

**RTHK Board of Advisors
Annual Report 2010 – 2011
(1 September 2010 – 31 August 2011)**

Overview

The RTHK Board of Advisors was set up on 1 September 2010 in accordance with the RTHK Charter promulgated in August 2010. Its role is to advise the Director of Broadcasting on a range of issues relating to the services of RTHK including editorial principles, programme standards, performance evaluation, service improvements and community participation in broadcasting. It also receives complaints and public opinions surveys on RTHK's performance.

2. The Board comprises non-official Members from different sectors of the community who are all appointed by the Chief Executive for a term of 2 years. The Director of Broadcasting is an ex-officio Member. Membership list of the Board is at Annex.

3. In the past year, the Board met on a quarterly basis. The Board also conducted a familiarization visit to the office premises and facilities of RTHK. Individual Members attended various functions and observed the production of programmes by RTHK.

Highlights of work in 2010 – 2011

Transparency of work

4. To address the concern of some members of the public as to whether the Board will affect the editorial independence of RTHK, the Board attaches great importance to ensuring the transparency of its work. To this end, all the agendas, papers and minutes of the Board meetings are published on its homepage (http://rthk.hk/about/board_of_advisors/) for public access.

Working relationship with RTHK

5. The Board has a smooth working relationship with RTHK, and is highly appreciative of the co-operation and support rendered by the RTHK management and staff.

6. The Board is also highly appreciative of the professionalism and devotion of RTHK colleagues in performing their roles, despite the constraints they face in working environment and equipment. The Board fully supports the new endeavours that RTHK is embarking and the allocation of more resources to RTHK for these new endeavours.

Audience surveys

7. As a publicly funded public service broadcaster (PSB), RTHK must from time to time consult its audience and be responsive to the views gathered so as to ensure that RTHK is capable of achieving its mission to inform, educate and entertain our broader community. RTHK had introduced to the Board the comprehensive surveys it conducted over the years including radio audience surveys, TV appreciation index surveys, TV ratings surveys, WebTrends and other ad-hoc surveys. Besides, RTHK also sought to collect public views direct through various channels such as RTHK Public Meeting and RTHK Programme Advisory Panel.

8. The Board would consider initiating surveys and research from different angles and perspectives on issues pertaining to the role of RTHK as a PSB.

Digital Audio Broadcasting (DAB)

9. RTHK briefed the Board on the key features of the DAB technology, the history of RTHK's trial of DAB and the plan to soft-launch DAB services in November 2011.

Community Involvement Broadcasting Services (CIBS)

10. In September 2009, the Government proposed that RTHK should devote part of its airtime and resources within the development of its digital services to provide a platform for community participation on broadcasting. RTHK would also set up and administer, with the advice of the Board, a pilot Community Involvement Broadcasting Fund (CIBF) to encourage community organizations to bid for resources

for producing television and radio programmes.

11. The Board supports the initiative to introduce CIBS in Hong Kong and had engaged in active discussion with RTHK in drawing up the implementation details. A broad framework of the project had been formulated. We also saw the need for RTHK to conduct a comprehensive consultation exercise to ascertain the needs and expectation of the community. In this aspect, RTHK had consulted various NGOs, political parties, non-Chinese speaking groups and RTHK Programme Advisory Panel. Public consultation is scheduled for early 2012. It is expected that the CIBS would be launched around the end of 2012.

RTHK Annual Plan

12. RTHK publishes annual plans to give members of the public an outline of the programming directions of RTHK for the year. The Board had offered comments and advice for the consideration of the RTHK management when the Annual Plan for 2011-12 was being drawn up.

Media Asset Management (MAM)

13. The Board noted the details of the MAM project as reported by RTHK. The Board considered that programme archives were invaluable asset of Hong Kong and we supported establishing the MAM system.

Editorial and procedural guidelines for webcast on rthk.hk

14. The decision of the RTHK management not to live webcast the funeral of Mr SZETO Wah had caused queries by the staff side of RTHK as to whether RTHK's editorial independence had been compromised. The Board was concerned about the decision-making process involved in the incident and had therefore requested RTHK management to explain the rationale behind its decision.

15. RTHK advised the Board that it had reviewed the editorial decision-making process for webcasting materials not produced by RTHK and found that there was ambiguity in this aspect. In light of this, editorial and procedural guidelines in handling webcast on its homepage (rthk.hk) had been laid down and issued to all RTHK producers for compliance.

Complaints and programmes updates

16. The Board received reports on a quarterly basis from RTHK on programmes/ major issues, and the complaint cases concerning RTHK handled by the Hong Kong Broadcasting Authority.

RTHK achievements

17. The Board was pleased to learn that RTHK programmes had won a number of awards in local and international competitions organized by renowned industry institutes.

**The RTHK Board of Advisors
February 2012**

**Membership List of
RTHK Board of Advisors**
(With effect from 1 September 2010)

Chairman:

Mr Lester G. HUANG, JP

Members:

Dr Eugene CHAN Kin-keung, JP

Miss Lisa Marie DJENG Kar-yee

Ms May FUNG

Mr Ringo LAM Wing-kwan

Mr CK LAU, JP

Mr Maurice LEE Wai-man, BBS, JP

Mr Raj Sital MOTWANI, BBS, JP

Ms Jolly WONG Ka-chi¹

Ms Marisa YIU

Ex-Officio Member:

Director of Broadcasting

¹ Ms Jolly Wong resigned in August 2011.