

**Radio Television Hong Kong Board of Advisors
Annual Report 2012 - 2013
(1 September 2012 – 31 August 2013)**

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 2012 to 31 August 2014 is at Annex.

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

Highlights of works in 2012 – 2013

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 implements, with the advice of the Board, a CIBS project for

three years, including administration of a Community Involvement Broadcasting Fund (CIBF) to encourage community organizations and individuals to bid for resources for producing CIBS programmes.

5. The pilot project of CIBS was launched in the end of 2012. There are a total of 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. Applications of programming on three of the themes will be invited every quarter. Besides, a new category namely “open topic” was introduced in mid-2013. Each CIBS programme consists of 13 episodes broadcast in one quarter. The first quarter of CIBS programmes were broadcast from mid July 2013. A series of press and promotion events was started in June 2013 to publicise the broadcasting of the CIBS programmes as well as the recruitment of programming applications.

6. The Board had been monitoring the progress of the pilot project of CIBS and provided advice as and when required.

RTHK Annual Plan

7. RTHK publishes its annual plan 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 2013 – 14 was being drawn up.

Digital Terrestrial Television (DTT)

8. In September 2009, the Chief Executive-in-Council ordered that RTHK should be tasked to take up the mission to serve as the Public Service Broadcaster in Hong Kong, and to expand the scope of its services to fulfill this mission. Among the development initiatives was the launch of the digital terrestrial television (DTT) broadcasting service. To provide this service, RTHK was granted one DTT multiplex in the ultra high frequency band which is capable of providing:

- one high definition (HD) Channel (Ch 31); and
- two standard definition (SD) Channels (Ch 32 and Ch 33).

9. The Board noted that RTHK had been conducting technical signal tests for the DTT service since 1 July 2012. It was expected that the testing stage would be completed at the end of 2013 and RTHK would proceed to the next stage of channel transmission trial run.

10. The Board had been monitoring the progress of DTT broadcasting service and provided advice on programme strategy.

RTHK Memory

11. RTHK launched its first radio broadcast in 1928 under the call-sign GOW, and its television (TV) productions in 1970. Throughout the decades, a wide range of programmes with high historical and cultural value had been produced. To preserve the valuable materials through restoration and digitisation, the Government set aside about \$100 million for RTHK to establish a Media Asset Management (MAM) system. RTHK has started to run an online database “RTHK Memory” from 5 November 2012 onwards. Web-users may log in the dedicated webpage “RTHK Memory” (<http://rthk.hk/rthkmemory/>) to browse an array of valuable RTHK programmes from the 50’s till today.

12. The Board noted that RTHK had been continuously upgrading the online database by uploading new materials and revamping the webpage for easy browsing.

RTHK news operation

13. The Board was briefed on the RTHK news operation and noted the development of RTHK new media news. The Board discussed the potential for integrating radio, television and new media news services and provided comments on development of news programmes.

Music policy of Radio 4

14. The Board discussed the music programmes and various services of RTHK Radio 4 and provided suggestions on music programmes as well as strategies for the promotion of music to the public, particularly the younger generation.

Documentary production of RTHK

15. The Board noted the operation of documentary production in RTHK, in particular the production of RTHK's flagship programme "Hong Kong Connection". The Board offered comments on the future development of documentary production in RTHK.

RTHK Putonghua Channel programming and collaboration with Mainland

16. The Board discussed the manpower, mission and the way forward of RTHK Putonghua Channel as well as the collaboration with Mainland on programming. The Board supported the continued production of Putonghua programmes and the organisation of related activities to make Hong Kong known at an international level and to promote an understanding of Hong Kong's core values.

RTHK new Broadcasting House

17. The Board noted that planning of the RTHK new Broadcasting House was underway and subject to completion of the required procedures, it was scheduled for commissioning in 2018.

Complaints and programmes updates

18. The Board received reports on a bimonthly basis from RTHK on programmes/major issues, and the complaint cases concerning RTHK handled by the Communications Authority.

**The RTHK Board of Advisors
November 2013**

Membership List of RTHK Board of Advisors
(for the term 1 September 2012 to 31 August 2014)

Chairman:

Mr Lester HUANG Garson, JP

Members:

Dr Eugene CHAN Kin-keung, JP

Ms Mimi CHEUNG Yee-may

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, SBS, BBS, JP

Ms Marisa YIU Kar-san

Ex-Officio Member:

Director of Broadcasting