

**Minutes of the 12th meeting of
RTHK Board of Advisors
held at 2:30 pm, 15 May 2013
at T02, M21, LG2 Floor, Shek Pai Wan Shopping Centre,
Aberdeen, Hong Kong**

Present

Mr Lester G. HUANG, JP (Chairman)
Dr Eugene CHAN Kin-keung, JP
Ms Mimi CHEUNG
Miss Lisa Marie DJENG Kar-yee
Ms FUNG May-gay
Mr Ringo LAM Wing-kwan
Mr C.K. LAU, JP
Mr Maurice LEE Wai-man, BBS, JP
Mr Raj Sital MOTWANI, BBS, JP
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 CHAN Yiu-wah, Head/Chinese Programme Services (Agenda item 3)
Mr IP Sai-hung, Head/Digital Audio Broadcasting (Agenda item 3)

Absent with apologies

Ms Marisa YIU

Secretary

Miss Janice LAU (Board Secretariat)

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

1. Ms Marisa YIU sent her apology for not being able to join this meeting.
2. The Chairman invited Members to declare interest on any involvement in the discussion topics. He declared that he had involvement in some of the applicant organizations of the Pilot Project of the Community Involvement Broadcasting

Service, including The Hong Kong Federation of Youth Groups, Amnesty International Hong Kong, Wofoo Social Enterprises and Wu Dang Energy Association. Another Member also declared having involvement in The Association of Hong Kong Professionals.

3. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 20 March 2013 for Members' comments on 17 April 2013, and Members had made no comments. The minutes of the last meeting were therefore confirmed without amendment.

Agenda Item 2 : Matters arising

4. Members raised no item for discussion.

Agenda Item 3 : Progress of Community Involvement Broadcasting Service Pilot Project (BOA Paper 7/2013)

5. Mr IP Sai-hung introduced BOA Paper 7/2013.
6. Upon a Member's enquiry about unsuccessful cases, Mr IP Sai-hung confirmed that unsuccessful applicants could re-submit applications for the same production or topic in each round of applications. Mr CHAN Yiu-wah supplemented that to facilitate applicants to enhance their productions, each application would be provided with comments of the Selection Committee. Besides, RTHK had produced six short videos to educate applicants on programme production and project management. As one of the main targets of the Community Involvement Broadcasting Service Pilot Project (the CIBS Pilot Project) was to develop new talents, priority would be given to new applications when the applications submitted were considered equal in all other aspects.
7. A Member enquired about the promotion of the productions of successful applicants. Mr IP Sai-hung advised that promotion would be conducted through radio channels and activities such as a food carnival as well as press releases.

8. Upon the Chairman's enquiry on the assessment of successful applicants' performance, Mr IP Sai-hung replied that reports on the applicants' development of production abilities would be made by facilitators throughout the production process. Besides, all episodes of the applicants' production would be listened to assess their progress in performance.
9. The Chairman expressed concern on whether minority groups would be able to access the CIBS programmes. Mr IP Sai-hung explained that apart from broadcasting on the digital radio channels, podcasts of the programmes would also be available on the RTHK website for easy access by the public.
10. Members discussed the possibility of broadcasting the CIBS programmes on AM or FM radio channels. Mr Roy TANG informed that as the existing radio time slots had been fully occupied, the CIBS programmes would be broadcast on the digital channels. Mr IP Sai-hung advised that being a new media, the digital channels served as a good platform for the launch and development of new programmes which might not be easily accepted by the audience of other radio channels. The programmes widely accepted in the digital channels could be considered for transiting to other radio channels for further development.
11. A Member enquired about the observations for unsuccessful applications. Mr CHAN Yiu-wah informed that most unsuccessful applications lacked concrete plans for the delivery of their ideas or concepts in the actual production. Besides, some of the production teams could not demonstrate that they had the ability in carrying out the production.
12. The Chairman enquired if the applications on the waiting list would be automatically carried forward to the next quarter. Mr IP Sai-hung advised that it would depend on the number of successful applications in the coming quarter and whether there was any extra air time available.
13. Mr TAI Keen-man and Mr CHAN Yiu-wah informed the meeting that there was still much follow-up work with the successful applicants throughout the production process. A Member suggested inviting experienced broadcasters to perform mentors' role for the successful applicants. Mr TAI Keen-man advised that a facilitator would be assigned for each successful applicant and would serve a similar role. Mr IP Sai-hung informed that as the CIBS was a pilot project, RTHK would like to directly monitor the whole scheme in the first round. Some tertiary institutions had also been invited to provide technical advice during the production process.

14. The Chairman expressed that as the CIBS Pilot Project had just been launched, all parties needed time to learn in the process. The meeting agreed that more organizations should be encouraged to submit applications for the Project.

Agenda Item 4(a) : Updates on programmes (BOA Paper 8/2013)

15. Mr TAI Keen-man introduced the paper.

Agenda Item 4(b) : Updates on complaints (BOA Paper 9/2013)

16. Mr TAI Keen-man introduced the paper.
17. Upon a Member's enquiry, Mr TAI Keen-man explained that the Communications Authority dealt with complaints on programmes violating the Code of Practice issued by the Authority itself, the terms or conditions of licence or other regulations specified under section 11(1) of the Broadcasting (Miscellaneous Provisions) Ordinance, Cap. 391.

Any other business

18. Some Members suggested that with its resources and talents, RTHK should further explore its role in television-film production. Apart from various formats of cooperation with third parties such as co-production or joint venture, competitions could also be held to develop new talents and new productions. Members also suggested that RTHK could consider producing documentaries in the micro-movie format, which were popular among the young generation.
19. Mr Roy TANG advised that the RTHK Digital Terrestrial TV channels were actively developing in television production.
20. Members discussed the usage of Facebook by RTHK. Mr TAI Keen-man advised the meeting that there were about 50 to 60 RTHK programmes with Facebook accounts and the use of Facebook mostly depended on the programme hosts. The official Facebook page of RTHK was mainly used for news sharing.

Date of next meeting

21. The Chairman informed the meeting that the next meeting would be held on 19 July 2013 and the venue was to be fixed.
22. There being no other business, the meeting adjourned at 5:00 pm. A visit to the facilities of M21 was conducted.

Secretariat

RTHK Board of Advisors