

**Minutes of the 22nd meeting of
RTHK Board of Advisors
held at 8:30 am, 26 January 2015
at Conference Room “Idea 1”, 41/F, Revenue Tower,
5 Gloucester Road, Wan Chai, Hong Kong**

Present

Mr Lester G. HUANG, JP (Chairman)
Dr Eugene CHAN Kin-keung, JP
Mr Walter CHAN Kar-lok, SBS, JP
Ms Mimi CHEUNG Yee-may
Mr Robert CHUA Wah-peng
Mr Mohan DATWANI
Miss Lisa Marie DJENG Kar-yee
Ms Anna HUNG Wing-chee
Mr C.K. LAU, JP
Mr Maurice LEE Wai-man, BBS, JP
Dr Carol MA Hok-ka
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 Amy KWONG (Board Secretariat)

Absent with apologies

Mr Ringo LAM Wing-kwan
Ms Marisa YIU

Secretary

Mr Philip LAM (Board Secretariat)
Ms Priscilla HO (Board Secretariat)

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

1. Mr Ringo LAM Wing-kwan 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 28 November 2014 for Members' comments on 9 January 2015 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.
4. The Chairman briefly recapitulated the General Working Parameters of the Board, including the role of the Board, declaration of interests, handling of invitations to attend media programmes and events, handling of complaints addressed to the Board and the frequency of Board meetings.

Agenda Item 3: RTHK Annual Plan 2015-16 (BOA Paper 1/2015)

5. Mr TAI Keen-man introduced the paper.
6. Members expressed views on the draft annual plan and various RTHK programmes.
7. A Member suggested that more publicity should be done to promote the positive and impartial image of RTHK whilst a Member suggested incorporating the public purposes of RTHK in the Annual Plan. Another Member also opined that RTHK should enhance the publicity of some high quality programmes, such as community and documentary programmes. RTHK might also consider working with schools and universities to promote these programmes.
8. In response to a Member's enquiry on frequent disconnection of RTHK's mobile applications, Mr TAI Keen-man admitted that with limited resources RTHK could not accommodate all specifications of mobile phones in the market. In addition, as there were copyright concerns, not all radio and television programmes could be provided on RTHK website.
9. A Member considered that RTHK should provide clear statements of its thinking on programme positioning when developing the Annual Plan in future.
10. Some Members opined that RTHK should consider incorporating more interactive elements in its programmes and on its new media platform.

11. A Member commented that DAB was an outdated technology and a review should be conducted to see if it was worthwhile to deploy resources for the development of such service.
12. Some Members proposed RTHK to produce programming which can synergize the cross-media platforms to attract young people and generate a new trend. Upon an enquiry from a Member on essential elements of new media services, Mr TAI Keen-man advised that RTHK had worked with Google and Youtube for big data collection and would analyse the data once available.

Agenda Item 4(a) : Updates on programmes (BOA Paper 2/2015)

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

Agenda Item 4(b) : Updates on complaints (BOA Paper 3/2015)

14. Mr TAI Keen-man introduced the paper.
15. In response to a Member's enquiry on the use of coarse language, Mr Roy TANG replied that RTHK did not tolerate use of coarse language on air by staff.

Any other business

16. Members raised no item for discussion.

Date of next meeting

17. The Chairman informed the meeting that the next meeting was scheduled on 11 March 2015.
18. There being no other business, the meeting was adjourned at 10:30 am.

Secretariat
RTHK Board of Advisors