

**Minutes of the 23<sup>rd</sup> meeting of  
RTHK Board of Advisors  
held at 9:15 am, 11 March 2015  
at Conference Room, G/F, Broadcasting House  
30 Broadcast Drive, Kowloon Tong, Kowloon**

**Present**

Mr Lester G. HUANG, JP (Chairman)  
Dr Eugene CHAN Kin-keung, JP  
Ms Mimi CHEUNG Yee-may  
Mr Robert CHUA Wah-peng  
Mr Mohan DATWANI  
Mr Ringo LAM Wing-kwan  
Mr C.K. LAU, JP  
Mr Maurice LEE Wai-man, BBS, JP  
Mr Jimmy NG Wing-ka  
Mr Roy TANG, Director of Broadcasting

**In attendance from RTHK**

Miss Leonia TAI, Deputy Director of Broadcasting (Developments)  
Mr TAI Keen-man, Deputy Director of Broadcasting (Programmes)  
Ms Lisa LIU, Assistant Director (Radio & Corporate Programming) (Agenda item 3)  
Mr CHAN Yiu-wah, Controller (Radio) (Agenda item 3)  
Miss Jace AU, Head/Digital Audio Broadcasting (Agenda item 3)  
Ms Amy KWONG (Board Secretariat)

**Absent with apologies**

Mr Walter CHAN Kar-lok, SBS, JP  
Miss Lisa Marie DJENG Kar-yee  
Ms Anna HUNG Wing-chee  
Dr Carol MA Hok-ka  
Ms Marisa YIU

**Secretary**

Miss Janice LAU (Board Secretariat)  
Ms Priscilla HO (Board Secretariat)

### **Agenda Item 1 : Confirmation of the minutes of the last meeting**

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1. Mr Walter CHAN, Miss Lisa DJENG, Ms Anna HUNG, Dr Carol MA and Ms Marisa YIU sent apologies for not being able to join this meeting.
2. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 26 January 2015 for Members' comments on 2 March 2015 and Members had made no comments. The minutes of the last meeting were therefore confirmed without amendment.

### **Agenda Item 2 : Matters arising**

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3. Members raised no item for discussion.

### **Agenda Item 3: Review on the Pilot Project for Community Involvement Broadcasting Service**

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4. Miss Jace AU briefed Members on the progress of the pilot project highlighting the growing number of applications and the diversity of topics since the Community Involvement Broadcasting Service (CIBS) was launched in December 2012. She also briefed Members on the composition of the Selection Committee and background of the successful applicants. She added that in conducting the review, a Focus Group was established to gauge the views of the applicants, members of Selection Committee and the general public towards CIBS. The feedback was positive, both in terms of enhancing the knowledge of the CIBS producers in radio programme production and achieving social gains for the community. There were views that more promotion and training should be provided.
5. Some Members considered that more publicity should be conducted to promote CIBS by means of broadcasting selected CIBS programme on the FM channels, establishing peer or alumni group and setting a pop-up on the RTHK website. Miss Jace AU explained that with the limited air time of the FM channels, it was difficult to schedule CIBS programmes on the FM platform. To enhance the reach of the CIBS programme, she advised that, successful applicants were allowed to broadcast their programmes through other social media. Trailers of CIBS were also broadcast on the analogue channels to promote the programmes.

6. In response to a Member's enquiry on adding a flowchart of application procedures and simplifying the agreement documents, Miss Jace AU noted that a flowchart was once introduced but subsequently replaced by a comprehensive one-stop service rendered to applicants to facilitate application. Before applicants signed the agreement, RTHK staff would go through the agreement terms in detail with the successful applicants.
7. Members noted the value of the CIBS and supported the continuation of the project. Members also considered that more training should be provided to the applicants to enhance the production standard. Mr Roy TANG said that RTHK would discuss with the policy bureau to seek additional resources to continue the CIBS.
8. A Member noted that when recruiting new staff for administering the CIBS, RTHK should ensure that the recruits possessed basic understanding in broadcasting standards for giving advice to the CIBS applicants.

#### **Agenda Item 4: RTHK Controlling Officer's Report**

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9. Mr TAI Keen-man briefed the meeting on the RTHK Controlling Officer's Report (COR) 2015-16.
10. A Member opined that the COR could be presented under the five missions of RTHK in order to illustrate the extent of achievement. Another Member expressed concern over the meager resources allocated to the New Media Unit because it was the future trend for broadcasting. A Member concurred that additional resources should be allocated to the New Media Unit to cope with the growing broadcasting market on multi-media platform. It was also suggested that a portal for Non-government Organisations to promote their services to be set up.
11. Mr Roy TANG noted the views of the Members and added that additional manpower would be allocated to the New Media Unit with effect from 1 April 2015.

#### **Agenda Item 5(a) : Updates on programmes (BOA Paper 4/2015)**

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12. Mr TAI Keen-man introduced the paper. Members had no comment on the paper.

**Agenda Item 5(b) : Updates on complaints (BOA Paper 5/2015)**

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13. Mr TAI Keen-man introduced the paper.
14. A Member suggested that for current affairs programmes, a caption stating other parties' views on the same topic would be presented in other episodes could be added to illustrate the balanced stance of the programmes.

**Any other business**

15. Members raised no item for discussion.

**Date of next meeting**

16. The Chairman informed the meeting that the next meeting was scheduled on 13 May 2015.
17. There being no other business, the meeting was adjourned at 11:35 am.

**Secretariat**

**RTHK Board of Advisors**