

**Minutes of the 40th Meeting of
RTHK Board of Advisors
Held at 9:15 am, 26 January 2018
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 Mohan DATWANI

Ms Helen KWAN Po-jen

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)

Ms Amen NG, Head/Corporate Communications & Standards

Ms Amy KWONG (Board Secretariat)

Ms Vicky CHAN (Board Secretariat)

Absent with Apologies

Mr Leslie CHING Pui-wai

Mr Robert CHUA Wah-peng

Ms Anna HUNG Wing-chee

Mr Douglas LAM Tak-yip

Secretary

Ms Vivian LI (Board Secretariat)

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

1. Mr Leslie CHING, Mr Robert CHUA, Ms Anna HUNG and Mr Douglas LAM sent their 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 24 November 2017 for Members' review and no comments were received. The minutes of the last meeting were then confirmed.

Agenda Item 2 : Matters Arising

3. In respect of the charity campaign "Operation Santa Claus", the Chairman reported that he had participated in the fundraising by placing a donation box in his office. Mr Walter CHAN and he had also attended the closing ceremony of the campaign and were delighted to note the fruitful fundraising result. He hoped that RTHK would notify Members of the launch of the next round in advance so that Members could participate in this meaningful fundraising campaign.
4. Regarding the Top 10 Chinese Gold Songs Awards Concert on 4 January 2018, the Chairman commended that the performance was very enjoyable. He looked forward to seeing RTHK producing more similar events in future.
5. The Chairman also highly praised the Christmas Concert in the Park held in the Kowloon Park in December 2017 for its branding effect for RTHK. He would like to express his appreciation to the colleagues involved.

Agenda Item 3: RTHK Annual Plan for 2018-19

6. Ms Lisa LIU, Miss CHAN Man-kuen and Mr Albert CHEUNG briefed Members on the RTHK Annual Plan for 2018-19.
7. A Member enquired if RTHK had devised a theme for the whole campaign for 90 Years of Broadcasting in Hong Kong (90A). Mr LEUNG Ka-wing replied that the campaign would include both retrospective and prospective components. RTHK would, on the one hand, produce nostalgic programmes to showcase its achievements in the past 90 years, and on the other hand launch new initiatives to prepare for the herald of the new multimedia era. The Member further suggested that the impartiality and authenticity of RTHK's news reporting should be highlighted in the campaign. Mr LEUNG Ka-wing echoed that this would be aptly emphasized in 90A.

8. In regard to the radio services, a Member commented that the upcoming radio drama series featuring the inmates was very meaningful and asked whether RTHK would turn it into a larger project in order to extend the reach of the programme. Mr Albert CHEUNG explained that as it was a bold new project, RTHK would collect public feedback on the programme before conducting a review on it.
9. In response to a Member's enquiry on the coverage of AM channels, Mr Albert CHEUNG said that works would be carried out to improve the reception of the channels. Ms Lisa LIU added that RTHK had striven to provide assistance to the public in receiving the signals though there were still blind spots in the coverage.
10. As for television services, a Member proposed that RTHK should spell out clearly in paragraph 5 of the annual plan that the production of programmes were consistent with the public purposes of RTHK which were beyond commercial concerns.
11. Regarding the strengthening of synergy between radio and television services, a Member questioned if the research data of the two services could be shared in order to save resources. In response, Ms Liane CHENG pointed out that the two services had exchanged their research data for programmes with similar topics whenever possible.
12. In response to Members' enquiry on the existing seven mobile apps managed by RTHK, Mr LEUNG Ka-wing introduced that "RTHK On The Go" was the flagship app with approximately 1.7 million users. Miss CHAN Man-kuen and Mrs Sharon YIP supplemented that while "RTHK On The Go" was a comprehensive platform for RTHK programmes, "RTHK Screen", "RTHK Mine" and "RTHK News" were operating with different focuses in content, function, identity and targeted users. The remaining three apps served specific functions with limited user groups and were not as widely used as the other four apps.
13. Members expressed concern about whether there were currently too many mobile apps for RTHK which might not be a favorable branding approach and enquired about the feasibility of combining the existing apps. Mr LEUNG Ka-wing explained that RTHK had already consolidated 12 apps into seven in recent years. It was considered undesirable to combine the flagship app "RTHK On The Go" with other apps as it would cause inconvenience to users. RTHK would strive to strengthen the speed and functionality of the app so that users could search the programmes more easily and conveniently. Miss CHAN Man-kuen concurred and remarked that it was difficult to combine the other three more popular apps, namely "RTHK Screen", "RTHK Mine" and "RTHK News", into a single app as they attracted different segments of users. Mr Brian CHOW added that in consolidating the apps, RTHK had made reference to the

app strategy of overseas broadcasters. RTHK would continue to monitor the usage and performance of each app. Mrs Sharon YIP concluded that the public feedback on the apps had been satisfactory so far. Ongoing effort would be put in promoting and refining the apps in future.

14. Concerning the development of the New Broadcasting House in Tseung Kwan O, a Member asked how RTHK would address the concern of the Legislative Council Public Works Sub-Committee. Mrs Sharon YIP replied that in order to address the concern of the Sub-Committee about the high project cost, RTHK was studying the feasibility of constructing a joint-user building at the site with a view to working out a more cost-effective proposal. A search for interested departments was underway.

Agenda Item 4: 2018 Opinion Survey Initiated by RTHK Board of Advisors

15. The Chairman reported that a sub-meeting was held at 9 am on 22 January 2018 to discuss the proposal of the opinion survey on RTHK in 2018. Ms Mimi CHEUNG, Mr Mohan DATWANI, Ms Helen KWAN, Mr Augustine WONG, Prof WONG Kam-fai, Ms Amen NG and the Chairman himself attended the meeting. He asked Ms Amen NG to provide an update of the proposal to Members.
16. Ms Amen NG reported that the sub-meeting agreed on the purpose of the survey. It would aim to gauge the public's views on services provided by RTHK in the context of the public purposes and missions set out in the RTHK Charter. The questions were devised to assess the current usage of RTHK services in respect of radio, TV and new media as well as RTHK's performance against its public purposes and missions.
17. On the proposed methodology, RTHK would commission an independent company to conduct the survey through governmental tender procedures. The survey would be conducted by telephone, with 50% to 70% by landline phones and the remaining by mobile phones. The preliminary result and final result would be available in May and July 2018 respectively.
18. The Board endorsed the proposal and asked RTHK to proceed accordingly.

Agenda Item 5(a): Updates on Programmes (BOA Paper 1/2018)

19. Ms Lisa LIU introduced the paper.
20. Noting that the citizens participating in the radio programme "Voices from the Hall - Budget Consultation" were selected via a survey company, a Member pointed out that

there were survey companies with biased samplings. RTHK should therefore assess tender proposals from survey companies according to a set of criteria such as quality of services rather than quoted price only. Another Member remarked that the bidding result was in fact subject to the tender specifications.

21. In response, Mr LEUNG Ka-wing explained that RTHK must comply with the prevailing governmental guidelines on tender procedures. Mrs Sharon YIP supplemented that tender specifications were drawn up based on the requirements of the programmes concerned. In addition to the quoted price, the tender proposals would be evaluated according to prescribed objective criteria.

Agenda Item 5(b): Updates on Complaints (BOA Paper 2/2018)

22. Ms Lisa LIU introduced the paper. Ms Amen NG introduced a summary of direct feedback from the public.
23. The Chairman was pleased to note the downward trend of the number of complaints since the Board had attached weight to this matter. He expressed appreciation for colleagues' effort in this aspect and believed that the society would note the efforts of RTHK in upholding the principle of impartiality.
24. Members were also glad to note that compliments outnumbered complaints in the period of November and December 2017 and suggested that the Board should be informed of the content of the compliments so that Members could serve as ambassadors to promote the achievement of RTHK.

Agenda Item 6: Any Other Business

25. The Chairman invited Members to join the "Lunar New Year Gathering" to be held on 27 February 2018 by RTHK.

Date of Next Meeting

26. The Chairman informed the meeting that the next meeting was scheduled for 23 March 2018.
27. There being no other business, the meeting was adjourned at 11:30 am.

Secretariat

RTHK Board of Advisors