

**Minutes of the 39th Meeting of
RTHK Board of Advisors
Held at 9:15 am, 24 November 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 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)

Miss CHAN Man-kuen, Assistant Director (TV & Corporate Businesses)

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

Ms Liane CHENG, Controller (Television)

Mr Brian CHOW, Controller (Radio)

Mr Hugh CHIVERTON, Head/English Programme Service (Agenda Item 3)

Ms Amen NG, Head/Corporate Communications & Standards (Agenda Item 5)

Ms Amy KWONG (Board Secretariat)

Ms Vicky CHAN (Board Secretariat)

Absent with Apologies

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. 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.
2. The Chairman informed the Board that Dr Carol MA decided to resign from the Board due to her official commitment in Singapore.
3. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 29 September 2017 for Members' review and no comments were received. The minutes of the last meeting were then confirmed.

Agenda Item 2 : Matters Arising

4. Members raised no other item for discussion.

Agenda Item 3: 30 Years of Operation Santa Claus

5. Mr Hugh CHIVERTON from the Radio Division introduced the fundraising campaign "Operation Santa Claus" to Members. The Chairman commended the campaign for bringing widespread benefits to the community and building a positive image for RTHK.
6. A Member asked what initiatives RTHK had taken to enhance the local awareness of the campaign, in particular that of the school sector. Mr Hugh CHIVERTON replied that RTHK had invited every school to join the campaign based on the contact list obtained from the RTHK Radio 3 programme "Teen Time", which was funded by the Education Bureau. It was hoped that by utilising the synergetic effect, more schools would be connected to the campaign.
7. A Member considered that the Non-Governmental Organization (NGO) Leadership programme provided by the campaign was very meaningful and enquired about the reception and sustainability of the programme. Mr Hugh CHIVERTON responded that the programme was very well received by the parties involved. The Chinese University of Hong Kong (CUHK), one of the collaborators of the programme, wished to keep it running. The participating companies were also very interested in sharing their business skills with the NGOs in addition to monetary donation. The programme also offered a chance for the participating students to compete for a funding of a million dollars for implementing their project proposals for their charities.

8. In response to an enquiry of a Member on the financial transparency of the campaign, Mr Hugh CHIVERTON pointed out that financial reports of the campaign were published in the annual reports which were available online. The administrative expenses were limited to around 3% of the fund, while the remaining 97% was allocated to the selected beneficiaries. Another Member suggested that the presentation could be improved by stating that all the fund went to the beneficiaries discounting the operation cost. Mr Hugh CHIVERTON thanked the Member for this suggestion.
9. On the selection of local charities, a Member opined that projects about sexual discrimination at workplace were worth supporting as it might bring about potential positive impact to the community.

Agenda Item 4: 40 Years of Top 10 Chinese Gold Songs Awards

10. Mr Brian CHOW introduced to the meeting the history and development of the Top 10 Chinese Gold Songs Awards.
11. The Chairman invited Members to attend the ceremony of the Top 10 Chinese Gold Songs Awards Concert to be held on 4 January 2018.
12. A Member acknowledged the advantages of producing a television special of the popular radio programme “Music Lover” for RTHK TV 31. Mr LEUNG Ka-wing supplemented that with the strenuous efforts of colleagues, three radio programmes, namely “Talkabout”, “Accountability” and “Healthpedia” had been televised. In particular, “Healthpedia” benefitted noticeably from the televising arrangement as medical concepts were better explained with visual presentation. A Member expressed the wish for “Healthpedia” to be repeated.
13. A Member remarked that the archive of RTHK was a valuable resource for programme development. Mr Brian CHOW said that to celebrate the forthcoming 90th anniversary of the founding of RTHK, more programmes on heritage preservation were planned for the next year and it was expected that the advantages brought by the rich archival database would be demonstrated.
14. A Member recognised the difficulties that RTHK faced in promoting the Top 10 Chinese Gold Songs Awards due to the shrinking local music market and the continuous competition from the Mainland in recent years. The Member also noted that the promotion of the Awards mainly contained reminiscence of the past rather than introduction of newcomers of the industry. He asked if RTHK had considered how to

set a new trend for the industry by drawing on its valuable resources in the field. Mr Brian CHOW replied that efforts had been put in promoting new local singers on RTHK's TV and radio channels. For instance, the programme "12 Music Visions" featured the stories of 12 young local singers. Due to resource constraint, RTHK could only concentrate its effort on one or two fronts. RTHK would have a dual music policy for the next year, by producing both nostalgic programmes and programmes for promoting young singers.

**Agenda Item 5: 2018 Opinion Survey initiated by RTHK Board of Advisors
(BOA Paper 12/2017)**

15. Ms Amen NG presented the paper on 2018 Opinion Survey.
16. Regarding the methodology of the survey, Members noted in the proposal that the survey would be conducted through telephones. A Member opined that in view of the diminishing usage of landline phones, RTHK should explore the possibility of using alternative platforms such as mobile applications to collect the data in order to enhance the efficiency and effectiveness of the survey. Ms Amen NG replied that mobile application survey faced the problem of limited sampling of respondents which would affect the representativeness. As regards to telephone survey, academics and survey companies had been consulted on its effectiveness and considered that a dual telephone survey (i.e. landline and mobile) would be subject to challenges because the accuracy, representativeness, successful rate and cost-effectiveness of mobile phone survey were questionable. In addition, the interview length of mobile phone survey was usually short, and therefore not quite applicable to the present survey in which the interview length might last up to 30 minutes.
17. Another Member suggested that the survey design should be reviewed, such as changing the survey company and the procurement procedures. Before moving to the stage of request for tender, the process of request for information (RFI) could be conducted to collect ideas from potential survey companies for the preparation of specifications. Ms Amen NG explained that as a government department, RTHK was required to follow the prevailing governmental procurement procedures, under which the last survey company must be included in the invited suppliers' list. Ms Lisa LIU supplemented that it was not feasible to conduct RFI with the available resources.
18. A Member noted the finding as stated in the paper that the public were generally satisfied with the services of RTHK and doubted if this statement was valid given the general decline in the frequency of using RTHK services, and respondents could not be regarded as the public. It was also observed that the average score of the mission "to

provide timely, impartial coverage of local and global events and issues” showed the greatest decline among the missions rated by the respondents. Miss CHAN Man-kuen clarified that the three services as shown in the table on the frequency of using RTHK services in the paper had changed a lot over the past years. Strict comparison of figures across the surveys was thus not applicable. Ms Amen NG explained that as the percentage of answering “usually” and “sometimes” to the question on frequency of usage exceeded 50%, it was considered acceptable to state that the public were generally satisfied with the services of RTHK.

19. While recognising the need to pose similar questions as previous surveys to enable the tracking of data, a Member proposed that the questions should be amended to reflect the development of media market and RTHK. For instance, it was no longer desirable to ask the frequency of using RTHK website without taking into account the usage of other new media services. Separate questions and figures about the viewing frequency of RTHK programmes on the Television Broadcasts Limited and RTHK’s own TV channels should also be produced instead of a combined question and figure on both platforms. Ms Amen NG concurred and said that the questions would be aptly updated in the upcoming survey.
20. In response to a Member’s enquiry on how the management followed up on the survey result, Ms Amen NG said that the result was very useful for developing strategies in programme production. For instance, the result revealed that the public attached the highest importance to promotion of education and learning amongst the several public purposes. RTHK had taken note of the finding in its programme development.
21. In respect of the time frame, a Member remarked that it was not necessary to strictly follow the proposed time frame in the paper so that more time would be allowed to revise the survey design. RTHK could aim to complete the survey within 2018. Ms Amen NG pointed out that six months were required from the confirmation of specifications to the release of survey result. The proposed time frame was drawn on the basis that the result should be ready by July 2018 so that it could be presented to the Board within the current term of membership which would end in August 2018.
22. Mrs Sharon YIP concluded that if the Board agreed to conduct the survey, RTHK would follow up on the Board’s suggestions and provide a more detailed proposal to the Board at the next meeting. The Chairman reiterated that one of the functions of the Board was to receive reports on the opinion surveys conducted for RTHK. He agreed that the survey should be conducted and looked forward to having more details at the next meeting so that the Board could give timely advice to the management.

Agenda Item 6: Annual Report of the RTHK Board of Advisors 2016-17
(BOA Paper 13/2017)

23. The Chairman informed the meeting that an Annual Report had been compiled to provide highlights of meetings held in the past year. The Secretariat had circulated the draft Report on 23 November 2017 for Members' comments. He invited Members to provide opinions on the paper within a week. Subject to Members' comments, the Report would be confirmed.
24. The Chairman reported that Mr Leslie CHING had sent his apologies for not being able to attend the meeting. He had, nonetheless, emailed to the Board some written comments on the Board's work in the past year. He thanked him for his concerns for and suggestions rendered to the Board.

[Post-meeting note: No comments were received from Members on the Annual Report after the meeting. The Report was then confirmed.]

Agenda Item 7(a): Updates on Programmes (BOA Paper 10/2017)

25. Ms Lisa LIU introduced the paper.
26. A Member noted from the paper that there was a lack of programmes on creative technologies. He proposed that production of such programmes could be increased in future.

Agenda Item 7(b): Updates on Complaints (BOA Paper 11/2017)

27. Ms Lisa LIU introduced the paper. Ms Amen NG introduced a summary of direct feedback from the public.
28. A Member enquired if there were any measures under the existing complaint handling mechanism of RTHK to prevent recurrence of similar complaints and advise the officers concerned. Ms Lisa LIU replied in the affirmative and explained that the cases would be brought to the attention of all parties involved. In case of serious substantiated complaints, appropriate actions would be taken against those concerned. Ms Amen NG added that case sharing would be conducted with different Sections as a preventive measure.

Agenda Item 8: Any Other Business

29. In response to the enquiry of Members on the advice and suggestions raised during the Programme Advisory Panel Meeting in 2017, Ms Amen NG said that internet links to the records of meeting would be provided to Members via email.
30. The Chairman reported that an interview invitation from CUHK students was received. He considered that it was outside the work of the Board according to the Charter of RTHK and had therefore declined the invitation on behalf of the Board.
31. The Chairman proposed and Members agreed that the meeting would continue to be held bi-monthly and on the last working Friday of the odd months in 2018, i.e., on 26 January, 23 March, 25 May, 27 July, 28 September and 30 November. It was agreed that the forthcoming meetings remained to be held at RTHK Broadcasting House.

Date of Next Meeting

32. The Chairman informed the meeting that the next meeting was scheduled for 26 January 2018.
33. There being no other business, the meeting was adjourned at 11:45 am.

Secretariat

RTHK Board of Advisors