

**Minutes of the 44<sup>th</sup> Meeting of  
RTHK Board of Advisors  
Held at 9:15 am, 28 September 2018  
at Conference Room, G/F, Broadcasting House  
30 Broadcast Drive, Kowloon Tong, Kowloon**

**Present**

Dr Eugene CHAN Kin-keung, BBS, JP (Chairman)  
Ms Dilys CHAU Suet-fung  
Ms Linda CHOY Siu-min  
Mr Mohan DATWANI  
Professor Anthony FUNG Ying-him  
Ms Helen KWAN Po-jen  
Ms Shirley LOO Marie Therese, BBS, MH, JP  
Dr TIK Chi-yuen, SBS, JP  
Ms Eva WONG Ching-hung  
Mr Augustine WONG Ho-ming, JP  
Professor WONG Kam-fai, MH  
Ms Elaine WU Siu-ling  
Mr LEUNG Ka-wing, Director of Broadcasting

**In Attendance from RTHK**

Mrs Sharon YIP, Deputy Director of Broadcasting (Developments)  
Miss CHAN Man-kuen, Acting Deputy Director of Broadcasting (Programmes)/Assistant  
Director (Radio & Corporate Programming)  
Mr Albert CHEUNG, Acting Deputy Director of Broadcasting (Programmes)/Assistant  
Director (TV & Corporate Businesses)  
Mr Vincent LEE, Controller (Television)  
Ms Amen NG, Head/Corporate Communications & Standards  
Mr David HO, Head/Chinese Programme Service (Agenda Item 4)  
Ms Dawn TSANG, Acting Controller (Radio) / Head/Radio Administration, Development  
and Programming Section (Agenda Item 5)  
Ms Amy KWONG (Board Secretariat)  
Ms Vicky CHAN (Board Secretariat)

**Absent with Apologies**

Mr Walter CHAN Kar-lok, SBS, JP

**Secretary**

Ms Vivian LI (Board Secretariat)

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

1. The Chairman introduced and welcomed new Members Ms Dilys CHAU, Ms Linda CHOY, Professor Anthony FUNG, Ms Shirley LOO, Dr TIK Chi-yuen, Ms Eva WONG and Ms Elaine WU. He also introduced the serving Members Mr Mohan DATWANI, Ms Helen KWAN, Mr Augustine WONG and Professor WONG Kam-fai.
2. Mr LEUNG Ka-wing thanked serving Members for their contributions in the past term and welcomed the new Members on board. He wished that the Board would continue to offer valuable advice and support to RTHK with Members' varied professional expertise.
3. Mr Walter CHAN sent his apologies for not being able to join this meeting.
4. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 27 July 2018 for Members' review and no comments were received. The minutes of the last meeting were then confirmed.

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

5. The Chairman reported that, in the last meeting, a press conference was proposed to be held in late August or early September for presenting the result of the 2018 Opinion Survey initiated by RTHK Board of Advisors. After further deliberation, the Board of the last term unanimously agreed that the plan would not proceed with in view of the public mood during that period and the fact that the survey result had already been posted on the website.
6. The Chairman briefly introduced the general working parameters of the Board. The Board would hold meeting every two months and the quorum of the meeting was seven persons. A guideline on declaration of interests was tabled for Members. The Chairman reminded Members to declare interests if situation warranted. The Member concerned might inform the Secretariat or the Chairman about the issue before or during the meeting. Members noted the relevant guideline.
7. The Chairman briefed the meeting on the arrangement for handling complaints. According to paragraph 13(b) of the Charter of RTHK (the Charter), the Board would receive reports on complaints against editorial principles, programming standards and quality of RTHK programming. He further stated that while the Director of Broadcasting (DB) would handle the complaints in accordance with RTHK's established mechanism, the Chairman also welcomed direct public feedback to the

Board as this would help to enhance the communication between the Board and the public. Public feedback received by the Board would normally be tabled at the meeting for discussion so that the Board could advise on the matters concerned in accordance with the Charter. Members noted the arrangement.

8. Regarding handling of the media, the Chairman reiterated that the Board would fully support the work of DB. The Chairman would represent the Board to answer media enquiries if any. If the media approached Members for interview on matters relating to RTHK, they might do so in their personal capacities. If the interview was related to the Board, Members should inform the Secretariat which would provide support to them as appropriate. Members noted the arrangement.
9. The Chairman stated that the meeting minutes would be prepared and circulated to Members by the Secretariat. To ensure transparency of the Board's meetings, the meeting minutes in bilingual versions would be placed on the website upon confirmation by the Board. Similar to the practice of other government advisory boards, the meeting minutes would not mention the names in order to facilitate and encourage free expression of Members. However, Members could request to be quoted in the minutes. Members noted the arrangement.
10. In response to a Member's enquiry on the appeal mechanism for complaints, the Chairman said that the Board would be informed by DB of such cases and would give advice accordingly. Ms Amen NG supplemented that enquiries and complaints received by RTHK would be centralized and handled by the Corporate Communications and Standards Unit (CC&SU). Complaints would then be classified as "substantiated" or "unsubstantiated". Besides, the Communications Authority would also deal with public complaints and release reports regularly on its findings and verdicts on the cases. Mr LEUNG Ka-wing further added that complaints and enquiries received by RTHK would be handled within a prescribed timeframe in accordance with the established mechanism. As the enquiries sent to the Board were usually received by CC&SU as well, they had been handled according to the pre-set timeframe. To conclude, the Chairman encouraged Members to inform him or DB if they were concerned about particular issues about RTHK.

11. Members raised no item for discussion.

### **Agenda Item 3: Welcoming Brief for New Members**

12. Mr LEUNG Ka-wing presented to the meeting an overview of RTHK, which covered the background of the Charter, the existing services in respect of radio, television and

new media, the upcoming programming plans and the financial situation of RTHK. Mrs Sharon YIP supplemented that the Controlling Officer's Report and the Annual Plan, which provided an analysis of expenditure and an outline of the programming directions of RTHK respectively, would be presented to the Board for discussion each year.

13. The Chairman explained the roles of Board of Advisors to Members. As stipulated in the Charter, the Board had the following functions –
  - (a) advising DB on all matters pertaining to editorial principles, programming standards and quality of RTHK programming;
  - (b) receiving reports on complaints against editorial principles, programming standards and quality of RTHK programming;
  - (c) receiving reports of public opinion surveys regularly conducted by RTHK to track how well RTHK programming meets up to audience expectations;
  - (d) receiving reports on the performance evaluation of RTHK and the department's compliance with performance evaluation indicators, and advising DB on the adoption of appropriate performance evaluation indicators and ways to improve service delivery;
  - (e) advising DB on matters relating to community participation in broadcasting on radio and television channels, including advising on the rules for disbursement of the Community Broadcasting Involvement Fund; and
  - (f) initiating studies and research on issues pertaining to the achievement of the public purposes and mission of RTHK.
14. The Chairman remarked that the agenda items in the coming two years would cover the above six areas as far as possible. He invited Members to take part in the events organized by RTHK in order to get more familiarized with its work.
15. The Chairman stated that while the Board would maintain regular communication with the RTHK management, it would not be involved in the day-to-day operation or staffing matters of RTHK. The Board was advisory in nature and had no executive power. Having said that, according to the Charter, DB should give due weight and consideration to all advice provided by the Board and should report and explain to the Board the reasons for not following the advice of the Board.

#### **Agenda Item 4: Sports Programmes**

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16. Mr David HO of Radio Division and Mr Vincent LEE of TV Division introduced to Members the sports programmes produced by their respective divisions. Members appreciated RTHK's continuous efforts on promoting sports activities.
17. A Member observed that the broadcasting rights of major sports events were mostly obtained by certain pay-TV channels. It was undesirable as members of the public could not watch them for free. To change this situation, the Member asked if RTHK could relay the sports programmes of China Central Television (CCTV) channel on its own channel. Mr LEUNG Ka-wing explained that as Hong Kong and the Mainland were regarded by the International Olympic Committee as separate entities, the broadcasting rights involved could not be shared between the two regions. Miss CHAN Man-kuen concurred and added that live broadcast of major sports events involved not only considerable fees for broadcasting rights but also a very high production cost. Thanks to the efforts of the Radio Division, RTHK Radio had produced live commentary for the World Cup 2018 in collaboration with ViuTV.
18. Regarding the last Asian Games, a Member enquired if RTHK could have secured separate funding to live broadcast the matches involved. Mrs Sharon YIP answered that it was subject to the government's policy on broadcasting of sports events. RTHK would welcome such broadcast opportunities if budget allowed. Another Member noted that RTHK had put a lot of efforts in promoting the Asian Games and wished that RTHK could attach the same importance to the upcoming Asian Paralympic Games. Both Miss CHAN Man-kuen and Mr David HO responded that RTHK would provide much coverage on the event.
19. In regard to the programming direction, a Member expressed wish that RTHK's sports programmes could feature the ethnic minorities in future. Another Member opined that sports was an important means of enhancing the perseverance and self-value of young people. To deliver this message to the public, RTHK might consider conducting interview with the parents of successful young athletes, which could help change the perception that children should reduce participation of sports activities for the sake of academic performance. Noticing that radio audience was bigger than television audience in the parent community, the Member advised that such feature stories should be broadcast on both platforms to expand the audience reach. Mr Albert CHEUNG said that RTHK was exploring the possibility of building a long-term collaboration with the Hong Kong Jockey Club in promoting sports activities among the youth community.

20. Concerning the promotion strategies, a Member suggested that RTHK could promote its sports programmes through a more cohesive multimedia campaign in order to generate greater publicity. Another Member questioned how RTHK attracted audience via social media. Mr LEUNG Ka-wing replied that RTHK had been adopting multimedia marketing strategies with concerted efforts. Programmes would be promoted via different social media such as Instagram and Facebook. Mr Albert CHEUNG supplemented that some radio programmes for the last Asian Games were televised to maximize the synergetic effect.
21. A Member proposed that RTHK should sell the awarded promotional videos on sports celebrities as well as repackaged programmes on youth sports to overseas countries in order to promote the image and lifestyle of Hong Kong. As a side issue, the Member also enquired about the current arrangement of RTHK on selling its programmes to other regions. Mr Albert CHEUNG answered that currently RTHK would license its programmes to other regions with a view to extending audience reach. As RTHK's content licensing was not revenue driven, the broadcast rights sold were not exclusive.
22. To conclude, the Chairman was pleased to note that RTHK increasingly promoted its sports programmes on online platforms. He looked forward to seeing RTHK relay more local inter-school sports competitions. The Board would join forces with RTHK to lobby for additional resources to promote sports on RTHK if considered necessary.

#### **Agenda Item 5: Updates on Community Involvement Broadcasting Service (CIBS)**

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23. Ms Dawn TSANG introduced to the meeting the latest development of CIBS. The Chairman was pleased to note the good response of applications as well as the high quality of the programmes.
24. Professor Anthony FUNG declared that he was the current Chairperson of the Selection Committee of CIBS and had participated in the project since the first round of its trial stage. He was pleased to have the opportunity to listen to the advices and suggestions of the Board about CIBS at the meeting.
25. In response to a Member's enquiry on the assessment criteria for the applications, Professor Anthony FUNG explained that the proposals would be evaluated against two major criteria, namely the social gain arising from the programmes and the feasibility of programme production. Unsuccessful applicants would be encouraged to review their proposals and submit applications in the next round.

26. A Member suggested that CIBS should attach more weight to the factor of social diversity and inclusion in assessing the proposals. For instance, applications from new immigrants should be given higher priority. Professor Anthony FUNG responded that it was considered undesirable to provide funding support to a specific programme repeatedly. To encourage newcomers, they would be given priority over the previously successful applicants if the quality of the proposals were considered similar.
27. A Member questioned about how the effectiveness of CIBS was measured. In response, Miss CHAN Man-kuen said that its effectiveness could be gauged by the feedback from the participants and the society. As a standing procedure, participants would be asked to evaluate the platform after completion of their programmes. Most of the feedback received had been positive and encouraging. It was however premature to measure the social feedback at this stage as the development of CIBS was still in its early phase. There was much room for promoting the local awareness of the project.
28. Upon Members' enquiries on the funding position, reimbursement ceiling and procedures of CIBS, Miss CHAN Man-kuen explained that the government had established a dedicated fund for the production of CIBS programmes. RTHK was required to seek government funding again when the existing fund was exhausted. Ms Dawn TSANG said that funding support for each programme was subject to a prescribed ceiling on standard expenditure items. The successful applicants could seek reimbursement for the production cost on an accountable basis.
29. In response to a Member's concern on the sustainability of the programmes, Ms Dawn TSANG said that the producers of CIBS programmes could post the programmes on their own online platforms after broadcasting on RTHK so that sustained momentum could be built. Another Member proposed that RTHK should consider grooming programme producers by inviting outstanding CIBS producers to participate in regular radio programmes.

#### **Agenda Item 6(a): Updates on Programmes (BOA Paper 9/2018)**

30. Miss CHAN Man-kuen and Mr Albert CHEUNG briefed Members on updates on programmes of their respective divisions. Members had no comment on the paper.

#### **Agenda Item 6(b): Updates on Complaints (BOA Paper 10/2018)**

31. Ms Amen NG introduced the paper and the summary of direct feedback from the public.

32. The Chairman pointed out that the one-page summary of feedback statistics was introduced by the past term of the Board with a view to facilitating the Board to grasp the latest overview of public opinion. He was glad to note that the number of complaints showed a downward trend in the past two years and hoped that it would continue.
33. The Chairman informed the Board that he received an enquiry from HKG Pao about the broadcast time of the national anthem on the television channel of RTHK. The enquiry was circulated to Members for information.
34. Ms Amen NG explained that the short promotion video for the national anthem was produced and provided by the Information Services Department to the existing five television stations for playing before their respective main news bulletins. As RTHK's main newscast was aired at 10:29 p.m., the national anthem was played before this time according to the established practice. Upon receipt of the enquiry, RTHK issued a reply to HKG Pao on the same day.

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

35. The Chairman informed the Board that the Board meetings would be held bi-monthly and on the last working Friday of the odd months of the year. It would normally start at 9:15 a.m. and end at around 11:30 a.m. The Secretariat would circulate to Members the exact dates of the upcoming meetings.
36. Regarding the venue of meeting, the Chairman said that the meetings would usually be held in the Conference Room, G/F of the Broadcasting House of RTHK. If Members so preferred, government conference room in Hong Kong side could be arranged for meetings but booking was subject to availability.
37. Ms Amen NG invited Members to attend the opening ceremony of the exhibition "90 Years of Public Service Broadcasting in Hong Kong" at the Hong Kong Heritage Museum on 6 November 2018. Memorable set designs as well as valuable exhibits would be showcased in the museum.
38. Members did not bring up any other matter for discussion.

#### **Agenda Item 8: Date of Next Meeting**

39. The Chairman informed the meeting that the next meeting was scheduled for



30 November 2018. A brief tour of RTHK would be conducted after the next meeting to visit RTHK's studios and facilities at the Broadcasting House and the Television House.

40. There being no other business, the meeting was adjourned at 12:20 pm.

**Secretariat**

**RTHK Board of Advisors**