

**Minutes of the 70th Meeting of
RTHK Board of Advisors
held at 2:30 pm, 25 September 2023
at Conference Room 3, 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
Mr HSU Hoi-shan, MH
Ms Shirley LOO Marie Therese, BBS, MH, JP
Dr Thomas SO Shiu-tsung, JP
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 (Corporate Services)
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
Ms Kanas HUI, Acting Head/Corporate Communications & Standards
Mr David HO, Advisor (Programmes)

Absent with Apologies

Ms Dilys CHAU Suet-fung
Professor Anthony FUNG Ying-him
Mr Hendrick SIN, MH
Dr TIK Chi-yuen, SBS, JP
Ms Eva WONG Ching-hung

Secretary

Ms Olivia YAU (Board Secretariat)

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

1. Ms Dilys CHAU Suet-fung, Professor Anthony FUNG Ying-him, Mr Hendrick SIN, Dr TIK Chi-yuen and Ms Eva WONG Ching-hung 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 69th meeting held on 5 June 2023 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: Sharing on RTHK Delegation's Visit to Beijing and Changsha

4. RTHK shared with Members the outcomes of the RTHK delegation's visit to Beijing and Changsha. The Chairman and Members were pleased to learn that RTHK could gain various experiences from the visit. A Member hoped that RTHK could continue to give full play to its unique position and advantages, provide a platform connecting the Mainland and overseas media, and further promote the development of Hong Kong's broadcasting industry. The Member also considered that the visit had positive effects on improving different aspects of RTHK such as programme production, corporate management and talent development, and he hoped that RTHK could continue to enhance its work in various aspects to meet different challenges. RTHK responded that it had exchanges with various organisations on issues such as management and innovation during the visit and had gained inspiration, and it would encourage its production crews to be courageous in seeking changes so that the business of RTHK would advance with times.
5. The Chairman and several Members enquired about issues regarding RTHK's participation in the relay of the 15th National Games (the National Games) and the relevant arrangements for production equipment. RTHK said that the Government had set up the Hong Kong Special Administrative Region Organising Committee of the 15th National Games chaired by the Chief Secretary for Administration for the preparation work, and said that RTHK had formulated a proposal to apply for relevant resources from the Government under the

coordination by the Leisure and Cultural Services Department (LCSD). Furthermore, cloud technology would be applied to solve the problem of the large storage capacity required for post-production and material storage.

6. Several Members expressed their support for RTHK to grasp the opportunity of participating in the relay of the National Games to enhance its programme production technologies and the relevant ancillary facilities. They hoped that RTHK could showcase Hong Kong's strengths in broadcasting and programme production, and integrate into the overall development of the country. RTHK said that it was actively communicating with various Mainland TV stations and production companies, and would give full play to RTHK's role as the public service broadcaster in Hong Kong to make comprehensive preparation for the National Games.
7. Several Members suggested that RTHK review the requirement for adopting the 8K standard in the production of other programmes, and consider striving for a leading position in production technologies. RTHK said that it had no plan to upgrade the production of all programmes to 8K ultra high definition standard for the time being. Taking into account the current ordinary household television sets, the existing programme production technologies were able to provide satisfactory visual effects. Nevertheless, RTHK would still continue to renew the relevant equipment, with a view to refining the programme production technologies. A member also suggested that RTHK formulate a cost-effective plan for the upgrading of production equipment and system. RTHK said that it would pay close attention to the latest technological development, and promote the broadcasting business development of RTHK in a cost-effective manner at the appropriate time.
8. Several Members enquired about the technical issues regarding the relay of competitions, and suggested that RTHK make reference to the service options provided by different companies. RTHK said that it would continue to visit various organisations for technical exchanges, proactively understand the services provided by various cloud service providers, and procure the relevant services and equipment in accordance with the Government's established procedures.
9. A Member suggested that RTHK consider organising the talent exchange programme to allow young people to study and exchange in the Mainland, with a view to inspiring innovative thinking and facilitating their awareness and understanding of the country's latest technological development. RTHK

responded that it had proceeded to plan for the arrangement of young producers to participate in programme production in the Mainland.

Agenda Item 4: Showcase of Cultural and Sports Programmes

10. RTHK presented its cultural and sports programme arrangements to Members. Several Members considered that the local cultural programmes were attractive to young people, and supported the production of more cultural and arts programmes by RTHK. They also suggested that RTHK cooperate with young people engaging in cultural and arts work, and attract more young people through their networks, so as to enhance the effectiveness of publicity. RTHK said that it had already engaged different young people in programme production, and would continue to strengthen the work concerned. A Member suggested that RTHK cooperate with tertiary institutions to allow the cultural ambassadors to share their experiences in schools, so that students in disciplines such as cultural and arts communication could understand the work concerned, and young talents would be attracted to join RTHK. RTHK said that it would actively consider Members' suggestions.

11. The Chairman and several Members suggested that RTHK cooperate with other government departments and organisations in the programme promotion, such as allowing schools to use the English versions of the "Hong Kong Stories" series as teaching materials through the Education Bureau (EDB), as well as producing programmes on the Chinese culture jointly with the LCSD, and providing these programmes to schools for promotion of the Chinese culture to youngsters. RTHK responded that it had established a close partnership with the EDB and LCSD, and was now co-producing a programme on the promotion of Hong Kong popular culture with the LCSD. RTHK also said that it had negotiated with organisations such as the West Kowloon Cultural District, and would continue to actively explore the feasibility of cooperating with different organisations. Besides, RTHK would organise the "Chang An" animation screening session, in which the EDB representatives and secondary school principals would be invited to join; and would procure programmes featuring the Chinese culture for teaching purpose, in the hope of introducing RTHK programmes to schools, as well as promoting the Chinese culture by soft means.

12. The Chairman and a Member considered that programmes such as "Voyage with Ambassadors" could allow the audience to experience the East meets West feature

of Hong Kong; and suggested that RTHK produce programmes on Hong Kong culture and intangible cultural heritage items for promotion of Hong Kong to the international community, as well as produce the Cantonese versions for English programmes such as “Voyage with Ambassadors” for local viewers. RTHK said that it would actively consider the suggestions, and that it would release the Chinese subtitled versions of English programmes including “Voyage with Ambassadors”, and would produce both the English and Cantonese versions of other programmes such as “Hong Kong Stories - Treasures of Hong Kong”.

13. The Chairman and several Members considered effective programme marketing strategies and quality programme contents equally important, and suggested that RTHK strike a balance between programme production and publicity/promotion in terms of resources allocation. Members also put forward proposals on how RTHK could make more strategic publicity planning, including strengthening the use of short video clips for publicity targeting at young people on online platforms, extracting topical contents for targeted publicity, making use of different themes for promotion to specific groups on various platforms, as well as preparing publicity slogans for different radio channels. Members also suggested that RTHK attract more people to listen to or watch its programmes by cooperating with organisations such as the Hong Kong Tourism Board, and through new hosts of different ethnicities and other influential persons.
14. RTHK said that it would consider Members’ views, and had proactively placed advertisements on various platforms and appointed consultants to assist in enhancing the publicity work; and had encouraged its production crews to be innovative and incorporate “internet thinking”, in the hope of visualising the effectiveness of the latest publicity strategy in the near future. RTHK also pointed out that it had edited the programmes into short video clips and shared them on the social media platforms for promotion purpose, and planned to further reduce the length of the video clips, so as to attract the audience with more simplified contents.
15. The Chairman pointed out that RTHK was different from other private service broadcasters, as it was a government department and had to pursue its working objective and development direction having regard to the mission of a public service broadcaster. In general, the Chairman was pleased to see that RTHK advanced with times and proactively pursued breakthroughs in its programme production and publicity work, so that its programme topics reflected the needs of different social strata. RTHK thanked the Chairman for his support, and said that

as a public service broadcaster, RTHK would carefully consider the resources invested in publicity and actively consider Members' views, so as to enhance the promotional efforts in various aspects.

Agenda Item 5(a): Updates on Programmes (BOA Paper 5/2023)

16. RTHK introduced the paper to Members.
17. A Member considered that as a public service broadcaster, RTHK enabled schools to have confidence in using its programme contents for preparing teaching materials. He suggested that RTHK make use of this advantage for promotion of programmes to schools. A Member also suggested that RTHK expand the coverage of the Media Education Nurture Talent Scheme, so that more students could participate in programme production, thereby nurturing the new generation's interest in broadcasting work from their childhood.
18. A Member considered that radio dramas were part of the history and culture of Hong Kong's broadcasting industry and was pleased to see that RTHK continued to produce radio drama programmes such as "Always by Your Side". He suggested that RTHK should continue to preserve radio dramas and promote them to young people, and provide young people with opportunities to participate in the production work and pass on the culture.

Agenda Item 5(b): Updates on Public Feedback (BOA Paper 6/2023)

19. RTHK introduced the paper to Members. The Chairman enquired about the deadline for RTHK to handle complaint cases. RTHK pointed out that most complaint cases could be resolved within a short period of time. In the event that a complainant made repeated complaints on the same matter, RTHK would handle them in accordance with the established mechanism.

Agenda Item 6: Any Other Business

20. RTHK briefed Members on the latest work progress of the RTHK Annual Report for 2022-23. RTHK thanked Members for their comments on the draft Annual Report and had revised the report content based on the relevant comments. The Chinese and English versions of the Annual Report would be uploaded to the RTHK website before the end of September. This year, RTHK would also print hard

copies of the Annual Report for distribution to government departments, post-secondary institutions and relevant public bodies, so that more people could have a deeper understanding of RTHK's operation and programmes. The printing process was expected to be completed in mid to late October.

Agenda Item 7: Date of Next Meeting

21. The next meeting was scheduled for 4 December 2023.

(Post-meeting note: The next meeting was rescheduled for 11 December 2023.)

22. There being no other business, the meeting was adjourned at 4:45 p.m.

The Secretariat

RTHK Board of Advisors