

**Minutes of the 46th Meeting of
RTHK Board of Advisors
Held at 9:15 am, 25 January 2019
at King Stefan, Conference Center,
Hong Kong Disneyland Hotel, Lantau Island**

Present

Dr Eugene CHAN Kin-keung, BBS, JP (Chairman)

Ms Dilys CHAU Suet-fung

Ms Linda CHOY Siu-min

Mr Mohan DATWANI

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)

Mr Brian CHOW, Controller (Radio)

Ms Amen NG, Head/Corporate Communications & Standards

Mr David HO, Head/Chinese Programme Service (Agenda Item 4)

Ms Amy KWONG (Board Secretariat)

Ms Vicky CHAN (Board Secretariat)

Absent with Apologies

Mr Walter CHAN Kar-lok, SBS, JP

Professor Anthony FUNG Ying-him

Secretary

Ms Vivian LI (Board Secretariat)

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

1. Mr Walter CHAN and Professor Anthony FUNG 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 30 November 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 3: RTHK Annual Plan for 2019-20

4. Miss CHAN Man-kuen and Mr Albert CHEUNG briefed Members on the RTHK Annual Plan for 2019-20 (the Plan).
5. The Chairman was pleased to note that the coverage of the Digital Terrestrial Television (DTT) would reach 99% and the daily broadcast of TV31 would be extended to 24 hours. In respect of programme direction, he was glad to hear that health would be the main theme and much importance would be attached to sport programmes in the coming year. He also commended RTHK for recognising the importance of fostering social cohesion, community harmony and the understanding of Chinese culture, history and national issues through its programmes. He believed that all these initiatives would enhance the image of RTHK. He invited Members to give advice and suggestions on the Plan.
6. In regard to the public purposes and mission of RTHK, a Member opined that RTHK had a strong edge over other media organizations in terms of its non-commercial agenda. RTHK should preserve its core values so as to maintain its uniqueness and competitiveness. A Member noted that one of the public purposes, "to sustain citizenship and civil society", had a clear elaboration in the Charter of RTHK. The Member suggested that the same elaboration should also be spelt out in the Plan.
7. To follow up on the Audit's recommendations in RTHK's future plan, a Member proposed that RTHK should not only re-brand its radio channels, but also devise a long-term re-branding campaign for RTHK as a whole. RTHK might organize brainstorming retreat and invite experts in this aspect to share their experience. Members also suggested that RTHK should enhance the public understanding of its

unique social roles so that the public would not evaluate RTHK's performance mainly from the value-for-money perspective or by simply looking at the ratings. RTHK should explore to quantify the social impact of its programmes and make use of the relevant figures to garner public support. In response, Mr LEUNG Ka-wing said that RTHK had envisioned a re-branding campaign for RTHK in the long run and the radio channels were chosen as a starting point.

8. Concerning the general direction for current affairs programmes, Members proposed that they should analyze the featured issues from different perspectives. Such presentation would encourage the public to view the issues from diverse angles and promote social cohesion and community harmony. A Member further suggested that RTHK might provide some avenues in its programmes for the public to express appreciation so as to reverse the complaint culture and bring positive energy into the community.
9. A Member praised the current affairs radio programmes of RTHK for providing a more balanced perspective to the audience than other media platforms. It was noticeable that the programme hosts had endeavored to give an even-handed treatment to different parties who sought to express their views in their programmes. Looking ahead, RTHK should seek to cultivate positive attitude among the youngsters toward current affairs. Another Member observed that the young generation valued experience and individualism. To engage them, RTHK should continue to provide platforms for free exchange of views without fear or favour. Mr LEUNG Ka-wing responded that the presentations of the current affairs programmes had already been diversified. RTHK had invited guest hosts from different sectors for the phone-in programmes as far as possible.
10. On the commemorative programmes for a few historical events as mentioned in the Plan, a Member recognized that the events had great impact on the historical development of the nation. New angles should be introduced to enrich these programmes. For instance, forward-looking and reflective approaches could be employed in discussing the June Fourth Incident. With multiple perspectives, the educational value of these programmes would also be enhanced. In addition, Members also queried if it was necessary to highlight the 30th Anniversary of June Fourth Incident in different parts of the Plan, which was quite different from the other two events mentioned at the same instant, i.e. the 70th Anniversary of the Founding of the People's Republic of China (PRC) and the 100th Anniversary of the May Fourth Movement. Given the different nature of the three events, Members did not find it appropriate to specifically mention the June Fourth Incident in the Plan together with the other two. A Member further commented that multiple perspectives could be

introduced in reporting this incident, for instance, the positive impact brought by the incident to the development of the nation could be explored. In response, Mr LEUNG Ka-wing explained that the Plan was a draft paper only and further consolidation would be conducted.

11. As regards the programme types to be produced, Members were glad to note that RTHK would produce programmes to promote sports, family values, STEM (Science, Technology, Engineering and Mathematics) education, inter-generational harmony, and arts and culture. A Member remarked that sports was an important means to foster social cohesion and engage the whole community. In addition to increasing relay of local sports competitions, RTHK should advocate the integration of sports into the daily life. Mr LEUNG Ka-wing replied that RTHK faced difficulties in covering major sports events due to budget constraint and copyright issues. Despite this, the number of sports matches relayed by RTHK increased significantly from 19 in 2017 to over 50 in 2018. It was noteworthy that such achievement was made without additional resources. It was expected that the number would further rise in 2019.
12. A Member pointed out that the term “family values” embraced a wide range of meanings and concepts. RTHK producers should develop a deeper understanding of the term and present their ideas systemically and cohesively across different platforms and programmes. Another Member supplemented that family values included the concepts of respect, care and inheritance, which deserved promotion.
13. In respect of educational programmes, a Member reminded that the role of RTHK in promoting STEM education should be different from that of the Education Bureau and schools in order to avoid duplication of efforts. As for the programmes to introduce inter-generational harmony, the Member proposed that primary and secondary school students as well as disabled persons could be invited to join in addition to the elderlies and university students. Another Member added that RTHK might consider featuring the “Be a Government Official for a Day” programme in which the students shadowed senior government officials. This topic should be able to promote inter-generational harmony and arouse public interest.
14. A Member suggested that in future, RTHK might produce drama programmes about sexual harassment, bullying at school and disabilities. Miss CHAN Man-kuen answered that RTHK had long-term cooperation with the Equal Opportunities Commission (EOC). The drama series “A Mission of Equal Opportunities” produced in collaboration with EOC had covered the subject of sexual harassment. The phone-in programmes had also discussed the latest report of EOC. She stressed that great caution must be exercised in handling this subject, when in drama form because

many legal points required clarification. Besides, the series “A Wall-less World” featured different groups of disabled persons. In future, RTHK would work on consolidating its efforts on this front.

15. A Member proposed that RTHK might cover the issues about the Greater Bay Area from the cultural perspective and explore the cultural exchange opportunities brought by the development. A Member remarked that business was a pillar of the development of Hong Kong and suggested that business could be a focus of RTHK’s programme direction in the long run. RTHK might consider relaying social innovation competitions organized by the universities or the Science Park to engage youth audience. Mr LEUNG Ka-wing expressed thanks for Members’ valuable suggestion on the programmes types. In the aspect of business, while RTHK could discuss the issues of finance from macro and academic perspectives, it must be very cautious when commenting on specific companies.
16. In response to a Member’s enquiry on how RTHK facilitated the disabilities to watch its programmes, Miss CHAN Man-kuen said that to facilitate the visually impaired people to watch television programmes, audio description of the visual image for selected programmes would be provided in the coming year.
17. Regarding the resource of RTHK, a Member worried that the programme quality would be lowered after the daily broadcast of TV31 was extended to 24 hours given that the resources available were the same. Members suggested that RTHK should explore the possibility of acquiring resources from the business sector, the non-governmental organization (NGO), big funding foundations or corporate social responsibility (CSR) fund. Mr LEUNG Ka-wing assured the Board that the programme quality would not be affected after the extension of broadcast hours of TV31 because RTHK colleagues had accumulated much experience in programme scheduling after the launch of the DTT. Looking forward, the increased airtime could be filled with the more extensive use of media synergy. He also reiterated that RTHK had strived to obtain more resources from different sources. Sponsorship from big foundations or through collaboration with NGOs was acceptable but RTHK must strictly comply with the relevant regulations. Miss CHAN Man-kuen supplemented that RTHK also received sponsorship from other departments. Seeking of CSR fund required further exploration.
18. Concerning the construction of the New Broadcasting House, a Member believed that RTHK should encourage the public to appreciate its unique role and fulfillment of the public purposes. It would help RTHK to lobby public support for the construction project, which was essential for RTHK’s sustainable development. Another Member

concluded and noted that the project had been dragging for years. The Member doubted if the policy bureau supported the project. Mrs Sharon YIP answered that in order to address the LegCo's concern 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. The negotiation with interested departments was underway. It was hoped that the proposal could be finalized as soon as possible. Nevertheless, the implementation of the project would ultimately hinge on the approval of funding from the Legislative Council (LegCo).

19. To conclude, the Chairman thanked Members' constructive advice on the Plan. He wished that with more positive elements in the Plan, the impartiality of RTHK would be further strengthened. It was always his wish that RTHK would become the most credible public broadcaster in China and that RTHK would promote the implementation of "One Country, Two Systems", which was one of its public purposes as stated in the Charter. There was no doubt that the Board fully supported the construction of the New Broadcasting House and would be ready to lobby support for it once a concrete proposal was available.

Agenda Item 4: Re-branding of radio channels

20. Mr Brian CHOW and Mr David HO briefed Members on the plan of re-branding of radio channels.
21. In regard to the logo revamp competition for the six existing radio channels, a Member proposed that public voting could be introduced. Mr Brian CHOW welcomed the suggestion and said that the selection mechanism could be fine-tuned at a later stage.
22. In response to Members' concern on how to ensure the quality of the winning logos, Mr Brian CHOW explained that all of the ten young designers invited by the Hong Kong Design Centre to join the competition were experienced designers in the field. They would be given a briefing on the identities of each channel before putting forward their ideas. RTHK would then choose the proposal which could both exhibit the distinctive characteristics of each channel and encapsulate the united feature of the radio services of RTHK as a whole. Miss CHAN Man-kuen supplemented that the mother logo of RTHK would not be altered.
23. A Member enquired about the purpose of the re-branding plan. Miss CHAN Man-kuen replied that the plan aimed to redefine the positioning of each radio channel in order to keep pace with the societal changes. Considering that the existing logos were devised at different times and of different formats, RTHK launched the logo

revamp competition with a view to producing a set of visually unified and appealing logos that could captivate the attention of the audience. Young designers were invited to take part in the competition as a way of social engagement.

24. Members proposed that a unified message that could tie up the features of the six channels should be produced for the whole re-branding campaign. A catchy sound bite should be devised for each channel. Mr Brian CHOW responded that re-branding was a long process and the current plan was a kick start only. RTHK would attempt to devise a common theme for the six channels in the next phase.
25. A Member was glad to note that Radio 1 was the most listened radio channel in Hong Kong. The Member commended for RTHK's endeavor to re-brand the radio channels and believed that it was a good opportunity to give due recognition to RTHK for its achievement in this aspect.

Agenda Item 5(a): Updates on Programmes (BOA Paper 1/2019)

26. 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 2/2019)

27. Mr Albert CHEUNG introduced the paper. Ms Amen NG introduced a summary of direct feedback from the public. Members had no comment on both documents.

Agenda Item 6: Any other business

28. The Chairman thanked RTHK for inviting Members to attend the ceremony of the Top 10 Chinese Gold Songs Awards Concert held on 3 January 2019. He encouraged Members to join the "Lunar New Year Gathering" to be held on 11 February 2019 by RTHK.

Agenda Item 7: Date of Next Meeting

29. The Chairman informed the meeting that the next meeting was scheduled for 29 March 2019.
30. There being no other business, the meeting was adjourned at 12:10 pm.

Secretariat

RTHK Board of Advisors