

Radio Television Hong Kong Board of Advisors
Annual Report 2013 - 2014
(1 September 2013 – 31 August 2014)

Overview

The Radio Television Hong Kong Board of Advisors (the Board) was set up on 1 September 2010 pursuant to the Charter of Radio Television Hong Kong (the RTHK Charter). The Board advises 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. The Board also receives reports on complaints and conducts public opinion surveys on RTHK's performance.

2. The Board comprises non-official Members from different sectors of the community and are appointed by the Chief Executive for a term of two years. The Director of Broadcasting is an ex-officio Member. The Membership list of the Board for the term of 1 September 2012 to 31 August 2014 is at Annex.

3. In the past year, the Board met on a bimonthly basis. Members were also invited to attend functions and observe the production of programmes by RTHK.

Highlights of works in 2013 – 2014

2014 Opinion Survey initiated by the Board

4. Following the opinion survey conducted in July 2012, the Board suggested conducting a similar survey regularly to gauge the public's views and expectations on RTHK with regard to its public purposes and missions stated in the RTHK Charter, as well as to understand the public's usage of RTHK television, radio and new media services. RTHK commissioned the Aristo Market Research & Consulting Company Limited to conduct the opinion survey with Cantonese-speaking residents of Hong Kong aged 18 or above in May 2014. A total of 1,030 valid responses were collected.

5. The Board noted the following survey results:
- (a) The survey results, particularly the parts on RTHK's public purposes and missions, were approximately the same as the last survey conducted in 2012;
 - (b) The markings for RTHK's service quality were 7.2, 7.1 and 6.7 against a scale of 10 for television programmes, radio programmes and website respectively;
 - (c) All the five public purposes mentioned in the Charter were well recognised with all obtained an importance rating of 6.5 marks or above out of a scale of 10;
 - (d) RTHK's performance in achieving the five public purposes was positive, with the average rating of each aspect above 63 marks out of 100;
 - (e) All the five missions of RTHK mentioned in the Charter were regarded as very important with a rating of 7 marks or above out of a scale of 10, and RTHK's performance in fulfilling these missions was satisfactory with all receiving more than 66 marks out of 100.
6. Based on the survey results, the Board offered comments and advice on how to enhance the services delivered by RTHK.

RTHK Annual Plan

7. RTHK publishes its annual plan to give members of the public an outline of the programming directions of RTHK for the year. The Board provided comments and advice for the consideration of RTHK management when the Annual Plan for 2014 – 15 was being drawn up.

Community Involvement Broadcasting Service (CIBS)

8. The Board was briefed on the latest development of the CIBS. The three-year pilot project of community participation in broadcasting was launched in the end of 2012 with increasing popularity. Up to mid-July 2014, 61 programmes (four quarters) were broadcast. The programme themes included art and culture, education, ethnic minorities, politics and current affairs, social services, district affairs and environment. The other themes, namely economy and finance, health, religion and philosophy as well science

and technology will be broadcast in the subsequent four quarters. The Board had been monitoring the progress of the pilot project and provided advice as and when required.

Digital Terrestrial Television (DTT)

9. The Board was updated on the progress of DTT broadcasting and offered comments and suggestions on improving the coverage as well as the penetration of the DTT broadcasting services. The DTT Channels trial run commenced on 12 January 2014.

English Language Programming

10. The Board discussed the challenges faced by the English radio programmes and provided suggestions in this respect. The Board acknowledged that the RTHK English radio channels provided a good platform for programmes for the minority groups and the monolingual communities in Hong Kong.

Chinese Operas and Elderly Programmes

11. The Board was briefed on the elderly programmes and activities provided by RTHK Radio 5, as well as the station's effort in the preservation of cultural heritage and promotion of Chinese operas, in particular to the younger generation. The Board acknowledged that RTHK had preserved a valuable archive of Chinese operas and would play an important role in this field.

General Programmes of RTHK

12. The Board discussed the wide scope of programmes categories and topics provided by the General Programmes Section of Television Division, including programmes for children, ethnic minorities in Hong Kong and healthy living.

Updates on New Media Development

13. RTHK updated the Board on the development of new media services. The Board offered comments and advice on the direction of development and potential co-operation with the commercial information technology and

communication sector in the outreaching of RTHK's internet services.

Proposed Revision of the RTHK Producers' Guidelines

14. The Board was briefed on the proposed revision of the RTHK Producers' Guidelines and noted the views of RTHK's internal working group and the management in drafting the revised guidelines.

RTHK new Broadcasting House

15. The Board noted the latest development of the RTHK new Broadcasting House and expressed concern over the impact of delay of the project on the provision of services by RTHK. In this regard, the Board sent a letter to the Commerce and Economic Development Bureau in April 2014 to express its concern.

Complaints and Programmes Updates

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

Acknowledgement

17. The Board appreciated the support of the RTHK staff for the meetings of the Board, in particular the many useful in-depth briefings given by RTHK colleagues on their work.

**The RTHK Board of Advisors
December 2014**

Membership List of RTHK Board of Advisors
(for the term 1 September 2012 to 31 August 2014)

Chairman:

Mr Lester HUANG Garson, JP

Members:

Dr Eugene CHAN Kin-keung, JP

Ms Mimi CHEUNG Yee-may

Miss Lisa Marie DJENG Kar-yee

Ms May FUNG May-gay

Mr Ringo LAM Wing-kwan

Mr LAU Chi-kuen, JP

Mr Maurice LEE Wai-man, BBS, JP

Mr Raj Sital MOTWANI, SBS, JP

Ms Marisa YIU Kar-san

Ex-Officio Member:

Director of Broadcasting