

Programme Updates for the Quarter
April – June 2012

A. Radio

No.	Date	Items
1.	7 April	R1 introduced a new programme "Women Pioneers" (七百萬人的先鋒), hosted by former Permanent Secretary for Home Affairs, Shelly Lee.
2.	13 April	Putonghua Channel (PTC) in cooperation with China National Radio, launched the "Road to Mutual Victory" (共贏之路) in April, to study the economic and social development of Guangzhou, HK and Macau.
3.	14 April	R2's Equal Opportunity Harmonious Community Movement (平等機會多元共融行動) was conducted in April.
4.	15 April	R1 relayed the Football League Cup Final (聯賽盃決賽).
5.	15 April	R4 presented the "HK Police Band Family Concert" at Shatin City Hall.
6.	18 April	Culture and Education Unit (CEU) relayed the "21 st Drama Award Ceremony" (第 21 屆舞台劇獎頒獎禮).
7.	22 April	R1 introduced another new programme "Life and Statistics" (統計人生), hosted by former Commissioner for Census and Statistics, Frederick Ho.
8.	1-3 May	R4 will conduct the "Intimacy of Creativity", to encourage the exchange of music experience in May.
9.	12 May	R2 will introduce "Filial Piety" (孝道) on Mother's Day, to encourage the respect for the elders.
10.	16 May	R1 will conduct the "HK Humanity Award" (香港人道年獎) in conjunction with the Red Cross.
11.	13 June	CEU will conduct the "Hong Kong Book Prize" project (香港書獎) to encourage literary interest among the public.
12.	June	PTC will launch "Our 15 Years" (我們的十五年) to celebrate the 15 th Anniversary of the Establishment of the HKSAR, and its own 15 th birthday in June.

No.	Date	Items
13.	June	R1 will launch a series of specials in June to analyze changes in the new administration.
14.	June	Digital Audio Broadcasting will be officially launched.

B. TV Programmes

No.	Date	Items
1.	April – early July	RTHK will provide support to the following events to celebrate the 15 th Anniversary of the Establishment of the HKSAR: (1) relay the pool signal of “Worshipping Buddha’s Parietal-bone Relic” (佛頂骨舍利瞻禮祈福大會); (2) arrange coverage and distribute pool signal of the “International Military Tattoo 2012” (國際軍操大匯演 2012); (3) arrange coverage and distribute pool signal of the VVIP Banquet; (4) arrange coverage and distribute pool signal of the Flag-raising Ceremony and Inauguration Ceremony of the new HKSAR Government; and (5) arrange coverage and distribute pool signal of “Our 15 Years Youth Musical Performance” (我們的十五年) - the mega celebration organized by the Hong Kong Federation of Youth Groups and RTHK Putonghua Channel.
2.	April	Sponsored by the Ping Wo Fund, another series of “A House of Gamblers” (賭海迷途) (8 X 30’) has been produced to educate the public on the harms of gambling.
3.	April - May	To help Hong Kong people to have a better understanding of our Motherland, another series of “Cultural Heritage”(文化長河 – 山川行) (10 X 30’), which is sponsored by the Home Affairs Bureau, is being produced.
4.	April - June	To support Hong Kong’s film industry, the third series of “The Flavours of Life” (品味人生) (10 X 30’) is produced during Entertainment Expo 2012. Celebrities from the Hong Kong film industry will be invited to share their dreams.
5.	April - June	London Olympics will be held in July. Sponsored by the Major Sports Events Committee, a new series of “Glamour of Sport” (體育的風采 - 迎奧運) (8 X 30’) will be produced. This series will unveil the dedication and devotion of athletes and other sports professionals in pursuing their dreams.

No.	Date	Items
6.	April - June	<p>RTHK will telecast the following arts programmes in the coming quarter:</p> <p>(a) “Hummel's Trumpet Concert” (非凡小號) (1 X 100’)</p> <p>(b) “FENG ZiKai TV Special” (豐子愷特輯) (1 X 60’)</p> <p>(c) “West Kowloon Cultural District TV Special” (西九文化區發展特輯) (1 X 30’)</p> <p>(d) “Weekly production of The Works” (藝坊) and “Chinese Works” (藝坊星期天), featuring news and reviews of visual and performing arts, design, literary and other “works”.</p>
7.	April - Sept	<p>Sponsored by the Hong Kong Arts Development Council, the arts programme “ADC Weekly – Artspiration” (好想藝術) (19 X 30’) will be produced to enrich people’s life through arts appreciation and participation.</p>
8.	May - June	<p>Due to climate change and global warming, some island nations are facing the threat of disappearing from the face of the Earth in the next century. The commissioning documentary series “The Sinking Islands” (沉沒的國度) (5 X 30’) illustrates the importance of environmental protection in saving these nations.</p>
9.	10 June	<p>To support Hong Kong’s arts development and to honor the distinguished arts practitioners, groups and organizations, RTHK will produce a special “Hong Kong Arts Development Awards 2011 Presentation Ceremony 2011” (香港藝術發展獎頒獎禮) (1 X 60’).</p>
10.	---	<p>RTHK has received 40 major international and local awards in the year 2011-12.</p>
11.	---	<p>Of the top 20 highest appreciation index rated programmes in the TVAI Survey 2011, 12 were RTHK productions. RTHK’s programmes also scored the highest average of 71.39 (overall average index was 68.44) and ranked the top among the four stations for a consecutive of 14 years.</p>

C. New Media Unit

No.	Date	Items
1.	April - June	New Media Projects : <ul style="list-style-type: none">- Launching of special project: “HKSAR 15” (特區15), “Literature Tour 2012” (文學行腳 2012) and London Olympics (倫敦奧運).- Launching of RTHK Prime (Android version and iOS upgrade) and RTHK OTG (iOS upgrade)- Enhancement of Podcast Station to allow wider access and higher video quality.

**Radio Television Hong Kong
April 2012**