

**Minutes of the 36th meeting of
RTHK Board of Advisors
held at 9:15 am, 26 May 2017
at Conference Room, G/F, Broadcasting House
30 Broadcast Drive, Kowloon Tong, Kowloon**

Present

Dr Eugene CHAN Kin-keung, BBS, JP (Chairman)
Mr Walter CHAN Kar-lok, SBS, JP
Ms Mimi CHEUNG Yee-may
Mr Leslie CHING Pui-wai
Mr Robert CHUA Wah-peng
Mr Mohan DATWANI
Ms Helen KWAN Po-jen
Dr Agnes LAW Koon-chui, JP
Mr LEE Luen-fai
Mr Augustine WONG, JP
Mr LEUNG Ka-wing, Director of Broadcasting

In attendance from RTHK

Ms Lisa LIU, Deputy Director of Broadcasting (Programmes)
Mrs Sharon YIP, Deputy Director of Broadcasting (Developments)
Miss CHAN Man-kuen, Assistant Director (TV & Corporate Businesses)
Mr Albert CHEUNG, Assistant Director (Radio & Corporate Programming)
Ms Liane CHENG, Controller (Television)
Mr Brian CHOW, Controller (Radio)
Ms Amen NG, Head/Corporate Communications & Standards
Ms Amy KWONG (Board Secretariat)
Ms Alice CHAN (Board Secretariat)

Absent with apologies

Ms Anna HUNG Wing-chee
Mr Douglas LAM Tak-yip
Dr Carol MA Hok-ka
Prof WONG Kam-fai, MH

Secretary

Ms Vivian LI (Board Secretariat)

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

1. The Chairman welcomed Mr Albert CHEUNG, Assistant Director (Radio & Corporate Programming), and Ms Vivian Li, member of the Secretariat, to attend the meeting, and thanked Mr CHAN Yiu-wah, former Assistant Director (Radio & Corporate Programming) and Ms Priscilla Ho, former member of the Secretariat, for their past contributions.
2. Ms Anna HUNG, Mr Douglas LAM, Dr Carol MA and Prof WONG Kam-fai sent their apologies for not being able to join this meeting.
3. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 24 March 2017 for Members' review and no comments were received. The minutes of the last meeting were then confirmed.

Agenda Item 2 : Matters arising

4. In respect of his visit to British Broadcasting Corporation (BBC) in London on 4 April 2017, the Chairman thanked Ms Amen NG and the HKSAR Economic & Trade Office in London for the arrangement. He met Mr David Jordan, the Director of Editorial Policy and Standards of BBC, during the official visit and was impressed by BBC's large scale of corporation and its wide ethnic diversity within the newsroom. He also shared his observations with the Board—
 - (i) BBC was different from RTHK in respect of the way of funding. Its 95% income is self-funded from its productions and programmes;
 - (ii) the annual number of complaints received by BBC exceeded 250 000, which is far more than RTHK;
 - (iii) broadcasters in different regions shared some common challenges. For instance, both BBC and RTHK had a systematic mechanism for handling complaints; facing diminishing radio audience, and initiatives to attract young audience through social platforms; and
 - (iv) while BBC reporters attached great importance to political neutrality, accurate reporting and freedom of expression, he understood that BBC reporting was often regarded as being too pro-establishment.

5. The Chairman concluded that he looked forward to paying another visit to BBC which would facilitate him to have more insights to give advice and suggestion to RTHK.
6. Upon a Member's enquiry about the working relationship of RTHK with BBC, Mr LEUNG Ka-wing replied that they collaborated in various aspects. For instance, Radio 1 broadcast BBC's Cantonese programme "BBC Weekly" while Radio 6 provided 24-hour relay of the English BBC news. BBC's news content facilitated the reporting work of international news of the English News Section. Other English radio programmes such as "Money Talk" and "Backchat" also occasionally invited BBC correspondents to conduct live analysis of important issues.
7. A Member was concerned about whether RTHK had any arrangement of exchange opportunities with other non-local broadcasters for its colleagues. Ms Amen NG remarked that RTHK recognised the importance of such exchanges. The Chinese Programme Services of Radio Division had built collaboration network with Mainland and overseas counterparts. RTHK colleagues had also taken part in many international conferences. In addition, RTHK had invited BBC editorial professionals to provide training to RTHK staff with a view to broadening their broadcast knowledge and horizon.
8. Mr LEUNG Ka-wing supplemented that RTHK was a pioneer in the cooperation with the Mainland media. For instance, there was a programme "Sanjiang Simulcast" jointly produced and broadcast by Radio Guangzhou, Radio Shanghai and RTHK. RTHK also had long-term cooperation with the China Central Television (CCTV). With the strenuous efforts of our TV Division in negotiating with CCTV, RTHK would relay CCTV 1 on TV 33 starting from 6 am on 29 May 2017. As CCTV 1 was a national comprehensive channel featuring influential and diversified programmes, it was hoped that this new programming arrangement would bring a new outlook to the channel and strengthen RTHK's role as a public service broadcaster.
9. A Member commented that the general public would welcome this new relay arrangement. He continued to ask if RTHK would consider relaying CCTV 9 on TV 32 in future. Mr LEUNG Ka-wing replied that the plan was not feasible in the foreseeable future as huge resources were required to solve the difficulties in the provision of subtitling to the programmes. In addition, the current positioning of TV 32 as a channel for live relaying Legislative Council meetings, major news and press conferences was well received by the public and it should be continued.
10. A Member proposed that the Board should be informed if there were visits from non-local broadcasters to RTHK in future so that the Board could meet and have

exchanges.

Agenda Item 3: Report on Television Appreciation Index Survey 2016

11. Miss CHAN Man-kuen presented the report on Television Appreciation Index (AI) Survey.
12. A Member commended AI survey for providing a perspective to gauge the performance of TV programmes other than the TV ratings. The Member further enquired about what efforts RTHK had to increase the exposure of its programmes to more audience.
13. In response, Miss CHAN Man-kuen said that publicity of marketing campaigns were carried out on different social media platforms in order to increase the hit rates of the catch-up programmes. The arrangement of the mobile TV promotion van to visit different districts regularly also received positive response. Due to budget constraint, immersion publicity strategy was adopted instead of large scale promotion campaigns. Ms Amen NG supplemented that RTHK strategically publicized its different genres of programmes to their designated target audience, including thousands of public visitors and schools received by RTHK each year. Mr Brian CHOW further added that some programmes were designed and publicized by making use of the synergy effect among different traditional and social media platforms.
14. A Member noted that TV 32 was currently airing a lot of “slow TV” programmes and suggested the channel to repeat the highly rated programmes to further expand audience reach. Another member concurred and said it was the most convenient way to promote RTHK programmes. Both Miss CHAN Man-kuen and Ms Liane CHENG explained that TV 32 was positioned as a live channel. There were technical constraints to interrupt the transmission and flow of a repeated programme while live relay could jam in slow TV whenever necessary. In addition, channel identity was a key consideration in programme planning. Nevertheless, RTHK would explore the feasibility. Ms Lisa LIU further pointed out that RTHK had already repackaged some of its archived TV programmes with educational values being added. The high frequency to broadcast repeated programmes might induce public complaints. On this issue, a Member opined that RTHK should not consider too much about the issue of complaints.
15. As regards to the methodology of the survey, a Member opined that the validity and reference value of telephone survey was low due to the diminishing size of fixed telephone line users. Another Member suggested that the programmes listed in the index survey should be categorized into one-off and recurrent programmes for easy

reference.

16. A Member asked why five out of the top 20 programmes in the index belonged to the “year ender” genre and whether the methodology of the survey should be reviewed to better reflect the audience opinion. Miss CHAN Man-kuen briefly introduced the question format of the survey and said that the result might reflect the public preference for documentary and retrospective news programmes.
17. Two members proposed that the TV ratings of the top 20 programmes should be provided alongside appreciation index in order to trace the relationship between them. Both Miss CHAN Man-kuen and Ms Liane CHENG remarked that it was difficult to obtain the rating figures from other TV channels and the definition of TV ratings varied between different channels. Miss CHAN Man-kuen proposed to provide the figures of “awareness” for each programme, i.e. the number of respondents who had viewed the programme, alternatively. Ms Liane CHENG said that RTHK would convey Members’ views to the advisory committee of the survey.
18. Mrs Sharon YIP reiterated that each survey had its own limitations. The AI survey was conducted with the purpose of measuring how well the audience appreciated and enjoyed the programmes but not for an in-depth analysis of their views on the programmes. The survey findings were useful for RTHK’s programme planning and development.
19. A Member asked if the timing of survey might have impact on the outcome as the programmes nearer the time of conducting survey would be more easily recalled. Mrs Sharon YIP replied that as the survey was conducted on a quarterly basis each year, the impact would be minimal.

Agenda Item 4: News & Current Affairs Programmes

20. Mr Albert CHEUNG and Mr Brian CHOW of Radio Division as well as Miss CHAN Man-kuen of TV Division briefed Members on the news & current affairs programmes of their respective divisions.
21. The Chairman congratulated everyone and RTHK for its successful coverage on the Chief Executive Election. He appreciated that the programme standard was on par with, if not better than that of other media. He thanked RTHK colleagues for their dedicated efforts in the process.
22. Another member enquired if RTHK had any long-term plan of investing more resources

on televising radio programmes in view of the increasing importance of synergy. Mr Brian CHOW replied that programme contents and availability of resources were key factors in the development of televising radio programmes. Currently, there was only one visual radio studio for this purpose. Despite this, in addition to "Talkabout" and "Accountability", one more radio programme "Healthpedia" was scheduled to be televised in late 2017 with a view to maximizing the synergistic effect.

23. In response to a Member's enquiry on the subtitling system of RTHK, Miss CHAN Man-kuen said that due to funding and technical constraints, subtitles were provided in non-live Chinese and English programmes in their respective languages only, whereas bilingual voice-overs were available for selection in acquisition programmes.

Agenda Item 5(a) : Updates on programmes (BOA Paper 6/2017)

24. Ms Lisa LIU introduced the paper.
25. A Member suggested that Members should be briefed on the trend and genres of acquired television programmes of RTHK at the next meeting. Ms Lisa LIU replied that the management would take it into consideration in planning the agenda of future meetings.

Agenda Item 5(b) : Updates on complaints (BOA Paper 7/2017)

26. Ms Amen NG introduced a summary of direct feedback from the public and the paper.
27. A member noted the recent downward trend of complaints RTHK received. To maintain positive public perception on RTHK, the Member hoped that RTHK production staff would continue to follow the Producers' Guidelines and the management would step up its efforts in this aspect so as to further reduce the number of complaints.
28. Members also proposed RTHK to copy its important press releases and complaints/feedbacks to Members via email for reference. Ms Lisa LIU replied that RTHK would consider the proposal.

Any other business

29. The Chairman invited Members to attend the Concert of Ten Thousand Voices to be co-presented by RTHK and other organisations on 26 June 2017 as the performance in the previous year was very impressive.

30. The Chairman concluded that it was the Board's mission to render advice to RTHK management and facilitate RTHK to find effective means to capture public attention on its high quality programmes in the age of information proliferation with the observation of the Producers' Guidelines. It is his wish that RTHK would become the most credible public broadcaster in China.

Date of next meeting

31. The Chairman informed the meeting that the next meeting was scheduled for 28 July 2017.

32. There being no other business, the meeting was adjourned at 11:30 am.

Secretariat

RTHK Board of Advisors