

Updates on Programmes for November – December 2014

A. Radio

No.	Date	Items
1.	19 September - 30 November	CPS launched a new mobile app, “RTHK MINE”, for the iTunes and Android operating systems which provided a comprehensive platform for listeners to access live radio broadcasts, short video highlights, personalized programme selection, programme archives, weather and traffic reports, etc. To promote the new app, outreach activities to invite the public to download RTHK MINE were being arranged and the response was encouraging.
2.	1 - 2 November	R4 launched a new season of Music Beyond Borders with the New Vision Arts Festival 2014 featuring trailblazing talents from Austria and Italy.
3.	9 November	DAB-35's Audio Books 「有聲好書」 featured interview and works of Nobel prize author Gao Xingjian.
4.	8 - 22 November	R3 featured a new BBC series on the "80 th Anniversary of the Long March" to review the impact of this historical feat in modern Chinese history.
5.	9 November	R1 launched the Happy Daily Professional Drivers' Keep Fit Campaign (開心日報職業司機健康推廣運動) to encourage health awareness among motorists.
6.	10 November	The Chief Secretary for Administration officiated the kick-off ceremony of R3's annual charity project Operation Santa Claus.
7.	12 November	R5 conducted the Elderly Road Safety Quiz (長者道路安全問答比賽) to promote safety awareness among senior road users.
8.	21 November	CIBS opened up application for the Q9 and Q10 programmes. Public briefings and facilitation talks to educate participants about rules and regulations of broadcasting and production techniques were also convened.
9.	29 November - 31 January	R3 will launch its 3 rd season of The Big Idea, a programme which features influential ideas in the contemporary world.
10.	5 & 6 December	R4 will celebrate its 40 th Anniversary with R4 Live! A Birthday Celebration, featuring and presented by the Hong Kong Philharmonic.

No.	Date	Items
11.	6 December	PTC will present Ode to Joy Concert (譜 TEEN 同唱萬人音樂會), a pop-classical musical event featuring young people in an attempt to break a world record of the most people singing live on a radio broadcast.
12.	7 December	CPS will produce a special charity show with Lok Sin Tong, "All The Way With Ray 2014" (世紀之聲樂善行 2014), at the Hong Kong Convention and Exhibition Centre Convention Hall.
13.	11 December	R2 will stage an Anti-drugs Musical (同行抗毒舞台劇) to promote the fight against drugs.
14.	24 December	R4 will organize the Christmas Concert in the Park at the Hong Kong Park.
15.	25 December	R2 will join hands with the Family Council to take part in celebrating the 20 th Anniversary of the Year of the Family (國際家庭年大滙演), to promote family values and explore the making of family-oriented policies.
16.	14, 19, 29 December	DAB, R5, and R1 will stage outdoor shows at the HK Brands and Products Exhibition to promote their programmes.
17.	30 December	R2's Morning Suite will release the poll results of the 10 Most Popular Persons of the Year (十大風雲人物選舉).

B. TV Programmes

No.	Date	Items
1.	November	Are both Hong Kongers and non-Hong Kongers seeking the ethos of the Hong Kong People? Are the core values of Hong Kong generally considered to be the spirit promoted in the TV series "Below the Lion Rock", positive non-intervention, free market, "all for one and one for all", mutual help and love, no pain no gain and relying on oneself? "Ethos of Hong Kong" (尋找香港) consists of a series with ten stories of Hong Kong people recording on how Hong Kong has changed so as to foresee the future of Hong Kong from the past living experience.
2	November - December	"Metropolitan Consumer" (消費新潮) is to motivate today's consumers who shall take the lead to support the environmental sustainability.
3	November - December	"How to Survive" (生存之道) is a series of ten episodes which discuss about survival skills in natural disasters and man-made disasters, including earthquake, tsunami, nuclear crisis, flood, tunnel accident and so on.

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4	November - December	Looking back to the history... money has experienced her very origin, her regional circulation, and standing on the commanding point of international trade. It has also become the most fundamental and most complicated question of world economy. People are more and more curious, at the same time more and more confused about where money comes from and how she influences the world. What on earth is money? Is she bond, gold or diamond? Is she wealth or national will? Acquired programme “Currency” (貨幣) will transcend the history and enter into the world of money.
5	November - December	“Teens club” (青春聯合體) is a magazine-type live educational programme that features arts, sciences in life, current affairs, new media, creativity and talk of the town for young people.
6	November - December	“Under The Same Sky” (窗外有藍天) is a collection of independent documentary productions around the world.
7	November – March 2015	The new series of “Artspiration” (好想藝術) is a magazine-type programme focusing on Hong Kong's arts and cultural scenes. It consists of interesting information about various kinds of arts (visual and performing arts, literary, etc.), a series of artist profiles as well as a mini series of features examining the importance of arts in our lives.
8	December	In Hong Kong, there will be a surge in construction works which will create an enormous manpower demand. Despite a considerable increase in wages, labour shortage still prevails and there is no substantial increase in new blood joining the industry. Young people may perceive the working conditions to be unpleasant, the wages not attractive, job status being low and career prospect not promising. In the 6-episode drama series “Dreams Come True” (總有出頭天), the stories focus on young people joining the construction industry. It also touches on the visions of the younger generation towards the industry, the state-of-the-art technology and the development outlook.
9	December	New series of interview programme “Face To Face” (星期五主場) back on air.
10	December	Arts on Air (演藝盛薈): The 10th Anniversary of Christmas Concert in the Park - Mozart's Messiah
11	December	2014 Year ender (2014 大事回顧) is a programme to retrospect the major international and local news events in the year.

C. New Media Unit

No.	Date	Items
1.	November	Online and bus shelter promotion campaign for “RTHK Everywhere”, a campaign for highlighting RTHK’s new media products and mobile applications was launched.
2.	December	“SuperStore”, a dedicated area on iTunes to consolidate all RTHK products, including Mobile Apps, Podcasts, internet radios, etc.
3.	December	Work with YouTube to establish a YouTube live channel with a means to utilize its wide accessibility and streaming ability for popular live show such as “Top 10 Gold Songs Awards”.

Radio Television Hong Kong

November 2014