

**Minutes of the 67th Meeting of
RTHK Board of Advisors
held at 9:30 am, 12 December 2022
at Conference Room 6, G/F, West Wing, Central Government Offices,
2 Tim Mei Avenue, Tamar, Hong Kong**

Present

Dr LAM Tai-fai, GBS, JP (Chairman)
Professor Ronald CHIU Ying-chun
Mr Stanley CHOI Tak-shing, JP
Ms Linda CHOY Siu-min
Professor Anthony FUNG Ying-him, JP
Mr HSU Hoi-shan, MH
Ms Shirley LOO Marie Therese, BBS, MH, JP
Dr Thomas SO Shiu-tsung, JP
Dr TIK Chi-yuen, SBS, JP
Ms Eva WONG Ching-hung
Ms Elaine WU Siu-ling
Mr Eddie CHEUNG, JP, Director of Broadcasting

In Attendance from RTHK

Mr Raymond SY, JP, Deputy Director of Broadcasting
Mrs Lilian LEUNG, Head (Special Support)
Mr Vincent LEE, Assistant Director (Radio & Corporate Programming)
Ms Natalie CHAN, Assistant Director (TV & Corporate Business)
Ms Amy KWONG, Controller (Radio)
Ms Echo WAI, Controller (TV)
Ms Jackie CHAN, Departmental Secretary
Mr Jonathan YIP, Head/Corporate Communications & Standards
Mr David HO, Advisor (Programmes)

Absent with Apologies

Ms Dilys CHAU Suet-fung
Mr Hendrick SIN, MH

Secretary

Ms Olivia YAU (Board Secretariat)

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

1. Ms Dilys CHAU Suet-fung and Mr Hendrick SIN 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 66th meeting held on 5 September 2022 to Members for perusal, and no comments were received. The minutes concerned were therefore confirmed.

Agenda Item 2: Matters Arising

3. Members had not raised any item for discussion.

Agenda Item 3: Radio Audience Survey 2022 and Television Programme Appreciation Index and Audience Survey 2022

4. RTHK presented to the Members the reports of the Radio Audience Survey 2022 and the Television Programme Appreciation Index and Audience Survey 2022. The Chairman and Members considered that the contents of the survey reports were clear and comprehensive, which helped RTHK to understand its performance in radio and television services, as well as how to adjust the programme production modes and development directions, so that the programmes could advance with the times.
5. The Chairman and several Members suggested that RTHK should keep stepping up efforts to attract young listener / viewer groups with different means, including the use of effective promotion strategies and the adoption of themes and methods that interest young people when producing programmes. They also suggested that RTHK should liaise with various institutions and strengthen collaboration with them, so that the programmes could reach more students. A Member suggested that RTHK should use focus groups to understand what information young people would like to receive through RTHK programmes. RTHK responded that it would cater more to the tastes of young people in terms of promotion and programme content, so as to continue to strengthen the efforts on attracting young audience groups. RTHK also said that it had been preparing to produce more programmes targeting at young people, and would collaborate with different institutions.

6. The Chairman and several Members suggested that RTHK should nurture more programme hosts from the new generation and engage them in programme production, as well as promote them. One Member suggested having programme hosts with different ethnicities and cultures to inject new elements into programmes. RTHK said that it had arranged for young hosts to participate in different kinds of programmes, and would continue to provide more opportunities to the new generation of young hosts.
7. Several Members offered suggestions regarding programmes promoting public policies as well as national and civic education. RTHK responded that it would actively consider the advice from Members, and said that it had enhanced the production of relevant programmes in a soft approach and in different styles; it would also produce more programmes about Hong Kong, including programmes with a theme to tell the good stories of Hong Kong.
8. The Chairman and several Members enquired and offered suggestions regarding the survey methodology and results, as well as the audience ratings, which included attracting more audience groups who would listen / watch the programmes on the Internet / YouTube channel, along with overseas listener / viewer groups; launching more promotion; adjusting the production policy; and enhancing collaboration between different platforms. RTHK said that it would actively consider the advice from Members, and would enhance programme promotion by using “search engine optimisation” and different packaging, as well as arrange staff training on digital media promotion to enhance their knowledge in relevant aspects. RTHK also said that it would report to the Board on its future development strategy at the next meeting.
9. A Member appreciated RTHK that it was able to produce relevant programmes catering to the needs of different minority interest groups, such as the elderly, the ethnic minorities and people with hearing / visual impairment. A Member suggested that RTHK should launch promotion through organisations supporting people with hearing impairment, for attracting more people with hearing impairment to watch RTHK programmes.
10. Members suggested that RTHK should develop a revitalized and more cheerful and positive image, and to sharpen the channel identity for each RTHK TV channel. RTHK said that it was reviewing the channel identities of RTHK TV 31 and 32, and had planned to set a specific theme for each programme timeslot, such as

English timeslot and sports timeslot, so that the audience could have a clearer idea of the programme arrangements.

Agenda Item 4: RTHK Programmes for Promotion of Constitution, Basic Law and National Security Law

11. RTHK reported and introduced to Members RTHK programmes for promotion of the Constitution, the Basic Law and the National Security Law. The Chairman and Members appreciated RTHK for the comprehensive programmes promoting the relevant laws.
12. The Chairman and Members suggested that RTHK should regularly review the effectiveness of the relevant promotion work, including different approaches to promote the information to target groups and ways to improve the efficiency.
13. The Chairman and several Members offered their suggestions regarding the production methods of programmes, including incorporating relevant knowledge into different programmes from the perspective of our daily life, inviting Hong Kong young people living in the Greater Bay Area to share about their lives, and collaborating with different celebrities in the society. RTHK responded that it would actively consider the advice from Members, and said that it would continue to promote the relevant laws with different approaches on all fronts.

Agenda Item 5(a): Updates on Programmes (BOA Paper 9/2022)

14. RTHK introduced the paper to Members.
15. The Chairman said that RTHK's programme content was richer and more diverse than in the past, and he would continue to support the development of RTHK. A Member praised RTHK for adopting creative titles for newly launched programmes, such as "Grandparenting Study Group" and "When the Hand of God Meets VAR", which helped attract viewers and listeners.
16. Several Members suggested that RTHK should collaborate with different organisations and community sectors. RTHK said that it had been preparing to discuss collaboration plans with different people and schools.

Agenda Item 5(b): Updates on Public Feedback (BOA Paper 10/2022)

17. RTHK introduced the paper to Members. Members had no comments on it.

Agenda Item 6: Any Other Business

18. RTHK said that it had fine tuned the production of financial and investment information programmes, which it had ceased the phone-in session that allowed the public to enquire about stock prices. According to Paragraph 4.7.19 of the Editorial Policies and Processes of Radio Television Hong Kong, the main purpose of finance and investment information programmes is to provide accurate and updated market information to our audience. In addition, it is not the purpose of these programmes to influence the performance of the market or the investment decisions of the audience in any fashion. RTHK said that as the relevant session was not in line with RTHK's role, the production had been fine-tuned to focus on improving the public's financial knowledge related to finance and investment. The Board Members unanimously agreed with RTHK's approach.

Agenda Item 7: Date of Next Meeting

19. The next meeting was scheduled for 27 February 2023.

20. There being no other business, the meeting was adjourned at 12:04 p.m.

The Secretariat

RTHK Board of Advisors