

**Minutes of the 42<sup>nd</sup> Meeting of  
RTHK Board of Advisors  
Held at 9:15 am, 25 May 2018  
at Conference Room 3013, 30/F, CreateHK,  
Immigration Tower, 7 Gloucester Road, Wan Chai**

**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 Anna HUNG Wing-chee

Ms Helen KWAN Po-jen

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)

Mr Brian CHOW, Controller (Radio)

Ms Amen NG, Head/Corporate Communications & Standards

Ms Dawn TSANG, Head/Chinese Programme Service (Agenda Item 5)

Ms Anita CHANG, Head/Educational TV (Agenda Item 5)

Ms Amy KWONG (Board Secretariat)

Ms Vicky CHAN (Board Secretariat)

**In attendance**

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

**Absent with Apologies**

Mr Leslie CHING Pui-wai

Mr Robert CHUA Wah-peng

Mr Douglas LAM Tak-yip

Dr Agnes LAW Koon-chui, JP

**Secretary**

Ms Vivian LI (Board Secretariat)

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

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1. The Chairman thanked Ms Lisa LIU who attended the Board meeting for the last time before retirement for her past contributions.
2. Mr Leslie CHING, Mr Robert CHUA, Mr Douglas LAM and Dr Agnes LAW 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 23 March 2018 for Members' review and no comments were received. The minutes of the last meeting were then confirmed.
4. The Chairman reported that the Chinese translation of the minutes had been duly uploaded to the website of the Board. Members of the public could get access to both English and Chinese versions of the minutes.

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

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5. In respect of the discussion on posting of materials on social media platforms in the last meeting, the Chairman enquired about the practice in the past two months. Mr LEUNG Ka-wing responded that no complaint had been received since the last meeting. The officers involved had strictly followed the gatekeeping mechanism and remained alert to ensure its proper implementation.

## **Agenda Item 3: 2018 Opinion Survey Initiated by RTHK Board of Advisors – Preliminary Results**

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6. Ms Amen NG and Mr K.K. CHUNG from the Aristo Market Research & Consulting Co. Ltd. presented the preliminary results of the 2018 Opinion Survey initiated by RTHK Board of Advisors.
7. In regard to the methodology of the survey, a Member enquired whether the sample size could be increased to enhance the representation of the survey. Ms Amen NG explained that the present survey targeted to obtain 1000 successful responses. Such target was predetermined before conducting the tender procedures as it was directly related to the cost of the survey. Mr Brian CHOW supplemented that this target number was statistically valid. Mr K.K. CHUNG concurred and added that many government surveys only targeted to obtain 500 successful responses.
8. In response to the Chairman's enquiry on the alternative method that could reach out to

more respondents, Mr K.K. CHUNG said that online survey had increasingly gained acceptance in the private sector. While most government departments had yet to employ this method, a few of them started to conduct both traditional and online surveys and explored to make a comparison between them. .

9. Concerning the findings on the frequency of using RTHK services, a Member expressed surprise at the result which indicated that the usage of new media to view RTHK programmes was relatively low, despite the fact that 30% of the samples were reached by mobile phones in the present survey. In response, Mr K.K. CHUNG explained that the mobile phone respondents only referred to mobile phone users who had no household landline phone. There was by no means any implication that these respondents were from the young generation. The percentage of mobile phone samples therefore did not necessarily correlate to the usage rate of new media services.
10. In response to a Member's suggestion to further promote the usage of new media services, Ms Lisa LIU said that RTHK had made ongoing efforts, such as the regular community engagement through the mobile TV promotional van, to invite the public to use RTHK's mobile apps and Facebook pages. The Chairman further asked if the survey result reflected that many people were unaware of RTHK's new media services. Ms Lisa LIU pointed out that the number of downloads of the mobile app "RTHK On The Go" was approximately 1.9 million, which was a very encouraging figure. A Member queried if there was a discrepancy between the survey result and the actual usage rate of RTHK's new media services; and suggested that qualitative analysis might be required to capture a more reliable picture. Mr K.K. CHUNG said that to serve this purpose, focus group discussion could be employed to probe more qualitative data from a group of targeted respondents. Mr Brian CHOW added that a simple and direct question about the awareness of RTHK's new media services could be considered in the next survey in order to capture the trend on new media users.
11. A Member observed that the respective numbers of respondents viewing RTHK TV programmes via the local commercial channels and of those viewing via RTHK's own channels were similar. The Member suggested that RTHK should step up its efforts to promote its own channels given that the commercial channels were no longer the most prominent platforms for RTHK to reach out to the audience.
12. A Member was pleased to note that educational programmes were ranked second in terms of the kind of programmes that the respondents thought RTHK should provide and also in terms of importance. Another Member proposed that RTHK should produce more programmes on sports and health. A Member doubted if sports and health should be grouped into a single type of programme.

13. Regarding the presentation of the final survey results in July 2018, a Member proposed that it should provide the projected demographic figures based on the percentages obtained from the survey in order to better reflect the usage of RTHK's services among the population. Another Member also suggested that inclusion of past survey results would facilitate the tracking of data. Ms Amen NG replied that both information would be included in the next presentation.

#### **Agenda Item 4: 90 Years of Broadcasting in Hong Kong**

14. Mr Brian CHOW of Radio Division and Miss CHAN Man-kuen of TV Division briefed Members on the programmes about 90 Years of Broadcasting in Hong Kong of their respective divisions.
15. A Member suggested that Mr CHU Pui-hing, the former Director of Broadcasting, might also be featured in the programmes about 90 Years of Broadcasting in view of his significant contribution to the broadcasting industry. The Member also commented that given the vital role of news programming in broadcasting as well as its significant impact on the society over the past 90 years, the coverage on this aspect in the whole project of 90 Years of Broadcasting was not proportional to its importance. Miss CHAN Man-kuen and Mr Brian CHOW responded that one of the galleries in the exhibition "90 Years of Broadcasting in Hong Kong" at the Hong Kong Heritage Museum would showcase the development of news programming in RTHK. Mrs Sharon YIP added that after deliberation, it was decided to showcase this theme in the form of exhibition which could present its historical development in a clearer and more interactive way. RTHK would also adopt more interactive, retrospective and humanistic approaches in producing the programmes for 90 Years of Broadcasting in Hong Kong with a view to arousing active participation of the public in the historical journey of RTHK.

#### **Agenda Item 5: Health Programmes**

16. Ms Dawn TSANG of Radio Division and Ms Anita CHANG of TV Division introduced to Members the health programmes produced by their respective divisions.
17. A Member commended that it was a good strategy to produce programmes on psychological health and looked forward to seeing RTHK producing more such programmes in future. Miss CHAN Man-kuen and Ms Anita CHANG responded that this programming strategy would continue. Ms Lisa LIU supplemented that there was a weekly segment in "Healthpedia" specialising in mental health.

18. A Member suggested that the health programmes could be packaged with sports-related elements. Miss CHAN Man-kuen replied that the TV programme “Within and Out” had combined these two themes together by introducing simple exercises and sports. Another Member observed that the ethnic minority groups were in strong need of information on health and proposed that English subtitles be provided in health programmes. Miss CHAN Man-kuen and Ms Anita CHANG replied that they would consider the proposal in future. A Member also proposed that RTHK’s mobile apps might include health indexes to attract more users.
19. The Chairman opined that in view of the stable demand for health programmes and the lack of such programmes among other commercial television channels, RTHK should put greater effort into this type of programmes and brand itself as a health-focused channel in the long run.

#### **Agenda Item 6(a): Updates on Programmes (BOA Paper 5/2018)**

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

#### **Agenda Item 6(b): Updates on Complaints (BOA Paper 6/2018)**

21. Ms Lisa LIU introduced the paper. Ms Amen NG introduced a summary of direct feedback from the public.
22. The Chairman was pleased to note the continual downward trend of the number of complaints. He hoped that with the ongoing efforts of the management and frontline colleagues, the credibility of RTHK would be further enhanced in future.
23. The Chairman reported that he received a letter from a member of the public, who expressed views on the way the radio programme hosts addressed the guests. The letter was circulated to Members for information.
24. In response to the Chairman’s enquiry on the procedures of handling enquiries and complaints, Ms Lisa LIU said that it was the Corporate Communications & Standards Unit which was responsible for handling public enquiries and complaints. Ms Amen NG explained that the Unit would provide replies to signed senders under the prevailing procedures. In the reply for the abovementioned case, RTHK had thanked the sender for his opinion and had explained to him that the programme host would normally mention the full official titles of guests at the beginning of the programme. For a smoother flow of the presentation, the host might not address the guests with the

official titles afterwards. Mr Brian CHOW echoed and supplemented that the content of the letter had been referred to the programme host concerned who thanked for the opinion.

### **Agenda Item 7: Any Other Business**

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25. Members did not bring up any other matter for discussion.

### **Date of Next Meeting**

26. The Chairman informed the meeting that the next meeting was scheduled for 27 July 2018 and would be held in RTHK.

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

**Secretariat**

**RTHK Board of Advisors**