

**Minutes of the 11th meeting of
RTHK Board of Advisors
held at 2:30 pm, 20 March 2013
at Board Room, 2/F Broadcasting House,
30 Broadcast Drive, Kowloon Tong, Kowloon**

Present

Mr Lester G. HUANG, JP (Chairman)
Ms Marisa YIU
Miss Lisa Marie DJENG Kar-ye
Mr C.K. LAU, JP
Mr Maurice LEE Wai-man, BBS, JP
Dr Eugene CHAN Kin-keung, JP
Mr Ringo LAM Wing-kwan
Ms Mimi CHEUNG
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)
Mr Jimmy SHIU, Head/Radio 4 (Agenda item 3)
Mr Forever SZE, Head (Television and Corporate Businesses) (Agenda item 4)
Mr Albert CHEUNG, Principal Programme Officer/Digital Terrestrial Television
(Agenda item 4)

Absent with apologies

Ms FUNG May-gay
Mr Raj Sital MOTWANI, BBS, JP

Secretary

Miss Janice LAU (Board Secretariat)

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

1. Ms FUNG May-gay and Mr Raj Sital MOTWANI 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 1 February 2013 for Members' comments on 15 March 2013, and Members had made no comments. The minutes of the last meeting were therefore confirmed without amendment.

Agenda Item 2 : Matters arising

3. Members raised no item for discussion.

Agenda Item 3 : Music policy of Radio 4

4. Mr Jimmy SHIU gave a presentation on the music programmes and various services of Radio 4.
5. Upon Chairman's enquiry, Mr Jimmy SHIU and Mr TAI Keen-man informed that there were programmes on religious music, such as "Church Service" and "Sunday Service" (天降甘霖). There was also a programme on Buddhism.
6. The Chairman commented that young listeners were important for the future development and it was a challenge for radio services, in particular fine music programmes, to appeal to the youngsters. He enquired about the strategies of RTHK in this respect.
7. Mr Jimmy SHIU responded that there were programmes targeting on the involvement of youngsters, such as "Children's Corner" (親親童樂日) that provided opportunities for parents and their children to enjoy music together; "R4 Buddies" (四台插班生) with interactive activities with youngsters such as visits to schools, interviews of young musicians; and "Young Music Makers" (樂壇新秀) that provided a performance platform for young musicians. There was also a plan to invite young musicians, who were not included in 'Young Music Makers', to come to perform at Radio 4.
8. The Chairman suggested that to attract young listeners, the programmes could be conducted in a less serious style. As youngsters were active and with relatively short attention span, excerpts of music could be broadcast in addition to complete works to attract their attention.

9. Mr Jimmy SHIU informed that efforts had been made to attract young listeners. The popular fine music pieces, as popular as Für Elise and Blue Danube, were broadcast. In addition to that, in view of the quick development of the web, Radio 4 was putting more emphasis on the new media. The RTHK Quartet conducted concerts in schools and were welcome by students. Besides, the programme “Collage” (點指美樂) provided segmented music on the web.
10. A Member commented that Radio 4 played an important role in developing the general public’s interest in music and offered a valuable platform for the combined efforts of the government, non-government organizations, charities and commercial organizations. Mr Jimmy SHIU informed that Radio 4 would balance the programmes to meet the needs of both new and long-term listeners.
11. A Member commented that to promote music to the young generation, opportunities could be given for youngsters to perform music on Radio programmes. Besides, more animation music could be broadcast.
12. A Member suggested that an idol e.g. a young musician like Vanessa MAE, would appeal to the youngsters. The “beats” element could also be added to fine music. Mr Jimmy SHIU responded that Radio 4 was considering to produce a programme for the broadcast of lesser-known, more adventurous music.
13. A Member shared experiences in music activities that educated the public and engaged them in the making of music. There were also programmes introducing interesting music such as a fruit and vegetable orchestra.
14. A Member appreciated the choice of music in the “Christmas Concert in the Park”, which appealed to the general public and music lovers. The Member recommended that to encourage public involvement of the event, the audience size should be increased as far as possible. Besides, such concerts could be conducted for several times a year.
15. Upon the Chairman’s enquiry about music concerts broadcast by RTHK, Mr Jimmy SHIU responded that apart from the “Christmas Concert in the Park”, “Symphony Under the Stars”, a large-scale outdoor concert given by the Hong Kong Philharmonic Orchestra was broadcast every year.

16. Members recommended conducting more concerts on Chinese music, such as Chinese music concerts at the Mid-Autumn Festival. Mr Jimmy SHIU advised that RTHK had conducted Chinese music concerts in the Lunar New Year and more concerts on Chinese music were being considered.

Agenda Item 4 : Digital Terrestrial Television (BOA Paper 4/2013)

17. Mr Forever SZE introduced BOA Paper 4/2013.
18. Upon Members' enquiries about the schedule and content of the RTHK digital terrestrial television, Mr Forever SZE informed that it was targeted that the three channels would start full operation in 2018. There would be a diversity of programmes, including dramas and documentaries, covering current affairs, information, education, art and culture to cater for the interests of both general public and minority groups.
19. A Member commented that the programme strategy for the RTHK digital terrestrial television should be different from that of the existing free terrestrial televisions so as to provide more choices for the public. Mr Forever SZE replied that being a public service broadcaster, RTHK would strive to provide services which were not available from commercial televisions.
20. Members suggested that promotions for non-government organizations could be included in the channels and a good English channel could be developed. Mr Forever SZE informed that there would be announcements of public interest and the production of English programmes was being considered.
21. Members discussed the programme strategy of the RTHK digital terrestrial television. Some Members suggested that the issue should be handled carefully and discussion with the industry be conducted. Some Members recommended that public consultation on the issue could also be considered.

22. Miss Leonia TAI informed the meeting that consultation on the positioning and programme content of the RTHK digital terrestrial television had started in 2012 such as with the RTHK Programme Advisory Panel. She advised that the themes of dramas produced by RTHK, such as “A Mission for Equal Opportunities” (非常平等任務), mainly focused on educating the public through stories and therefore were different from those produced in commercial televisions. Mr Forever SZE supplemented that the element of entertainment would also be included in programme-making so as to attract the public to view the programmes.

Agenda Item 5(a) : Updates on programmes (BOA Paper 5/2013)

23. Mr TAI Keen-man introduced the paper. He informed the meeting that a briefing on the progress of the Community Involvement Broadcasting Service Pilot Project would be provided in the next meeting.

Agenda Item 5(b) : Updates on complaints (BOA Paper 6/2013)

24. Mr TAI Keen-man introduced the paper and Members had no comments.

Any other business

25. The meeting discussed the recent issues relating to RTHK’s editorial independence as reported in the press. The meeting noted that for a public broadcaster like the RTHK, it was important that in formulating programme ideas and executing programme decisions, diverse views be expressed and professionally evaluated. The meeting affirmed that the Director of Broadcasting, as the Editor-in-chief of RTHK, is responsible for making the final editorial decisions, and accountable for editorial decisions taken by RTHK programme producers according to the RTHK Charter and the Producers’ Guidelines. The meeting supported enhanced communication among the parties concerned and continued dialogue conducted in a professional manner. Noting that the Board would not be involved in the day-to-day operation or staffing matters of RTHK as set out in the RTHK Charter, the Board was willing to facilitate communication wherever appropriate. The Board believed that the team members would work with each other with good trust and support.

Date of next meeting

26. The Chairman informed the meeting that the next meeting would be held on 15 May 2013. He suggested that the meeting be held at M21 with a visit to the facilities there.

27. There being no other business, the meeting adjourned at 5:30 pm.

Secretariat

RTHK Board of Advisors