

**Minutes of the 45th Meeting of
RTHK Board of Advisors
Held at 9:15 am, 30 November 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 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
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)
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

Dr TIK Chi-yuen, SBS, JP

Secretary

Ms Vivian LI (Board Secretariat)

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

1. Dr TIK Chi-yuen sent his 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 28 September 2018 for Members' review and no comments were received. The minutes of the last meeting were then confirmed.

Agenda Item 2 : Matters Arising

3. Members raised no item for discussion.

Agenda Item 6: Any Other Business

4. The Chairman noted that the Report of the Audit Commission (Audit) about Radio Television Hong Kong (RTHK) was released on 28 November 2018. The Chairman invited the management to brief Members on the content of the Report so that the Board could listen to the views of the Director of Broadcasting and give advice to RTHK in accordance with the stipulations as set out in the RTHK Charter. The Chairman also reminded the Board that since the Public Accounts Committee of the Legislative Council might invite the management of RTHK to attend public hearings to give explanation or information for the Report, it was inappropriate to discuss the matter in public in the interim. In view of this, he had declined invitation to media interview.
5. Miss CHAN Man-kuen presented to Members a summary of the Audit's Report. Mr LEUNG Ka-wing stressed that RTHK had already started reviewing on the areas for improvement mentioned in the Report during the auditing process. A Member echoed and pointed out that actions had already been taken to address the issues about the Community Involvement Broadcasting Service. For instance, more detailed assessment of the Selection Committee had been employed and measures had been taken to ensure timely submission of the programme recordings by the participants.
6. The Chairman noted the Audit's recommendation that RTHK should submit the reports on performance evaluation and RTHK's compliance with performance evaluation indicators to the Board on a regular basis. The Chairman opined that although the Board did not receive such reports in the past terms, RTHK had in fact provided relevant information and figures to the Board in other formats. While he was satisfied with RTHK's current arrangement, he welcomed the Audit's recommendation and RTHK's adjustments in future.

7. In regard to the overall principles of the audit exercise, Members remarked that the Audit would examine a department's performance on the basis of value-for-money and cost-effective principles. As RTHK's services should be assessed not only quantitatively but also qualitatively, its achievement might not be fully reflected in the Report. For instance, its accomplishment in catering the needs of ethnic minority groups could not be duly measured according to those principles. A Member also commented that the traditional media were struggling to survive in an increasingly challenging media environment and. RTHK's performance should be assessed in this context.
8. Members noted the negative public feedback on the Report. A Member commented that it was due to a lack of expectation alignment between RTHK and the public. RTHK should put more efforts to align public expectation with its mission so that the public would appreciate the unique role of RTHK as a public broadcaster in serving a broad spectrum of the society and catering the needs of minority groups. It was hoped that with this alignment, the public would no longer put undue focus on the low TV ratings of RTHK programmes.
9. On the criticism on the low TV ratings, Members considered that RTHK should take measures to enhance the awareness level and TV ratings of its programmes. RTHK might make reference to the experience of overseas public broadcasters on how to engage the viewers on social media platforms. A Member pointed out that in view of RTHK's unique position, RTHK's viewership should not be assessed on par with other commercial media.
10. Members were of the view that apart from TV ratings and the TV Appreciation Index, it was worthwhile for RTHK to develop its own key performance indicators (KPI) which could evaluate more effectively the performance of its services against its role as a public broadcaster. A Member proposed that RTHK might measure the social impact of its programmes and make use of the relevant figures to generate positive media coverage and advocate the distinctive positioning and core values of RTHK. The relevant figures could be posted to the website to build sustained branding effect. A Member further suggested that RTHK might make reference to the KPI employed by overseas public broadcasters. Another Member added that the development of a comprehensive KPI involved huge resources. In case RTHK acquired more resources from the government, it might consider allocating some of the resources on the formulation of such indicators.
11. Regarding the publicity strategy in response to the Report, Members considered that

RTHK should formulate a publicity plan in the long run in order to proactively garner more public support for the work of RTHK. As the Report had already aroused a lot of public interest, RTHK should attempt to steer public discussion in a proper context so as to avoid politicisation of the issue and polarisation of public opinions.

12. In respect of the administration issues raised by the Report, Members advised that RTHK should ensure compliance with laws and regulations, in particular the law enforced by the Hong Kong Independent Commission Against Corruption (ICAC). Mrs Sharon YIP explained that the comment made by the Audit on the acquisition procedures of programmes was referring to an earlier comment made by ICAC in its last review on RTHK. In this regard, RTHK had been mindful to avoid the risk of violation of law. While views from the Financial Services and the Treasury Bureau (FSTB) on the issue had previously been sought, RTHK would seek advice from FSTB again following the Audit's recommendation.
13. On the evaluation of school Educational Television (ETV) programmes conducted by the Report, a Member considered that the main responsibility of formulating and reviewing the policy of school ETV programmes rested with the Education Bureau (EDB) and RTHK could only play a passive role in the process. Another Member further suggested that RTHK should communicate with EDB more proactively so as to attain a more effective collaboration on the matter.
14. Concerning the availability of resources, a Member commended RTHK for accomplishing many high quality programmes despite resource constraint. Some Members opined that the release of the Report might provide RTHK with an opportunity to acquire more resources to conduct reengineering projects and improve its services. RTHK should also explore new ways of generating more revenue, such as by means of content licensing.
15. Mrs Sharon YIP thanked Members for their support and valuable suggestions. RTHK would take the advices of the Board into consideration and follow up in due course. Miss CHAN Man-kuen echoed and said that Members' advices were very useful for RTHK's strategic planning.
16. The Chairman was pleased to note that Members had provided valuable advice to RTHK. If the management commenced any marketing plan in response to the Report in future, the Board would be ready to offer assistance.
17. Miss CHAN Man-kuen invited Members to attend the ceremony of the Top 10 Chinese Gold Songs Awards Concert to be held on 3 January 2019.

Agenda Item 3: Exhibition - 90 Years of Public Service Broadcasting in Hong Kong

18. Ms Amen NG introduced the exhibition “90 Years of Public Service Broadcasting in Hong Kong”, which was jointly organized by RTHK, the Leisure and Cultural Services Department and the Hong Kong Heritage Museum, to the meeting. Highlights of the exhibition, including memorable sets, precious photos and audiovisual archives, were introduced to the Members.
19. Ms Amen NG encouraged Members to share the web link of the exhibition (<http://rthk.hk/rthk90exhibition>) with friends. The Chairman echoed and appreciated RTHK’s publicity efforts to promote the exhibition and enhance the image of RTHK.

Agenda Item 4: Annual Report of the RTHK Board of Advisors 2017-18 (BOA Paper 11/2018)

20. 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 for Members’ review and no comments were received. The Report was then confirmed and would be posted to the website.
21. A Member suggested that a Chinese translation of the Report should also be posted to the website. The Chairman agreed and asked the Secretariat to prepare the translation.

Agenda Item 5(a): Updates on Programmes (BOA Paper 12/2018)

22. 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 5(b): Updates on Complaints (BOA Paper 13/2018)

23. Ms Amen NG introduced the paper and the summary of direct feedback from the public.
24. The Chairman reported that a member of the public had sent to RTHK an email which was a follow-up on his email to RTHK in April 2018 about the way a radio programme host addressed the guests. The two emails were circulated to Members for information.
25. Ms Amen NG and Mr Brian CHOW explained that in the radio programme mentioned

by the sender, the host concerned had addressed the full official title(s) of the guest(s) at the beginning of the programme. To allow more time for discussion, the host did not address the guest(s) with his or her full title afterwards. After review, the management opined that the host's arrangement was appropriate. Upon receipt of the email, its content had been referred to the host concerned. Ms Amen NG said that a reply would be issued to the sender under the prevailing procedures. The Chairman asked RTHK to include in the reply a message that the Board had noted the email and thanked the sender for his opinion.

Agenda Item 7: Date of Next Meeting

26. The Chairman informed the meeting that the next meeting was scheduled for 25 January 2019.
27. There being no other business, the meeting was adjourned at 11:15 am.

Secretariat

RTHK Board of Advisors