

**Minutes of the 43rd Meeting of
RTHK Board of Advisors
Held at 9:15 am, 27 July 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

Ms Helen KWAN Po-jen

Dr Agnes LAW Koon-chui, JP

Mr LEE Luen-fai

Mr Augustine WONG, JP

Prof WONG Kam-fai, MH

Mr LEUNG Ka-wing, Director of Broadcasting

In Attendance from RTHK

Mrs Sharon YIP, Deputy Director of Broadcasting (Developments)

Miss CHAN Man-kuen, Acting Deputy Director of Broadcasting (Programmes)/Assistant Director (Radio & Corporate Programming)

Mr Albert CHEUNG, Acting Deputy Director of Broadcasting (Programmes)/Assistant Director (TV & Corporate Businesses)

Mr Vincent LEE, Controller (Television)

Mr Brian CHOW, Controller (Radio)

Ms Amen NG, Head/Corporate Communications & Standards

Ms Amy KWONG (Board Secretariat)

Ms Vicky CHAN (Board Secretariat)

In attendance

Mr K.K. CHUNG, Director of Aristo Market Research & Consulting Co. Ltd. (Agenda item 3)

Absent with Apologies

Mr Walter CHAN Kar-lok, SBS, JP

Mr Leslie CHING Pui-wai

Mr Robert CHUA Wah-peng

Mr Mohan DATWANI

Ms Anna HUNG Wing-chee

Mr Douglas LAM Tak-yip

Secretary

Ms Vivian LI (Board Secretariat)

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

1. The Chairman informed Members that Miss CHAN Man-kuen, Acting Deputy Director of Broadcasting (Programmes)/Assistant Director (Radio & Corporate Programming) and Mr Albert CHEUNG, Acting Deputy Director of Broadcasting (Programmes)/Assistant Director (TV & Corporate Businesses), attended the meeting in their new capacities.
2. The Chairman welcomed Mr Vincent LEE, Controller (Television), to attend the meeting.
3. Mr Walter CHAN, Mr Leslie CHING, Mr Robert CHUA, Mr Mohan DATWANI, Ms Anna HUNG and Mr Douglas LAM sent their apologies for not being able to join this meeting.
4. The Chairman said that the Secretariat had circulated the draft minutes of the last meeting held on 25 May 2018 for Members' review and no comments were received. The minutes of the last meeting were then confirmed.

Agenda Item 6: Any Other Business

5. The Chairman noted that Mr LEUNG Ka-wing would need to leave the meeting early for another official appointment. Agenda Item 6 was therefore moved forward for discussion.
6. The Chairman informed the Board that he received two letters from HKG Pao which enquired about the handling of guest invitation for "This Week" and the language used by the host of "Crazy and Happy" respectively. In addition, he received a letter from Hong Kong Squash regarding its proposal for a dedicated sports channel. The letters were circulated to Members for information.
7. In respect of the enquiry about invitation of guests for "This Week", Ms Amen NG and Miss CHAN Man-kuen explained that under the usual production workflow, invitation to guests would be sent out after the discussion topic was decided. While the guest list was yet to be confirmed when the invitation was issued, the guests would receive the finalized guest list before the programme recording took place. In fact, the guest concerned in this specific case had clarified that he was well informed about the guest list and the format of the programme before the recording was conducted.
8. The Chairman questioned how long RTHK took to reply such kind of media enquiries.

Ms Amen NG replied that RTHK would normally provide replies within one day under the prevailing procedures. The Chairman complimented RTHK on giving swift reply to media which could help dispel public misunderstanding immediately.

9. Concerning the enquiry on the language used by the host of “Crazy and Happy”, Ms Amen NG said that the host concerned, believing that he was off-air, uttered a foul expression which actually went on air during a live radio programme due to a technical mishap. It was unacceptable as foul language should not be uttered in any broadcasting studio. In order to prevent recurrence of similar case, the management had briefed relevant colleagues about the details of the incident. In addition, the host concerned was barred from hosting programmes for 11 days. Mr Brian CHOW added that the host had offered apologies to the radio audience a few minutes after the incident. After the programme, the host, accompanied by H/CCSU, met the press and made apologies again. The Chairman commended the management for taking prompt actions after the incident. He hoped that this single incident would not undermine the efforts of other colleagues.
10. As regards the suggestion put forward by Hong Kong Squash for a dedicated TV sports channel, Ms Amen NG reported that an interim reply had been issued stating that RTHK was considering the proposal. Mr LEUNG Ka-wing supplemented that RTHK was reviewing the current allocation of resources on sports programmes. The final reply would be sent once the review was completed.
11. Mr LEUNG Ka-wing further elaborated on the issues RTHK faced in covering sports events. Under the competitive bidding mechanism, the chance for RTHK to acquire broadcasting rights of sports events with commercial value was slim because of budget constraint. RTHK had actively explored the possibility of relaying local football matches in the past two years. Nevertheless, the efforts were thwarted by factors such as copyright issues and resources constraint. Mr Albert CHEUNG echoed and added that the relay of a live sports match involved not only the broadcast rights fees but also a very high production cost.
12. In response to the proposal for dedicating one of RTHK’s existing three TV channels to sports programmes, Mr LEUNG Ka-wing said that each channel had its own identity and could not make way for a sport-focused channel. The suggestion of relaying the China Central Television (CCTV) Channel 5, a sports channel, on an RTHK TV channel was also not feasible as the broadcast rights involved could not be shared between the Mainland and Hong Kong.
13. Despite the above difficulties, Mr LEUNG Ka-wing reiterated that RTHK had strived to

acquire the broadcast rights of local sports competitions with its existing limited budget in the past half year. With strenuous efforts, RTHK had gained the rights to relay a number of inter-school matches in the second half of 2018 including the Inter-school Basketball, Badminton and Volleyball Competitions. Apart from local sports events, RTHK Radio had produced live commentary for the World Cup 2018 in collaboration with ViuTV. Both the Radio and TV Divisions would make concerted effort to explore ways to help promote the upcoming 2018 Asian Games although RTHK had not secured the broadcast rights of the events. Miss CHAN Man-kuen supplemented that RTHK had been striving to promote sports activities as sports was an important means of engaging young people.

14. A Member opined that a public broadcaster should be responsible for airing major sports events to enable members of the public to watch them for free. In fact, some overseas public broadcasters were granted the rights by their governments to relay a certain number of hours of major sports events. Considering that the current-term Hong Kong government attached much importance to engagement with young people which could be achieved by sports, the Board should attempt to mobilize public support for a change in government's policy on broadcasting of sports events instead of dwelling on the budget and technical constraint issues.
15. The Chairman concurred and asked if RTHK could, like BBC, broadcast local inter-school sports competitions on online platforms so that more members of the public could watch them for free. Miss CHAN Man-kuen replied that live coverage for these matches were available on RTHK websites.
16. A Member suggested that a line-to-take be drawn up to facilitate RTHK to respond to similar proposals from other sports associations. In response, Ms Amen NG said that RTHK's reply in general was that such proposals would be considered seriously subject to the resolution of the problems with regard to broadcast rights and financial constraint.
17. The Chairman concluded that the Board should ride on the rising public demand for the broadcasting of important sports matches on free-to-air television channels to lobby for a change in the government policy on sports with additional resources for RTHK to promote the subject on air.
18. The Chairman then reported that he had visited the Australian Broadcasting Corporation (ABC) in Sydney and the British Broadcasting Corporation (BBC) in London in June and July 2018 respectively.

19. During the visit to the ABC, the Chairman was received by Mr David HUA, Head of International Strategy, who expressed interest in building collaboration network with RTHK and other Asian broadcasters in future. The Chairman was impressed by ABC Local Radio's practice of having distinct morning programme on each local station across the continent.
20. During the visit to the BBC, the Chairman met Mr David Jordan, Director of Editorial Policy and Standards, Ms Juliana Iooty, Head of Asia Region, BBC World Service and Mr Howard Zhang, Head of Service, BBC Chinese. They welcomed exchange opportunities between BBC and RTHK. As Mr David Jordan would pay a visit to Hong Kong in late July, the Chairman suggested that a visit to RTHK be arranged for him to strengthen the ties between the two broadcasting organizations.
21. The Chairman concluded that the two visits had broadened his horizons. He observed that broadcasters in different regions shared some common challenges. He encouraged Members to visit overseas broadcasters if opportunities arose.

Agenda Item 2 : Matters Arising

22. Members raised no other item for discussion.

Agenda Item 3: 2018 Opinion Survey Initiated by RTHK Board of Advisors – Final Results

23. Ms Amen NG and Mr K.K. CHUNG from the Aristo Market Research & Consulting Co. Ltd. presented the final results of the 2018 Opinion Survey initiated by RTHK Board of Advisors (Appendix).
24. The Chairman noted the increase in the frequency of using RTHK television service and the decline in the frequency of using RTHK radio and new media services. He remarked that it reflected the global trend in the broadcasting industry as both the ABC and the BBC were facing a similar situation.
25. In response to a Member's enquiry on how the management and the Board would follow up on the survey result, Miss CHAN Man-kuen said that colleagues would consider the key findings of the survey while reviewing existing programming strategies. Strengths would be further enhanced and extra efforts would be put in areas of deficiency.
26. The Member further enquired if the Board would be kept updated on the follow-up

actions taken by the management in response to the survey results. Mrs Sharon YIP and Miss CHAN Man-kuen responded that the annual RTHK Controlling Officer's Reports (COR) would provide distribution of radio and TV output by programme type in the year before and spell out the programming plan for the coming year. It was pleasing to note that the latest distribution of RTHK's output generally matched with the importance attached by respondents of the survey to each programme type. As the upcoming COR would be presented to the Board, Members would be informed of, and discuss about, the adjustments in programming strategies proposed by the management in response to the survey result. Mr Brian CHOW supplemented that in addition to the Opinion Survey, RTHK would make reference to the findings of Television Appreciation Index Survey and the audience survey conducted by the Radio Division in devising its COR and Annual Plan.

27. A Member noted that "Physical Education & Health" was only ranked third in terms of importance amongst a number of programme categories and queried if such finding would be supportive for RTHK to allocate more resources for sports programmes. Miss CHAN Man-kuen explained that the ratings given to the various programme categories were only slightly different. The survey findings revealed a general public expectation that RTHK should provide all these types of programmes, including sports.
28. A Member pointed out that "physical education" and "sports" were two different and even contradictory concepts. The former referred to a learning process in which physical competence was developed through doing body exercises, whereas the latter might involve very intense physical activity which would pose risk of injury and was thus not necessarily conducive to health. RTHK should exercise caution in differentiating the two words in its policy papers and public documents. Mr Albert CHEUNG responded that "physical education" instead of "sports" was employed in the survey to exactly reflect the former meaning. The Member further asked if RTHK had a working team dedicated to the development of sports or physical education programmes in its organizational structure. Mr Albert CHEUNG answered that a team of colleagues from the Outside Broadcasting Unit would be groomed to produce the relay of sports competitions.

Agenda Item 4: Report on Television Appreciation Index Survey 2017

29. Mr Albert CHEUNG presented the report on Television Appreciation Index (AI) Survey. Members had no comment on the report.

Agenda Item 5(a): Updates on Programmes (BOA Paper 7/2018)

30. Miss CHAN Man-kuen and Mr Albert CHEUNG briefed Members on updates on programmes of their respective divisions. Members had no comment on the paper.

Agenda Item 5(b): Updates on Complaints (BOA Paper 8/2018)

31. Miss CHAN Man-kuen introduced the paper. Ms Amen NG introduced a summary of direct feedback from the public.
32. The Chairman appreciated the introduction of the one-page summary of feedback statistics by the current term of the Board. He commented that the information had facilitated the Board to grasp the latest overview of public opinion. He hoped that the downward trend in the number of complaints would continue in future.

Date of Next Meeting

33. The Chairman informed the meeting that the next meeting was scheduled for 28 September 2018 with commencement of a new term of the Board of Advisors.
34. The Chairman thanked Members, RTHK's management and the board secretariat for their contribution and support to the Board in the past two years.
35. There being no other business, the meeting was adjourned at 11:30 am.

Secretariat

RTHK Board of Advisors