

**Minutes of the 68th Meeting of  
RTHK Board of Advisors  
held at 9:30 am, 27 February 2023  
at Conference Room 5, G/F, West Wing, Central Government Offices,  
2 Tim Mei Avenue, Tamar, Hong Kong**

**Present**

Dr LAM Tai-fai, GBS, JP (Chairman)  
Ms Dilys CHAU Suet-fung  
Ms Linda CHOY Siu-min  
Professor Anthony FUNG Ying-him, JP  
Ms Shirley LOO Marie Therese, BBS, MH, JP  
Mr Hendrick SIN, MH  
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**

Mrs Lilian LEUNG, Head (Corporate Services)  
Mr Vincent LEE, Assistant Director (Radio & Corporate Programming)  
Ms Natalie CHAN, Assistant Director (TV & Corporate Businesses)  
Ms Amy KWONG, Controller (Radio)  
Ms Echo WAI, Controller (TV)  
Ms Jackie CHAN, Departmental Secretary  
Mr Johnathan YIP, Head/Corporate Communications & Standards  
Mr David HO, Advisor (Programmes)

**Absent with Apologies**

Professor Ronald CHIU Ying-chun  
Mr Stanley CHOI Tak-shing, JP  
Mr HSU Hoi-shan, MH

**Secretary**

Ms Olivia YAU (Board Secretariat)

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

1. Professor Ronald CHIU Ying-chun, Mr Stanley CHOI Tak-shing and Mr HSU Hoi-shan 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 67th meeting held on 12 December 2022 to Members for perusal, and no comments were received. The minutes concerned were therefore confirmed.

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

3. RTHK presented to the Board the follow-up work regarding the reports of the Radio Audience Survey 2022 and the Television Programme Appreciation Index and Audience Survey 2022. The Chairman and Members unanimously appreciated and supported for RTHK's work and considered that the development directions and programme content could advance with the times.
4. Several Members agreed that RTHK should continue to strengthen contact with young people, and suggested that RTHK should collect opinions of young people on a regular basis and adjust its programme content accordingly. Members also offered suggestions on the themes of the relevant programmes, which included providing a platform for sharing local original music, producing programmes on topics that interest young people and motivational stories of the new generation of Hong Kong people in the innovation and technology industry, and producing programmes which introduce living and travelling in the Mainland and the Greater Bay Area. RTHK said it would actively consider the advice from Members.
5. A Member said RTHK was different from other broadcasting organisations which might not be able to designate a specific radio channel for young people, and suggested that RTHK should set different time slots to broadcast programmes targeting listeners of different age groups to satisfy the needs of various types of listeners. RTHK said every radio channel produced programmes targeting young people, and it would consider the advice from Members and make timely broadcast arrangements in response to the change in the public's habit of listening to the radio.
6. Several Members supported RTHK in nurturing the new generation of hosts to enhance the attractiveness of RTHK to young people. They also suggested that RTHK should, when arranging training, ensure that the relevant staff understand

the public purposes and mission of RTHK as the public service broadcaster. RTHK said it would continue to put in resources to nurture the new generation of cross-platform hosts.

7. Several Members suggested that RTHK should introduce more dramas and variety programmes from different channels and platforms in the Mainland, and by making use of their interesting content, attract viewers and promote integration between the Mainland and Hong Kong. They also suggested that RTHK should produce more bilingual (Chinese and English) programmes so that foreigners could have a better understanding of the present situations of the nation and Hong Kong. RTHK said it had started planning the production of more English programmes and would arrange the broadcasting of a number of popular Mainland dramas, as well as actively exploring the feasibility of relaying Mainland variety programmes. However, since product placement involving tobacco and alcohol was seen in many Mainland programmes of such type, RTHK has to overcome this difficulty when relaying these programmes.
8. A Member praised RTHK's Community Involvement Broadcasting Service for providing opportunities for different people to take part in programme production and suggested that RTHK could, via the participants' network, attract more listeners / viewers and facilitate interaction between different ethnic groups. RTHK thanked Members for the praise and advice and said it would produce more of these programmes.
9. The Chairman and a Member suggested that RTHK should produce programmes that allow cross-platform sharing and introduce more trending content to arouse public discussion and sharing on social media platforms and attract more young people. They also suggested that RTHK should explore other ways to increase radio listenership. A Member suggested that RTHK should include the data of new media channels in its next radio and television audience surveys to allow a better examination of work effectiveness. RTHK responded that it would share different programmes on various platforms in the form of short videos, and would begin to study the consolidation of data from television channels, radio channels and social media platforms and analyse the data from various platforms for more comprehensive information, so that RTHK's programmes could cater to the needs of both the majority and the minority while appealing to the tastes of young people.

### **Agenda Item 3: RTHK Annual Plan for 2023-24**

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10. RTHK reported to Members the RTHK Annual Plan for 2023-24. The Chairman and Members unanimously expressed their support for RTHK's development direction, and appreciated RTHK that it actively accepted the advice from the Board. They also considered that there were a rich variety of programmes in the Annual Plan that RTHK could effectively fulfil the public purposes and mission stipulated in the Charter of RTHK. Furthermore, they were pleased to see that RTHK had offered specific performance targets and indicators in the Annual Plan for reference and comparison, and hoped that RTHK could implement the plan successfully.
11. Several Members offered their suggestions on issues regarding the promotion of RTHK programmes on campus, which included shooting programmes for joint-school activities receiving attention from students and inter-school competitions. They also suggested that RTHK should discuss with school sponsoring bodies and education practitioners for collaboration, and provide schools with a list of the short videos suitable for presentation in morning assemblies or classes. RTHK agreed to continue to step up the promotion work in schools, and would actively follow up on the issues regarding promotion and collaboration.
12. Several Members expressed their support to RTHK in nurturing young hosts, and suggested that RTHK could promote the young hosts with interviews. Several Members also offered their advice on programmes related to youth nurturing and development, which included the suggestions of producing programmes related to career opportunities for young people, as well as exploring interesting stories about emerging industries and other topics that were of young people's interest, so that the programme contents could better fit the needs of young people. RTHK stated that it would continue to produce more programmes meeting the tastes and needs of young people, and it was also thinking of inviting students from various institutions to work together, with a hope that they would participate in programme production and unleash their creativity.
13. The Chairman and several Members appreciated that RTHK invited people of different ethnicities and cultures to share their lives in programmes, and suggested that RTHK could co-produce programmes with other government departments or the Hong Kong Tourism Board, and continue to invite various individuals to share and tell good stories of the nation and Hong Kong, and showcase the development of the nation in various aspects with soft topics. RTHK said that it would continue

to collaborate with various government departments and public organisations, and stated that it had been planning its collaboration with people of various ethnicities in shooting and producing programmes.

14. Several Members offered their advice on programmes related to arts and culture, including the suggestion that RTHK should collaborate with various arts organisations, and add segments analysing the cultures behind the movies or invite directors for a sharing in programmes broadcasting movies, so as to make RTHK’s movie programmes more distinctive. A Member also suggested that RTHK should relay sports events of a greater variety, such as e-sports competitions. RTHK said that the arrangement for the relay of sports events sometimes involved a variety of issues, such as copyright issues and product placements, however, RTHK would continue to explore feasible solutions and actively make arrangements.
15. Several Members offered their suggestions to programmes related to “Environment and Ecology, Inclusion, Social Responsibilities”, including producing programmes to promote environment protection from the individual level, increasing programmes on the theme of corporate social responsibilities of sustainable development and “Diversity, Equality, Inclusion” to connect with the business sector, as well as introducing the topic of social enterprise and social innovation to relevant programmes, to inform the public of the fact that social enterprise was not just bearer of social responsibilities, but also a driving force of economic development. A Member also suggested appointing “Ambassadors for Inclusion” to promote cultural harmony. RTHK thanked Members for the suggestions, and said that it would actively consider producing programmes on the relevant topics.
16. Several Members suggested that RTHK could make its programmes more attractive in different aspects, including arranging hosts to go into the community to interact with the public, adjusting the contents in promotion and advertisements, and combining more elements to produce programmes in more comprehensive and diverse formats. Furthermore, a Member suggested that RTHK should improve the quality of graphic design in its promotion materials, so as to attract public attention. RTHK expressed that it fully agreed to the relevant suggestions, and it had planned to make programme contents more comprehensive, and would apply more graphic materials and different publicity means to enhance the impact of promotion.

17. The Chairman and several Members raised their enquiries and suggestions regarding issues on RTHK's operating expenses. RTHK responded that many government departments and public organisations would provide sponsorship for their collaboration with RTHK. RTHK also said that the estimated expenditure of new media services would be used for service operation, and the expenses for the production of relevant programmes would be budgeted in radio and TV services. Furthermore, RTHK stated that it would allocate more resources to publicity and promotion in the future while striking a balance on the resources allocated to various aspects, so as to ensure proper use of public money.
18. A Member suggested that RTHK should organise a programme presentation activity regarding the theme of the 95th Anniversary of Public Service Broadcasting in Hong Kong, so as to review and forecast the history and development of Hong Kong broadcasting industry. RTHK said that it had proactively organised various celebration activities, and would consider the advice from Members.

#### **Agenda Item 4(a): Updates on Programmes (BOA Paper 1/2023)**

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

#### **Agenda Item 4(b): Updates on Public Feedback (BOA Paper 2/2023)**

20. RTHK introduced the paper to Members. The Board stated that it was pleased to see that there had been a decreasing trend in the number of complaints.

#### **Agenda Item 5: Any Other Business**

21. Members had not raised any item for discussion.

#### **Agenda Item 6: Date of Next Meeting**

22. The next meeting was scheduled for 5 June 2023.
23. There being no other business, the meeting was adjourned at 11:30 a.m.

**The Secretariat**  
**RTHK Board of Advisors**