

**Progress Report of the Pilot Project of the
Community Involvement Broadcasting Service (CIBS)**

This paper updates Members on the latest development of the pilot project of the CIBS. The project will open for application on 28 December 2012. Preparatory work has been in full swing, including the formulation of application procedures, guidelines, agreements etc. The CIBS Selection Committee has also been established. Seven non-official members have been appointed for a term of one year by the Director of Broadcasting. They comprise scholars on communications or broadcasting, experts from different fields drawn from the Radio Television Hong Kong Programme Advisory Panel (RTHK PAP), and one member familiar with ethnic minority issues. The Membership list of the Selection Committee and the Committee's terms of reference are at Appendices I and II respectively.

2. The first meeting of the Selection Committee was held on 3 November 2012 and the selection criteria had been consolidated. The eligibility of becoming a producer for CIBS programme will be his/her programme ideas and contents, which can promote and create a wide range of social gains, as well as the ability to communicate the intended messages through broadcasting. Members of the public may participate in the selection process through voting at the CIBS thematic website, and the result of which will be taken into account by the Selection Committee.

3. We will adopt 11 programme themes, namely education, art and culture, social services, ethnic minorities, politics and current affairs, economy and finance, health, environment, religion and philosophy, science and technology and district affairs. Each quarter will have three themes, one of which will be dedicated to ethnic minorities. Education, art and culture programming will be opened for application in the first quarter of 2013; social services, politics and current affairs will be the programme themes of the second quarter.

4. Each CIBS programme will have 13 episodes in one quarter. Applicants can opt for producing either a half-hour or a full-hour programme. There will be two language services in CIBS, namely Chinese Language Service (CLS) and Non-Chinese Language Service (NCLS).

5. CIBS applicants can choose to apply for funding under the CIB Fund to defray actual expenses (namely technical and labour costs) incurred for the production of CIBS programmes. Funding support for technical and labour costs will be capped at a ceiling of \$7,500 per a half-hour programme and \$15,000 per an one-hour programme. As voluntarism is the core spirit of CIBS, a standard rate, in the form of honorarium per person with a limited quota of participants (e.g. producers, presenters, scriptwriters and researchers) on each episode, will be adopted. The CIBS Selection Committee has also fixed the level of honorarium at HKD 300 and the quota of participants at 10 persons.

6. We will soon launch publicity for the pilot project including radio trailing, advertisement on newspaper and public transport, direct mail to various non-governmental organisations.

7. A public briefing with Chinese session (2:00 p.m.) and English session (4:30 p.m.) will also be held on 13 January, Sunday 2012 at Hong Kong Baptist University Y.C. Cheng Lecture Theatre. Video recording will be uploaded afterwards for public viewing at RTHK website for those who cannot attend.

**Radio Television Hong Kong
November 2012**

**Community Involvement Broadcasting Service
Selection Committee**

Prof. Chan Yuen-ying	Director and Professor Journalism and Media Studies Centre University of Hong Kong
Dr. Cheuk Pak-tong	Director Academy of Film Hong Kong Baptist University
Prof. Anthony Fung	Director School of Journalism and Communication The Chinese University of Hong Kong
Dr. Cheung Chor-yung	Senior Teaching Fellow / Dean of Students Department of Public and Social Administration City University of Hong Kong
Prof. Tseng Sun-man	Adjunct Professor Department of Cultural and Creative Arts Hong Kong Institute of Education
Ms. Lilian Law Suk-kwan	Executive Director The Boys' and Girls' Clubs Association of Hong Kong
Ms. Fermi Wong	Executive Director Hong Kong Unison

**Pilot Project for Community Involvement Broadcasting Service
Selection Committee**

Terms of Reference

The terms of reference of the Selection Committee are as follows:

- (a) To vet applications for the Pilot Project for Community Involvement Broadcasting Service (CIBS).
- (b) To vet applications in accordance with the CIBS selection criteria and guidelines on the appropriate level of honorarium and quota of participants entitled to the honorarium, and advising the Director of Broadcasting on the shortlisted applicants and the level of funding.
- (c) To communicate any comments and views on the Project to the Radio Television Hong Kong through the Secretariat.