

**Programme Updates for the Quarter  
July - September 2011**

**A. Radio**

<b>No.</b>	<b>Date</b>	<b>Item</b>
1.	4 and 5 July	A multi-media project on <i>100 Years of Contemporary Chinese History</i> (百年中國多媒體製作) was held on 4 and 5 July.
2.	5 July	A Voters' Registration project targeted at the elderly population was conducted on 5 July.
3.	8 August	Radio 1 had its programme reshuffled on 8 August.
4.	11 August	<i>The Used Book Recycling Campaign 2011</i> was launched on 11 August.
5.	19 - 22 August	RTHK will take part in the <i>Computer &amp; Communications Exhibition 2011</i> on 19 - 22 August to demonstrate the new DAB technology and broadcast services.
6.	21 August	Solar Project will feature a variety concert on <i>Sustainable Development for Youngsters</i> on 21 August.
7.	22 August	A survey on <i>the Happiness Index of New Female Immigrants</i> will be announced on 22 August.
8.	September	Various concerts, quiz games and keep-fit party on occupational safety will be produced in September.
9.	3 September	Special programmes for the <i>Kick-off of District Board Elections</i> will be produced in September.
10.	5, 19 September	Putonghua Channel and Radio 5 will reshuffle their programmes on 5 and 19 September respectively.
11.	17 September	A Seminar to commemorate the 100th Anniversary of the 1911 Chinese Revolution will be held in the History Museum on 17 September.
12.	20 - 24 September	<i>9+2 Pan Delta Economic Forum</i> will be held in Nanchang (南昌) in September.

13.	22 September	<i>After the Limelight</i> (華麗之後), a new programme on how cities have developed after their hosting of major international events, will be launched in September.
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## B. TV Programmes

No.	Date	Item
1.	25 June – 29 October	<i>Knowledge Zone</i> (漫遊百科) (19 X 60') is a new attempt to record and broadcast talks and seminars by heavy-weight scholars and celebrities on various academic/social subjects organized by universities and institutions.
2.	Starting July	Additional slots on ATV Asia Channel (12) have been arranged and have commenced in July (every Sunday at 1200 – 1230 hours). Regular slots on NOW TV Ch. 100 have been arranged and will commence on 26 August (every Friday night at 2330 – 2430 hours)
3.	1 and 3 July	To celebrate the 14 <sup>th</sup> anniversary of the establishment of the HKSAR, RTHK arranged coverage and signal for the flag-raising ceremony and the foyer reception on 1 July. RTHK also covered and telecast the programme <i>Symphonic Concert in Celebration of the 14<sup>th</sup> Anniversary of the Establishment of the HKSAR</i> (慶祝香港特別行政區成立十四周年大型交響管樂音樂會) (1 X 90').
4.	3 July	To cultivate creativity and technological skills among youngsters, RTHK once again organized the ABU Robocon domestic contest this year. The event was produced into the special programme <i>Robocon 2011 Hong Kong Contest</i> (全港大專生機械人大賽 2011) (1 X 90')
5.	July – September	RTHK will continue to promote arts and cultural programmes: <i>Zhang Haochen - Pictures from Russia</i> (張昊辰 - 樂遊俄羅斯) (1 X 105') <i>Mass Participatory Musicking Gala</i> (千人樂動大匯演) (1 X 105') <i>Sunday Encore</i> (周日 Encore) (10 X 30')
6.	13 July – 14 September	Sponsored by the Standing Committee on Language Education and Research (SCOLAR), another series of <i>English Made Easy 2011</i> (反斗英語) (10 X 30') will be produced in an entertaining and informative format.
7.	21 July – 15 September	Sponsored by the Home Affairs Bureau, another series of <i>Glamour of Sports</i> (體育的風采) (9 X 30') will be produced. Through the profiles of various sports people, the public will develop a positive attitude towards sports.

8.	24 July – 18 September	Sponsored by the Elderly Commission, an 8-episode mini-series <i>Being Good Neighbours</i> (左鄰右里) (8 X 5') will be produced to promote a harmonious relationship and good citizenship amongst the seniors in the neighbourhood.
9.	26 July – 13 September	Sponsored by the Department of Health, <i>Medical Discovery</i> (做個健康快活人) (8 X 30') will be produced to promote a healthy lifestyle.
10.	7 August – 25 September	<i>Under the Same Sky 2011</i> (窗外有藍天) (8 X 30') will introduce high quality documentary productions from all over the world to Hong Kong audience.
11.	7 August– 28 August	<i>Youth Forum About the Rich and the Poor</i> (窮富翁再戰江湖) (4 X 60') is another platform open to the youths to express their views on a number of social phenomena.
12.	10 and 27 September	To promote the coming District Council Election, RTHK will produce the <i>District Council Election Kick-off Ceremony</i> (1 X 30') and a documentary programme about the District Council (1 X 30').
13.	24 September	Celebrating the 20 <sup>th</sup> anniversary of the Hong Kong Marrow Match Foundation, a special programme <i>Light Up A New Life</i> (生命重燃緣因有你) (1 X 30') will be produced to educate the public on the importance of bone marrow donation.
14.	25 September – 27 November	The history and the development of Tsuen Wan will be depicted in the programme <i>Tsuen Wan 50<sup>th</sup> Anniversary</i> (細說荃灣五十年) (9 X 5') sponsored by the Tsuen Wan District Council.

### C. New Media Unit

No.	Date	Item
1.	July to September	<p><b>New Media Projects :</b></p> <ul style="list-style-type: none"> <li>- HQ Video Podcast for mobile devices and Internet TV</li> <li>- e-learning project "衝動.體育人" to promote the importance of regular exercise</li> <li>- Web special "住家男人"</li> <li>- An iPad app "Scent" to highlight RTHK video news and social media.</li> <li>- 2 TV related mobile apps to highlight Social TV on mobile phones.</li> </ul>

## D. Others

No.	Date	Item
1.	June to July	4 focus group meetings participated by 25 Programme Advisory Panel members were held to discuss the Community Broadcast Involvement at the initial stage.

**Radio Television Hong Kong  
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