

**Minutes of the 41st Meeting of
RTHK Board of Advisors
Held at 9:15 am, 23 March 2018
at Conference Room, G/F, Broadcasting House
30 Broadcast Drive, Kowloon Tong, Kowloon**

Present

Dr Eugene CHAN Kin-keung, BBS, JP (Chairman)

Ms Mimi CHEUNG Yee-may

Mr Robert CHUA Wah-peng

Mr Mohan DATWANI

Ms Helen KWAN Po-jen

Mr LEE Luen-fai

Mr Augustine WONG, JP

Prof WONG Kam-fai, MH

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 Brian CHOW, Acting Assistant Director (Radio & Corporate Programming)/Controller (Radio)

Ms Amen NG, Head/Corporate Communications & Standards

Ms Dawn TSANG, Head/Chinese Programme Service (Agenda Item 3)

Ms CHAN Yuen-hung, Head/Radio 5 (Agenda Item 4)

Ms Rita CHAN, Head/General Programme (Agenda Item 4)

Ms Viola LAU, Head/Public Affairs and Multimedia News Section (Agenda Item 5)

Ms Doris WONG, Head/Public and Current Affairs Section (Agenda Item 5)

Ms Amy KWONG (Board Secretariat)

Ms Vicky CHAN (Board Secretariat)

Absent with Apologies

Mr Walter CHAN Kar-lok, SBS, JP

Mr Leslie CHING Pui-wai

Ms Anna HUNG Wing-chee

Mr Douglas LAM Tak-yip

Dr Agnes LAW Koon-chui, JP

Secretary

Ms Vivian LI (Board Secretariat)

Agenda Item 1 : Confirmation of the Minutes of the Last Meeting

1. Mr Walter CHAN, Mr Leslie CHING, Ms Anna HUNG, Mr Douglas LAM and Dr Agnes LAW sent their 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 2018 for Members' review and no comments were received. The minutes of the last meeting were then confirmed.

Agenda Item 2 : Matters Arising

3. Members raised no other item for discussion.

Agenda Item 8: Any Other Business

4. In regard to the press release published on 9 March 2018 by RTHK about the posting of a tagline on social media platforms, the Chairman invited Mr LEUNG Ka-wing to brief Members on the background of the incident.
5. In response, Mr LEUNG Ka-wing explained that the incident arose from the posting of an inappropriate tagline on RTHK's social media platforms. While they were instantly removed, the management decided in the afternoon of 8 March 2018 to suspend the posting of updates (those from News Department not included) on RTHK's social media platforms, pending a review of the established mechanism. The management discussed and concluded in a meeting in the morning of 9 March 2018 that the existing two-tier mechanism should be strictly followed and the posting of updates be resumed after the meeting. More time would be needed to consolidate the views and suggestions of colleagues on the mechanism and the discussion was still underway.
6. The Chairman invited Members to give advice on the matter according to stipulations as set out in the Charter of RTHK, i.e. the functions of the Board which included advising the Director of Broadcasting on all matters pertaining to editorial principles, programming standards and quality of RTHK programming.
7. A Member enquired about the details of the two-tier mechanism and the requirement on the rank of the approving officer. Mr LEUNG Ka-wing responded that under the mechanism, an officer must obtain prior approval of supervisor at a higher rank before publishing any content on the social media platform for gatekeeping purpose. The Member further asked about the procedures on the creation of social media account.

Mr Brian CHOW replied that there were guidelines on “Use of Social Media in Programme Promotion” for RTHK, according to which the creation of account should be requested by a Senior Programme Officer (or above) and approved by a Principal Programme Officer (or above). Ms Amen NG reiterated that the Producers’ Guidelines (the Guidelines) were applicable to social media platforms as well.

8. Members commented that it was important to exercise due caution in the publication of materials on social media as they represented RTHK’s position. The materials should comply with the principles listed in paragraph 7 of the Charter of RTHK. The tagline concerned failed to meet the principles of impartiality and accuracy. Concerns were also expressed on the difficulty of frontline officers in judging the suitability of publication materials. Mr LEUNG Ka-wing responded that being a public broadcaster, RTHK should adhere to editorial principles including accuracy, fairness, factuality and good taste. The management had taken this opportunity to conduct a fruitful discussion with colleagues on the checking mechanism. The officers had further enhanced their understanding of the Guidelines in the process.
9. The Chairman concluded that the Board had exercised its function by giving advice and suggestions on the matter. He believed that the views of Members with various expertise would help RTHK uphold its editorial principles and programming standards. He was pleased to note that the management had taken immediate action and had conducted timely review on the checking mechanism after the incident. He hoped that the incident would not affect the credibility of RTHK and undermine the efforts of colleagues. Mr LEUNG Ka-wing thanked the Board for its ongoing support and advice.
10. In respect of the 2018 Opinion Survey, Ms Amen NG reported that the procurement procedures had been completed. An independent company was commissioned to conduct the survey. It would be carried out after the Easter holiday and the preliminary result would be available in May 2018.

Agenda Item 3: Radio Drama

11. Ms Dawn TSANG introduced the radio dramas produced by RTHK to the meeting.
12. The Chairman commended RTHK for producing many enjoyable radio dramas. In response to his enquiry on the popularity of the programmes, Ms Dawn TSANG said that different genres of dramas attracted different segments of audience. The broadcasting time of dramas were therefore scheduled in a way that could reach their designated target audience. Mr Brian CHOW supplemented that as the production

cost of radio drama was high, new radio drama programmes would be promoted with targeted efforts. The radio drama series on the theme of inmates would be the highlighted programme this year and would be publicized with more focused efforts.

Agenda Item 4: Cantonese Opera Programmes

13. Ms CHAN Yuen-hung of Radio Division and Ms Rita CHAN of TV Division briefed Members on the Cantonese Opera programmes of their respective divisions.
14. A Member asked if the opera performance exhibited in the programmes had been staged in schools. Ms CHAN Yuen-hung replied that RTHK had collaborated with the Education Bureau in inviting students to watch live performance in Ko Shan Theatre.
15. A Member enquired about the possibility of collaboration with the Xiqu Centre in the West Kowloon Cultural District which was due to open later this year. Ms CHAN Yuen-hung and Ms Rita CHAN responded that RTHK had explored the possibility of relaying future performances in the Centre on radio and television. The Radio Division had also explored the possibility of organizing a related event. Ms Rita CHAN supplemented that the issues of copyright and payment for acclaimed artists had to be sorted out for the relay on television.
16. The Chairman asked if RTHK had posted short segments on Facebook to introduce this traditional music genre. Ms CHAN Yuen-hung answered affirmatively and said that the videos were placed on the mobile app "RTHK Mine". A Member praised RTHK for its contribution to the preservation of this traditional art.

Agenda Item 5: RTHK Programmes on 2018 Legislative Council By-election

17. Ms Viola LAU of Radio Division and Ms Doris WONG of TV Division briefed Members on the programmes about 2018 Legislative Council By-election of their respective divisions.
18. In response to a Member's enquiry on the number of viewers of RTHK's Facebook live video coverage of the event, Ms Viola LAU said that the number exceeded 70,000 on the Facebook page "RTHK VNEWS". Ms Doris WONG explained that as the Facebook pages of TV Division were programme-based, the number of viewers captured on their Facebook platforms were not comparable with that of RTHK VNEWS.
19. A Member asked how the length of election forums and the presentation sequence of

candidates therein were determined. Ms Viola LAU replied that the length corresponded with the number of candidates and the sequence was arranged according to the list number of candidates.

20. A Member expressed concern about the difficulty in fulfilling strict compliance with election advertisement regulations in the election forums. Miss CHAN Man-kuen said that the problem had become minimal as an agreed principle accepted by the electronic media and the Electoral Affairs Commission had been developed over time.
21. The Chairman expressed appreciation for RTHK's programmes on the Legislative Council By-election. He commended that the programme quality was on par with, if not better than, that of other commercial media.

Agenda Item 6: RTHK Controlling Officer's Report

22. Ms Lisa LIU, Miss CHAN Man-kuen and Mr Brian CHOW briefed the meeting on the RTHK Controlling Officer's Report 2018-19.
23. In response to a Member's enquiry on the sponsorship obtained by RTHK, Ms Lisa LIU replied that while around \$60 million was received last year, a slight decrease in sponsorship revenue would be expected this year.
24. A Member suggested that RTHK broadcast the matches of the Hong Kong Football Association (HKFA) on television in future. Miss CHAN Man-kuen explained that RTHK had explored the possibility with an open mind. Nevertheless, the negotiation with HKFA was difficult as RTHK was bound by copyright issues, funding and regulations on commercial advertising. The Member further proposed that RTHK conduct interview with veteran local football players. Miss CHAN Man-kuen said that RTHK had contemplated this idea from time to time but faced the problem of lacking relevant footages. Yet an episode for "Pop Culture Icons II" will be produced featuring Mr HO Kam-kong and Mr HO Ching-kong, both famous football commentators at the time.
25. A Member enquired which ethnic group participated more in the Community Involvement Broadcasting Service (CIBS) project. In response, Mr Brian CHOW said that the interviews for the new round had just been completed and various ethnic groups applied for the scheme. It was noted from the past rounds of programmes that the quality of the programmes produced by the Filipinos and the Indians was generally good. Some of them were even subsequently engaged as the hosts of RTHK's regular radio programmes.

Agenda Item 7(a): Updates on Programmes (BOA Paper 3/2018)

26. Ms Lisa LIU introduced the paper. Members had no comment on the paper.

Agenda Item 7(b): Updates on Complaints (BOA Paper 4/2018)

27. Ms Lisa LIU introduced the paper. Ms Amen NG introduced a summary of direct feedback from the public.

28. The Chairman reiterated that he was pleased to note the continual downward trend of the number of complaints. He believed that as long as RTHK made timely response to the concerns of the public, the trend would continue and the image of RTHK would be further enhanced.

Date of Next Meeting

29. The Chairman informed the meeting that the next meeting was scheduled for 25 May 2018.

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

Secretariat

RTHK Board of Advisors