

**Minutes of the 76th Meeting of
RTHK Board of Advisors
held at 9:30 am, 24 March 2025
at Studio 1, Broadcasting House, 30 Broadcast Drive, Kowloon**

Present

Dr LAM Tai-fai, GBS, JP (Chairman)
Mr Ivan CHAN Chi-kin
Ms Kitty CHAU Shuk-king
Ms Meggy CHENG Hei-yee
Professor Ronald CHIU Ying-chun, MH
Mr Stanley CHOI Tak-shing, JP
Mr HSU Hoi-shan, MH
Mr Geoffrey Edward KAO
Dr Jim LUK Tze-chung
Mr Hendrick SIN, MH
Dr Thomas SO Shiu-tsung, JP
Dr TSE Wai-lok
Ms Angelina KWAN, JP, Director of Broadcasting

In Attendance from RTHK

Ms Christine WAI, Deputy Director of Broadcasting
Mr Vincent LEE, Assistant Director (Radio & Corporate Programming)
Ms Amy KWONG, Assistant Director (TV & Corporate Business)
Mr Ricky LEE, Controller (TV)
Ms Angel CHENG, Controller (Radio)
Ms Jackie CHAN, Departmental Secretary
Mr Johnathan YIP, Head/Corporate Communications & Standards

Absent with Apologies

Mr Robert Andrew LUI Chi-wang

Secretary

Ms Olivia YAU (Board Secretariat)

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

1. The Chairman said that the Secretariat had circulated the draft minutes of the 75th meeting held on 2 December 2024 to Members for perusal, and no comments were received. The minutes concerned were therefore confirmed.

Agenda Item 2: Matters Arising

2. RTHK briefed the Board on the measures formulated in accordance with the results of the Radio Appreciation Survey 2024 and Television Programme Appreciation Index and Audience Survey 2024, including programme strategies and the updated programme schedule. RTHK would establish clearer channel positioning for RTHK TV 31 and 32; fine-tune programme arrangements to set a more fixed programme schedule; and add new programmes to attract more audiences. For radio, RTHK targeted at strengthening the existing audience spectrum and attract new audiences. It planned to make more video versions of programmes, and tell the good stories of our country and Hong Kong in English. In addition, RTHK would enhance cross-platform publicity by formulating promotion strategies targeting at different social media platforms, as well as conducting school and community tours to organise activities, in order to deepen public understanding of the radio and television channels as well as the programmes.
3. The Board expressed appreciation for RTHK's programme strategies and the latest arrangements, and considered that the channel positioning was clear and the programmes were diverse and rich in content. Several Members offered their suggestions on programme production, including introducing more high-quality animations; making use of technology to spice up the programmes; as well as producing programmes in line with the policy directions of different bureaux and government organisations. Besides, a number of Members suggested that contents covering financial information, industry development, international news, historical issues and parent education be added; segments of interviews with children and young people be included; and Putonghua programmes and different types of online podcasts be added. RTHK responded that it would consider and follow up on the various suggestions.
4. Regarding programmes relating to sports and inter-school competitions, several Members suggested that RTHK strengthen the promotion of newly-popular sports; enhance inter-school sports news coverage; as well as broadcast a greater variety

of competitions other than sports matches. It was also suggested that interviews with athletes or relevant persons be included in the programmes, so as to consolidate RTHK's role in this area. RTHK said that there were programmes introducing newly-popular sports at the moment. Moreover, apart from inter-school sports competitions, programmes on other inter-school activities, such as the Schools Music Festival and Schools Speech Festival, would also be produced. RTHK would further enhance the lineup of relevant programmes in the future.

5. A Member said that programmes under the ESG category actually focused on environmental issues only. He suggested that RTHK make appropriate adjustments during publicity. Another Member suggested that the Television Division and Radio Division co-produce programmes on social and governance-related topics, so as to examine the ESG issues from different perspectives, thereby achieving synergy of resources. RTHK said that it would consider the relevant suggestions.
6. The Chairman and a Member raised an enquiry about the broadcast hours of intellectual programmes, and whether RTHK had launched programmes related to the 80th anniversary of victory in the War of Resistance Against Japanese Aggression to dovetail with the national policy. Besides, several Members suggested that short films or information modules on suitable topics be added in between programme hours, such as short videos on "Government and You", so that the diverse contents could reach different target groups of audience. RTHK responded that the broadcast hours would be scheduled according to the programme nature, and suitable presenters would be identified subject to the programme needs. Moreover, RTHK was planning for special programmes to dovetail with the national policy, and a series of contents on the 80th anniversary of victory in the Chinese People's War of Resistance Against Japanese Aggression and the World Anti-Fascist War was expected to be launched during the year.
7. A Member raised an enquiry about how RTHK demonstrated its public purposes and mission through various types of programmes. RTHK said that irrespective of whether it was an in-house produced or acquired programme, the first priority was always whether it could effectively implement the public purposes and mission stipulated under the Charter of RTHK (the Charter). RTHK also pointed out that many programmes often covered multiple public purposes and mission at the same time.

8. Several Members expressed concern and raised an enquiry about RTHK's publicity work and its effectiveness. RTHK responded that it was actively enhancing publicity on different platforms. Apart from setting up a "bilibili" account, RTHK would also set up an account on the popular social media platform "Xiaohongshu", and produce promos specifically for various platforms, as well as promote programmes jointly with our partners to reach out into the community for enhancing the publicity effect. In addition, several Members also suggested that RTHK convert some segments of the radio programmes into video contents, and make use of technology to convert audio contents into texts, so as to facilitate search and delivery of information while reviewing its resource allocation.
9. RTHK thanked the Board for providing valuable suggestions, and said that it would consolidate resources; apply technology flexibly to enhance production efficiency and programme attractiveness; and make adjustments timely according to the actual situation. As the public service broadcaster, RTHK would continue to firmly implement the public purposes and mission stipulated under the Charter, and cater for the needs of various sectors of the community. Further views from the Board on programme contents were welcome.

Agenda Item 3: RTHK Annual Plan for 2025-26

10. RTHK briefed the Board on its annual plan for 2025-26, which covered production highlights and development directions, publicity and promotion strategy, performance targets and indicators, as well as resource allocation plans. The Board considered it a comprehensive plan with clear development directions.
11. Several Members suggested that RTHK could further leverage the advantages of technology and the Artificial Intelligence (AI) Lab to enhance collaboration with institutions and increase students' understanding of RTHK. In response, RTHK expressed agreement and said that the relevant guided tour activities had already been initiated.
12. Regarding programme content, several Members said that this year marked the conclusion of the National 14th Five-Year Plan, and suggested that RTHK could increase programmes related to national advancement through science and technology, achievements in innovation and technology, as well as the development of the Greater Bay Area (GBA). Besides, RTHK could produce forward-looking thematic features about the National 15th Five-Year Plan, launch programme series

featuring major celebrations or special themes, and broadcast more videos of inter-school competitions. RTHK responded that it had been co-organising various inter-school competitions with different government departments and organisations, with the related footages being broadcast. It had also launched a number of programmes related to the GBA and cultural exchange. In the future, RTHK would continue to produce relevant programmes in line with national policies while making good use of existing resources.

13. Regarding data collection, a Member suggested that RTHK could incorporate data provided by collaborating organisations to reflect the effectiveness in a more comprehensive manner. RTHK responded that it planned to make a more in-depth evaluation through focus groups, and would explore the feasibility of expanding the use of simple electronic questionnaires to collect more data on programme quality throughout the year.
14. Several Members enquired about issues related to resource allocation. A Member also suggested that RTHK should strengthen the use of AI to develop multilingual programmes while examining the relevant expenditures. In response, RTHK pointed out that the New Media Services had a lower estimate than the other two Divisions because this estimate only covered the operational expenditures of various new media platforms and the related units, and the programme production expenditures were included in the estimates for the Radio and TV Divisions. Despite an overall reduction in resources, RTHK would continue to actively apply AI to enhance production efficiency and ensure optimisation of resources, and would review annually its performance targets and indicators.

Agenda Item 4(a): Updates on Programmes (BOA Paper 1/2025)

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

Agenda Item 4(b): Updates on Public Feedback (BOA Paper 2/2025)

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

Agenda Item 5: Any Other Business

17. A Member suggested that RTHK report on the data related to RTHK staff in the next meeting, including the training arrangements provided for new recruits.
18. A Member suggested that RTHK arrange a visit to the AI Lab for Members. RTHK said that timely arrangements would be made.

(Post-meeting note: RTHK would arrange for Members to visit the AI Lab on 24 April.)

Agenda Item 6: Date of Next Meeting

19. The next meeting was scheduled for 16 June 2025.
20. There being no other business, the meeting was adjourned at 11:45 a.m.

The Secretariat
RTHK Board of Advisors