people from different camps, who might also had mistaken the personal views of guests as RTHK's position.

21. In response, a Member proposed that RTHK should invite a wider range of guests to participate in the programmes. Ms Lisa LIU replied that RTHK producers had strived to maintain impartiality and had made every effort to invite guests from different quarters. However, in some circumstances where individual guests sent apologies at a very short notice, perfect balance on all fronts might not be able to achieve in the programme affected.

22. A Member opined that since programmes which drew complaints were primarily political, RTHK's productions should "defocus" from this type of programmes and concentrate mainly on cultural and educational programmes. Mr LEUNG Ka-wing replied that current affairs programmes only accounted for a small part of the prime time slots on television and the overall radio airtime. RTHK had also enhanced the promotion for minority interest programmes on social media platforms. The efforts were gradually yielding fruitful results.

## **Agenda Item 6: Any Other Business**

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23. The Members did not bring up any other matter for discussion.

### **Date of Next Meeting**

24. The Chairman informed the meeting that the next meeting was scheduled for 24 November 2017.

25. There being no other business, the meeting was adjourned at 11:30 am.

**Secretariat**

**RTHK Board of Advisors**