

**Radio Television Hong Kong Board of Advisors  
Annual Report 2011 - 2012  
(1 September 2011 – 31 August 2012)**

**Overview**

The Radio Television Hong Kong Board of Advisors (the Board) was set up on 1 September 2010 pursuant to the Charter of Radio Television Hong Kong (the RTHK Charter). The Board advises the Director of Broadcasting on a range of issues relating to the services of RTHK including editorial principles, programme standards, performance evaluation, service improvements and community participation in broadcasting. The Board also receives reports on complaints and conducts public opinion surveys on RTHK's performance.

2. The Board comprises non-official Members from different sectors of the community and are appointed by the Chief Executive for a term of two years. The Director of Broadcasting is an ex-officio Member. The Membership list of the Board for the term 1 September 2010 to 31 August 2012 is at Annex.

3. In the past year, the Board met on a quarterly basis. Members were also invited to attend functions and observe the production of programmes by RTHK.

**Highlights of works in 2011 – 2012**

Community Involvement Broadcasting Service (CIBS)

4. In September 2009, the Government proposed that RTHK should devote part of its airtime and resources for the development of its digital services to provide a platform for community participation in broadcasting. As a pilot, RTHK would administer, with the advice of the Board, a Community Involvement Broadcasting Fund (CIBF) to encourage community organizations to bid for resources for producing programmes.

5. To ascertain the needs and expectation of the community, RTHK conducted a 3-month public consultation in early 2012. The Board provided comments during the drafting of the public consultation paper including its approach and content.

6. Taking into account the public opinions obtained from the consultation and views of the Board, RTHK worked out concrete proposals on the implementation of the CIBS Pilot Project and the establishment of the CIBF. The Finance Committee of the Legislative Council approved funding of HK\$45 million for the 3-year CIBS Pilot Project on 25 May 2012. It is expected that the CIBS will be launched by the end of 2012.

#### Surveys initiated by the Board

7. The Board initiated a survey to gauge the views of the public on the overall performance of RTHK in delivering its public purposes and missions in accordance with the RTHK Charter, as well as to measure public expectations of RTHK as a public service broadcaster in terms of the priority of its public purposes and missions set out in the RTHK Charter. The Public Opinion Programme of the University of Hong Kong conducted a telephone survey with Cantonese-speaking residents of Hong Kong aged 18 or above in July 2012. A total of 1,034 valid responses were collected.

8. The Board noted the following survey results:

- (a) The public's markings for RTHK's service quality were 7.4, 6.9 and 6.5 against a scale of 10 for TV, radio and new media services respectively;
- (b) The public's markings for the importance of the five public purposes set out in the RTHK Charter ranged from 6.8 to 7.5;
- (c) The public's markings on the importance of the five missions of RTHK ranged from 7.4 to 8.3;
- (d) The public's markings for the performance of RTHK against its missions ranged from 66.9 to 72.1 against a scale of 100. The top three missions for which RTHK was rated having the best in performance were also rated as the top three in terms of importance; and

- (e) While the public was quite satisfied with the performance of RTHK in its mission of informing, educating and entertaining members of the public through multi-media programming, there was room for the new media services to increase its penetration.

9. The Board considered that such survey should be conducted on a regular basis such that the assessment of the public on the performance of RTHK could be measured and compared over a period of time.

#### RTHK Annual Plan

10. RTHK publishes annual plans to give members of the public an outline of the programming directions of RTHK for the year. The Board offered comments and advice for the consideration of RTHK management when the Annual Plan for 2012 – 13 was being drawn up.

#### Digital Audio Broadcasting (DAB) and Digital Terrestrial Television (DTT)

11. The Board noted that RTHK was developing the transmission network for DAB to extend the transmission coverage of the DAB channels. On DTT, the Board noted that signal transmission testing at Temple Hill Station commenced on 1 July 2012.

#### New Media Development

12. RTHK briefed the Board on the development plan for the new media services. The Board noted that the main users of new media services were the younger generation and offered comments and advice on the direction of development.

#### New RTHK Project

13. The Board noted the progress of the new RTHK project. The Board noted that the new Broadcasting House would be commissioned in 2018.

## Complaints and programmes updates

14. The Board received reports on a quarterly basis from RTHK on programmes/major issues, and the complaint cases concerning RTHK handled by the Communications Authority (known as the Broadcasting Authority before 1 April 2012).

**The RTHK Board of Advisors  
November 2012**

**Membership List of RTHK Board of Advisors**  
(for the term 1 September 2010 to 31 August 2012)

**Chairman:**

Mr Lester HUANG Garson, JP

**Members:**

Dr Eugene CHAN Kin-keung, JP

Miss Lisa Marie DJENG Kar-yee

Ms May FUNG May-gay

Mr Ringo LAM Wing-kwan

Mr LAU Chi-kuen, JP

Mr Maurice LEE Wai-man, BBS, JP

Mr Raj Sital MOTWANI, BBS, JP

Ms Jolly WONG Ka-chi<sup>1</sup>

Ms Marisa YIU Kar-san

**Ex-Officio Member:**

Director of Broadcasting

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<sup>1</sup> Ms Jolly WONG resigned in August 2011.