

**RTHK WORKING GROUP
ON COMMUNITY BROADCAST**

**INTERIM REPORT
(November 2010)**

Summary

The Working Group on Community Broadcast (“The Group”) was formed under the instruction of AD(R) to study the possibilities and practicalities of community broadcast service if it is to be administered by RTHK. 10 meetings were held from November 2009 to May 2010 with the addition of subgroup meetings. The Group has discussed various aspects and identified problematic areas of the subject matter. References of community broadcast were drawn mainly from Australia, UK and USA while administrative experiences from local schemes such as Film Development Fund, CreateHK, and Community Investment and Inclusion Fund.

2. In countries where community broadcast is well established, members of the public are able to apply for a license to broadcast and are abide by a separate code and legislation dedicated to community broadcast. The case in Hong Kong is quite unique as RTHK is tasked to administer the Community Broadcasting Involvement Fund (CBIF) and arrange broadcast of the contents on RTHK channels. Hence we need to develop our own model while referring to the best practice of community broadcast in more advanced places.

3. The working group has identified the following areas which we need to address in order to develop our own model:

- Definition of Community Broadcast (CB) in Hong Kong
- Terms of reference for RTHK in CB Service
- CB target applicants (users)
- Eligibility and selection criteria for applications
- Workflow and operation mode to administer the CBIF and the broadcast of contents
- Code of practice and guidelines for users (CB applicants)
- Media training for both users and general public on CB

4. On the conceptual side, our initial view is that a definition of Community Broadcast for Hong Kong is crucial for the future development of our service. It not only affects the public expectation of what kind of service we will provide but also helps moulding the parameters of our relationship with

the community broadcast producers, application selecting criteria, funding eligibility, etc. Since the public will not be granted individual licenses in Hong Kong, we tend not to adopt the geographical definition of “communities” for our service. Instead, we suggest that “commonality” of a certain group of people to be the prime parameter to define what a community is. With reference to Community Investment and Inclusion Fund, we suggest that the applications need to be measured by their “Social Gain” elements. However, there are diverse views on RTHK’s relationship with the community broadcast producers among group members as it concerns both the handling matters and other legal implications.

5. On the operational side, we suggest that we should develop a workflow suitable for all modes of delivery, i.e. radio, television and internet. That is to demonstrate the same set of principles of our service, encourage synergy of production on different platforms and minimize administrative resources. With reference to the workflow of CreateHK and commissioning exercise conducted by RTHK, we have drafted a few documents such as a workflow chart, a checklist for vetting and an evaluation form for the selection panel in order to visualize the obstacles we will face when the service is in operation. There are many other documents we have not yet touched on such as the application form, contract with successful applicants, code of practice and guidelines for community broadcast producers, assessment form of the project, etc.

6. Readers of the report should take note that the discussion of the working group was based on many unknown factors and we could only create a scenario deemed fit in principle.