

**Minutes of the 48th Meeting of
RTHK Board of Advisors
Held at 9:15 am, 14 June 2019
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 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 (Special Duties)
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 Jace AU, Controller (Production Services) (Agenda Item 7)
Mr LEUNG Chi-wah, Head/Engineering (Agenda Item 7)
Ms Amen NG, Head/Corporate Communications & Standards
Ms Amy KWONG (Board Secretariat)
Ms Vicky CHAN (Board Secretariat)
Ms Yvonne WU (Board Secretariat)

Absent with Apologies

Ms Helen KWAN Po-jen

Secretary

Ms Vivian LI (Board Secretariat)

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

1. The Chairman welcomed Ms Yvonne WU, member of the Secretariat, to attend the meeting, and thanked Ms Vivian LI for her past contributions.
2. Ms Helen KWAN sent her 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 29 March 2019 for Members' review and no comments were received. The minutes of the last meeting were then confirmed.

Agenda Item 8: Any Other Business

4. The Chairman was sorry to note that a contract driver of RTHK was injured during an outdoor reporting programme regarding the Fugitive Offenders Ordinance. He asked the Director of Broadcasting to convey the Board's regards to him. He noticed from the live broadcast that RTHK journalists were reporting among the protesters and was thus worried about their safety. He asked how RTHK protected its staff against injury during reporting while ensuring a comprehensive coverage for the incident. Members echoed and further enquired if there were guidelines on safety for the RTHK reporters to follow. A Member suggested that RTHK might make reference to the Journalism Safety Guide devised by the British Broadcasting Corporation and formalise the procedures for assessing risk for reporters.
5. In response, Mr LEUNG Ka-wing said that RTHK had provided its staff with appropriate equipment, resources and transportation to protect their safety. To this end, a temporary supply station was set up in the RTHK office located in the Queensway Government Offices during the protest. RTHK would continue to keep in view the situation and make necessary adjustments to the arrangements. Miss CHAN Man-kuen supplemented that before the deployment, the section heads had thoroughly briefed their subordinates that their safety was always of paramount importance.
6. Members praised RTHK's performance in covering the issue. A Member commented that the phone-in programme of RTHK succeeded in providing a platform for both the pro-government and opposition groups to freely express their views. The programme host evinced great patience in dealing with different parties. The Member also commended RTHK for covering the survey conducted by the Safeguard HK and Support the Surrender of Fugitive Offenders Legislation from a professional and objective prospective. Another Member concurred and recognised RTHK's efforts in providing a unique platform on which different parties were given even-handed

treatment. In view of the above, Members stressed that RTHK should ensure the provision of a balanced perspective and impartial coverage for the issue. Members also considered that it was a good opportunity for RTHK to highlight its branding as a credible and impartial broadcaster. A Member further suggested that while editorial independence should be upheld, RTHK should develop a mechanism to ensure the impartiality of its programmes.

7. In response, Mr LEUNG Ka-wing said that RTHK had endeavoured to cover the issue from a highly objective perspective. For instance, RTHK TV 32 live broadcast the protest on 12 June from different angles on location without the presence of a commentator. The press conferences hosted by the principal officials were relayed without interruption or editing. It was pleasing to note that the ratings of the relevant live broadcasts were high. Ms Amen NG supplemented that RTHK received compliments from the public for its factual representation for the protest. It was also worth noting that many online platforms shared the news produced by RTHK, indicating a popular demand for the service. Miss CHAN Man-kuen also replied that due process for ensuring fair representation of various views in related programmes is in place.
8. Members also discussed the impact of the media on youngsters and RTHK's possible role in this aspect. A Member observed that youngsters mainly acquired information from the online media, most of which were not neutral and had very noticeable political stances. RTHK should highlight its uniqueness among the online media by maintaining its impartial stance. A Member was worried about the polarisation of views in the society and the emotional turbulence among the youngsters as well as the parents triggered by the issue. The Member proposed that RTHK should devise some slogans to encourage them to seek emotional support. In its reporting, RTHK should also avoid provoking the public to take to the streets. A Member further suggested that RTHK should consider reporting the issue with a mission that reflects its value in encouraging social inclusion and pluralism. Another Member echoed and said that with its powerful influence, RTHK should undertake a mission to build a better Hong Kong. A Member opined that in the long run, RTHK should provide a channel for the youngsters to express their views to the senior government officials. Mr LEUNG Ka-wing reiterated that RTHK journalists were reminded that they should avoid advocating any particular views on the RTHK's platforms.
9. In respect of the coverage for the issue in the long run, Members proposed that it was a good opportunity for RTHK to promote solidarity and harmony in the community. The public focus should be shifted to their love for Hong Kong. Multiple perspectives and softer approach should be introduced in discussing the issue. A Member opined

that Hong Kong people had a deep-seated distrust of the Mainland government. The Member suggested RTHK to produce a series of programmes probably with a span of one year to deepen the public understanding of the issue and feature the stories of different parties in order to provide a more balanced and impartial view towards the issue.

10. The Chairman concluded that RTHK should take the opportunity to reinforce its impartial image and promote solidarity of the community. He expressed that the Board fully supported the reporting of RTHK. He reiterated that, in accordance with the Charter of RTHK, RTHK as a public service broadcaster should fulfill the purposes of “promoting understanding of our community, our nation and the world”; “promoting understanding of the concept of ‘One Country, Two Systems’”; and “engendering a sense of citizenship and national identity”. He proposed that RTHK should produce a series of programmes for the issue with a view to fulfilling these purposes. Mr LEUNG Ka-wing replied that RTHK welcomed the advice and suggestions of the Board and RTHK would continue to comply with the Charter and explore the feasibility of producing programmes on the issue.

Agenda Item 2 : Matters Arising

11. The Chairman enquired if some of the exhibits of the exhibition “90 Years of Public Service Broadcasting in Hong Kong” could be showcased in the lobby of RTHK. In response, Mr LEUNG Ka-wing said that the old metal emblem of Radio Hong Kong would be exhibited in the lobby of the Broadcasting House.

Agenda Item 3: Updates on RTHK’s Response to Audit Commission’s Report

12. Miss CHAN Man-kuen and Mr Albert CHEUNG informed Members of RTHK’s progress on the implementation of the recommendations in the Report of the Audit Commission (the Audit). Details were set out at **Appendix**. Members had no comments on the progress report.

Agenda Item 4: RTHK Annual Report 2018-19

13. Miss CHAN Man-kuen and Mr Albert CHEUNG briefed the meeting on the RTHK Annual Report 2018-19.
14. A Member noted that the financial provision for new media services was much smaller than that for radio and TV services. The Member proposed that RTHK should consider allocating more resources for new media services. Miss CHAN Man-kuen

agreed that there was much room for development in respect of new media services. Concerning the financial provision, she explained that most of the new media services were originated from radio or TV programme content. The content production cost involved was included in the radio or TV instead of new media provision. The new media provision only included the expenses for the technical backup, system enhancement, etc. of the new media platforms, and was therefore much smaller.

Agenda Item 5: Report on Performance Evaluation of RTHK and RTHK's Compliance with Performance Evaluation Indicators

15. Miss CHAN Man-kuen and Mr Albert CHEUNG briefed Members on the report on performance evaluation of RTHK and RTHK's compliance with performance evaluation indicators. Members had no comments on the report.

Agenda Item 6: Report on Television Appreciation Index Survey 2018

16. Mr Vincent LEE presented the report on Television Appreciation Index (AI) Survey.
17. Regarding the methodology of the survey, a Member noted that the survey was conducted through landline phones. The Member suggested that alternative means such as mobile phones should be explored. Mr Vincent LEE replied that RTHK would explore the feasibility of using mobile phones for collecting data.

Agenda Item 7(a): Updates on Programmes (BOA Paper 5/2019)

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

Agenda Item 7(b): Updates on Complaints (BOA Paper 6/2019)

19. 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.
20. Ms Jace AU and Mr LEUNG Chi-wah briefed Members on the incident regarding broadcast of a wrong episode for “鏗鏘說——時代的記錄” on 7 April 2019. They explained the technical issues involved to Members.
21. The Chairman remarked that the incident had provoked controversy and made a negative impact on the image and credibility of RTHK. He hoped that similar incident would be avoided in the future.

22. The Chairman also informed the Board that he received a letter from a member of the public, which expressed views on various programmes of RTHK. The letter was circulated to Members for information. The Chairman appreciated the opinion provided by the sender.

Agenda Item 9: Date of Next Meeting

23. The Chairman informed the meeting that the next meeting on 26 July 2019 had to be rescheduled. The Secretariat would consult Members' availability and confirm the new meeting date in due course. [Post-meeting note: The next meeting was confirmed to be held on 16 August 2019.]

24. There being no other business, the meeting was adjourned at 11:45 am.

Secretariat

RTHK Board of Advisors

**Radio Television Hong Kong: Provision of programmes
Progress in implementing the Audit's and PAC's Recommendations**

Para. No.	Audit's Recommendations	Progress
Part 2: Production of Programmes		
2.10	<p><i>Planning and Budgetary Control</i> Audit has recommended that the Director of Broadcasting (DB) should –</p>	
	<p>take into account information for performance evaluation of individual radio and TV programmes, in order to facilitate the making of more meaningful planning decision for the programmes.</p>	<p>A high level working group was set up in each of the Radio and Corporate Programming Division and the Television and Corporate Businesses Division in March 2019. Chaired by Assistant Director of Broadcasting (Radio and Corporate Programming) and Assistant Director of Broadcasting (Television and Corporate Businesses) respectively, the working groups sought to examine the full palette of information for performance evaluation of individual radio and TV programmes in a structured manner with a view to drawing up meaningful parameters and reviewing mechanism for programme planning decisions. The two working groups had met two times respectively and targeted to submit an interim report to senior management by July 2019.</p>

2.54	<p align="center"><u>Community Involvement</u> <u>Broadcasting Service (CIBS)</u></p> <p>Audit has recommended that the DB should –</p>		
	(a)	<p>ensure that the Selection Committee (SC) gives views and assessment on each CIBS applicant in respect of each of the five selection criteria and records such views and assessment;</p>	<p>The selection process had been revised to ensure that the SC would record their views and assessment on each applicant in respect of each of the five selection criteria. The revised selection process was implemented in March 2019.</p>
	(b)	<p>take measures to ensure the timely submission of the programme recordings, self-evaluation reports and Limited Assurance Engagement Reports (LAER) by the CIBS participants, and terminate the agreements with the participants with long delay in their submission;</p>	<p>The submission mechanism for programme recordings, self-evaluation reports and Limited Assurance Engagement Reports had been reviewed and revised. Enhanced measures would be implemented in July 2019. Details were set out as follows –</p> <ul style="list-style-type: none"> (i) for programme recordings, an agreed deadline with the successful applicants would be set according to programme schedule; (ii) for self-evaluation reports and LAER, reminders would be sent to the CIBS participants before deadline of submission. Besides, facilitation talks arranged for the successful applicants would emphasise the requirements for timely submission; and (iii) delayed submission of programme recordings, self-evaluation reports and LAER would be recorded for future reference in assessing their applications, if any, to CIBS. <p>The new measures were made clear to CIBS successful applicants for the coming cycle in the facilitation talk held in April 2019 and the successful applicants were also duly reminded of the requirements for timely submission during meetings before signing of contract.</p>

	<p>(c) regularly conduct focus group studies to assess the cost-effectiveness of the projects funded by the Community Involvement Broadcasting Fund (CIBF);</p>	<p>RTHK would organise focus group study on an annual basis. The first focus group study would be conducted in the fourth quarter of 2019 taking into account the lead time to define the mechanism for conducting the study, selecting focus group participants (proposed categories of focus group participants included successful applicants, unsuccessful applicants and listeners), procuring service to conduct the study and the time necessary for the service provider to conduct the study.</p>
	<p>(d) post questionnaires on the CIBS website to collect audience views on CIBS projects;</p>	<p>The questionnaire to collect views of the audience was uploaded onto the CIBS website in March 2019. Promulgation of the arrangement was announced on both radio and online platforms, including the CIBS website and Facebook, in March 2019. Regular reports would be made to the Board of Advisors (BoA) thereafter.</p>
	<p>(e) require the CIBS applicants to set expected deliverables that are measurable and evaluate the achievements of the expected deliverables; and</p>	<p>The application form had been revised to facilitate applicants to set measurable and practical expected deliverables. The revised application form had been in use starting from March 2019.</p>
	<p>(f) step up promotion on the CIBS to the community and ethnic minority organisations and individuals to enhance its reach to the service targets and listenership.</p>	<p>A new promotional strategy had been implemented from April 2019 onwards which included –</p> <ul style="list-style-type: none"> (i) placing advertisements on public transport such as minibuses and MTR trains; (ii) placing advertisements on newspapers and magazines, including publications of ethnic minority groups, Chinese and English publications; (iii) producing trailers to be transmitted on radio channels, TV, internet and social media platforms; (iv) launching outdoor activities for outreaching potential applicants; (v) providing outreach consultation services

			<p>for potential applicants;</p> <p>(vi) displaying banners in different districts; and</p> <p>(vii) arranging featured interviews with the applicants by different media, etc.</p> <p>As an on-going arrangement, RTHK would review the effectiveness of the promotion in the light of feedback gathered from the website and the applicants; and views of the focus group to be organised in the fourth quarter of 2019.</p>
Part 3: Broadcasting of Programmes and New Media Services			
3.6	<p><u>Management of TV Broadcasting Hours</u></p> <p>Audit has recommended that the DB should endeavour to enrich the TV programmes, including –</p>		
	<p>explore ways to enrich the miscellaneous contents of TV 31 and TV 32 with a view to enhancing the channels' attractiveness.</p>	<p>For TV 31, programmes were scheduled round-the-clock (i.e. 24-hour a day) according to programming strategy from 1 April 2019. Miscellaneous content was no longer broadcast on TV 31.</p> <p>For TV 32, the working group as mentioned in para. 2.10 was in the process of reviewing its programming strategy. Consideration would be given to producing more programme varieties, such as live coverage of local sports events, live relay of important Mainland and overseas events and short interview videos on various topics. The working group targeted to submit an interim report to senior management by July 2019.</p>	

Part 4: Evaluation of Programmes and Other Administrative Issues		
4.33	<u>Evaluation of TV Programmes</u> Audit has recommended that the DB should –	
	(a)	ascertain the reasons for low ratings of RTHK’s programmes and take measures to enhance the popularity of its TV programmes, especially for those which are intended to be popular programmes; and
	(b)	take measures to address the issue of lower TV ratings of RTHK TV programmes broadcast on RTHK channels than the ratings of the same programmes broadcast on a commercial channel.
	A working group on audience surveys for TV and radio programmes had been set up in March 2019. Chaired by the Deputy Director of Broadcasting (Programmes), the working group would address, amongst others, the issues of low ratings of RTHK programmes. The working group would conduct a survey in the third quarter of 2019 to gather information and statistics on the penetration/take-up pattern of the DTT channels, viewing habits and preference of the audience to ascertain the reasons for low ratings as well as the performance of RTHK’s TV programmes on cross-media platforms. Based on the survey’s findings, RTHK would be in a better position to work out measures to address the issues of low TV ratings and to enhance the popularity of its TV programmes. Results of the survey were expected to be available in the fourth quarter of 2019.	
4.44	<u>Evaluation of Radio Programmes</u> Audit has recommended that the DB should –	
	(a)	keep in view the number of listeners for each of the seven radio channels and take appropriate action to boost the number of listeners for radio channels with decreasing number of listeners; and
	To keep in view the number of listeners for each of the seven radio channels, RTHK conducted annual Audience Surveys and kept track of online performance of radio channels. It also monitored feedback from “Channel Heads’ Hotline”. Based on the foregoing, RTHK reviewed and revised its programming and promotional strategies on a regular basis.	

	<p>(b) take measures to improve the appreciation index and awareness level of RTHK's radio channels.</p>	<p>In April 2019, RTHK fine-tuned the programme and promotion strategies by reshuffling programmes to strengthen the channel identity of Radio 1 and 2. Correspondingly, an extensive social media campaign, covering Facebook, Instagram and Youtube, had been conducted from March 2019.</p> <p>With a view to building up an evaluation mechanism in a holistic manner, the working group as mentioned in para. 4.33 (a) was now reviewing the strategy of the Audience Survey, including programmes to be included, frequency, methodology, etc as well as identifying any other appropriate channels to keep in view the listenership. The working group was also mapping out measures to boost the number of listeners for radio channels with decreasing number of listeners and improve the appreciation index and awareness level of RTHK's radio programmes. The working group targeted to submit an interim report to senior management by June 2019.</p>
4.73	<p><u>Matters Relating to the Charter of RTHK</u> Audit has recommended that the DB should –</p> <p>submit the reports on performance evaluation of RTHK and RTHK's compliance with performance evaluation indicators to the Board of Advisors on a regular basis as required by the Charter of RTHK to facilitate the Board of Advisors to advise on its actual performance against the performance targets and ways to improve service delivery.</p>	<p>RTHK would submit the report on performance evaluation of RTHK and RTHK's compliance with performance evaluation indicators to the BoA annually. The 2018-19 report on the subject would be presented to the BoA at its meeting on 31 May 2019.</p>