抱負
- 成為新媒體環境中舉足輕重的公營廣播機構

使命
- 製作多媒體節目，提供資訊、教育及娛樂；
- 國際與不偏不倚報道本地及國際大事與議題；
- 協力推動香港的多元開放文化；
- 提供自由表達意見的渠道；
- 服務普羅大眾，同時照顧少數社群的需要。

信念
- 堅守編輯自主
- 保持不偏不倚
- 服務社會大眾
- 積極競爭層次
- 製作優質節目
- 培育多元人才

Vision
- To be a leading public broadcaster in the new media environment

Mission
- To inform, educate and entertain our audiences through multi-media programming;
- To provide timely, impartial coverage of local and global events and issues;
- To deliver programming which contributes to the openness and cultural diversity of Hong Kong;
- To provide a platform for free and unfettered expression of views;
- To serve a broad spectrum of audiences and cater to the needs of minority interest groups.

Values
- Editorial Independence
- Impartiality
- Serving the Public
- Competitiveness
- Quality Production
- Development of Talent
**A facilitator of freedom of speech**

RTHK is a trailblazer in phone-in programmes in Hong Kong. In the 1970s, it rolled out “Tai Ping Shan漫步”, the city's first ever personal view programme. The programme enjoyed sweeping support and its model was widely adopted by other radio and television channels. Over the decades, RTHK has continued its production of phone-in programmes. Now “Talkabout” and “Open Line, Open View” are household names representing freedom of speech in Hong Kong.

**A voluminous collection**

RTHK boasts the biggest music archive in town, with as many as 350,000 phonographs and music archives in its collection. The oldest item is a 78 rpm record released in 1928. The music archive in RTHK is the biggest Chinese album collection in Asia.

**A catalyst for broad participation in public matters**

In 1979, RTHK began the production of “City Forum”, the city’s first open forum for discussion on public issues. Held at the Victoria Park every Sunday, the forum is covered live on television. During its decade-long development, its format has evolved from debating between two sides to free expression of views. Reaching its peak in 1997, “City Forum” is the focus of the people of Hong Kong on Sunday. It has also made the so-called “Victoria Park Old Men” a city phenomenon.

**香港之光：服務無疆**

DJ Ray Cardona (Uncle Ray) 是香港廣播史上第一位唱片騎師。他所主持的“All the Way with Ray”由1976年播至至今仍然風雨無阻地陪伴樂迷，是香港長青的電台節目。1987年，Uncle Ray被英國金湯力獲英國伊素利沙伯二世頒發MBE勳銜；1988年，獲兩度“廣播成就榮譽獎”。2006年，他憑著當年已服務廣播界51年的成績，成功打入金時代世界紀錄，榮獲“《Guinness World Records》”的榮譽。

Uninterrupted service

Ray Cardona, who is intimately called “Uncle Ray”, is the first disc jockey in local broadcasting industry. The programme he hosts, called “All the Way with Ray”, has run uninterrupted on every evening since the 1970s, and it has become the longest-running in industry. Uncle Ray received an MBE in 1987. In 1998, Uncle Ray was presented with a Distinguished Broadcasting Award. Two years later, Guinness World Records named him the “World’s Most Endurable DJ”. In recognition of his then 51-year service in the industry.
Unparalleled achievements
Mr. Chung Wah-ming started his career in radio broadcasting in 1947 by recording his first drama series in RTHK. His soothing voice, clear articulation, skillful presentation and serious attitude made him a heavyweight broadcaster, most remembered for his roles in dramas, which were unusually popular. After his retirement in 1991, Chung continued his work as a programme host in RTHK, largely because of his passion for radio broadcasting and the support given by a big audience. He received an MBE in 1992 and became the first Chinese in radio service to get this honour. Also in 1998, Chung was presented with "Distinguished Broadcasting Award". The year 2007 marks his 60th year as a radio broadcaster.

Songs for action
Over the years, RTHK has invited prominent musicians to compose songs dedicated to various campaigns. Pop songs helped spread the messages by singing them. Examples include: "這是香港" to welcome Queen Elizabeth II's visit to Hong Kong; "把棧留位" to encourage people in Hong Kong to stay in the city; "香港好水色" to raise money for victims of natural disasters on the mainland; "愛心傳揚" and "愛心傳揚" to commemorate Hong Kong's reunification with the mainland; "香港心" to boost morale in the citywide efforts against severe acute respiratory syndrome; "雄心傳揚" to motivate all Chinese combating the disease. "We Are Ready" to remember Mr. James Wong, a prominent musician, "Music Power" to call for respect for intellectual property. "Just Because You Are Here" to mark the 10th anniversary of Hong Kong's handover, and "We Are Ready" to mark the one-year countdown to Beijing Olympic Games.

SING TO THE HEART
"Top Ten Chinese Gold Songs Awards" enjoys the longest history of all the music awards shows organised by local media. By its sixth year in 1994, the annual prize-presentation concert, which conferred the most representative music awards in the industry, became a fund-raising programme. Now, as "Top Ten Chinese Gold Songs Awards" is about to turn 30, it has gained worldwide recognition for its contribution to local pop music development, and raised millions of dollars for non-profit making organisations in Hong Kong.
Radio Television Hong Kong, the sole public broadcaster, has been serving the public for about 80 years. Over the years, the broadcasting team has strived to offer, in an unbiased manner, a diversity of quality programmes that are informative, educational and entertaining, to cater to the diverse needs of the public.

Our production guidelines are always in keeping with the times: from ingenious phone-in programmes in the early years, and television productions serving to reflect the life of the general public, to today's web services providing synchronous textual, audio and video information, we take pride in our role as a professional team striding hand in hand with the community.

I take this opportunity to share with you RTHK's vision, the services it offers at present and its way ahead. Our slogan "RTHK for the people of Hong Kong" dutifully reflects our commitment to society.

With the imminent approach of the 80th Anniversary, we hope to build a brighter future for the broadcasting industry in the digital era with the support and encouragement of the audience.

Grace Foo
Acting Director of Broadcasting
香港電台於一九二八年創立，與香港市民一同經歷了香港的發展與變遷。

在近八十年的經驗和歷史上，香港電台長期提供大量及多元化的電台及電視節目，至今深受歡迎的新聞節目、廣播體育節目、音樂節目，都有記錄了香港創建以來的愛國傳奇。今天的香港電台已是備受尊敬的公共機構，她是香港開放社會的一個旗幟，也是香港公共文化的生命體，反映香港發展的一種核心價值。

多年來，香港電台在公信力調查、服務表現調查、電台收聽調查以及電視節目欣賞指數調查等，均高居香港之冠，成績斐然；這些都顯示市民對香港電台的支持與肯定。

香港電台作為香港的公共廣播機構，在國際的業界組織中，已建立其地位。近年，香港電台參與亞太廣播聯盟成員機構聯合製作的跨國討論，如香港廣播、亞洲、南亞、東南亞等，並多次獲邀舉辦跨國節目的論壇，結識有關製作。區內製作機構對香港電台充滿信心，予以重視，這點優勢，與來不易。

香港電台不斷探索新的節目類型，激勵創意；又推動業界發展，為獨立製作人提供作業播放渠道，於各種社會關注的公共議題，港台從不退縮，提高公眾認識，深入討論，在新媒體環境中，不斷開拓新服務，透過互聯網接觸公眾，無違先例。

數十年來，香港電台上下秉持一個信念：忠誠地以社會最大利益為前提，以民為本，提供資訊、教育及娛樂，不計名利。這種精神為香港電台建立了傳統和歷史，得到市民的支持及信任，提升公民意識、推動多元發展、增加文化活動以及鞏固自由社會等，正是香港電台的使命。

邁向八十周年，我們將繼往開來，希望在香港的發展空間中，以專業及決心承擔未來挑戰，服務社會。

RTHK made its first broadcasts in 1928, and has experienced, with the people of Hong Kong, the many changes and developments in the territory.

In nearly 80 years of service. RTHK has provided a vast amount of diversified radio and television programmes, including the new media programmes that have become popular in recent years, and has thus accumulated a great reserve of video and audio, as well as signature programmes which recorded synchronously a major portion of Hong Kong’s contemporary history. At present, RTHK is an appreciated public organisation, the sign of an open society in Hong Kong, and a living entity of local public culture reflecting a core value of Hong Kong’s development.

For many years, RTHK has made brilliant achievements and maintained a top position in public opinion polls and radio audience surveys in respect of credibility, performance and television appreciation, which is a good indication of the general public’s support and recognition of the station.

RTHK, as Hong Kong’s public service broadcaster, has established its status among international broadcasting institutions. In recent years, RTHK joined hands with member organisations of the Asia-Pacific Broadcasting Union in the production of cross-region specials on avian flu, SARS, Tsunami in South Asia, etc. for broadcasting in the Asia-Pacific region, and was repeatedly nominated the chief executive producer to co-ordinate the production of such programmes. The assignment of such important tasks to RTHK reflected the confidence of media organizations in the region towards RTHK, which has not come easily.

RTHK has continuously explored new programme genres to encourage creativeness: it helps to promote development of the industry by providing a broadcasting platform for the works of independent producers. With regard to issues of public concern, RTHK has never evaded its responsibility to raise public awareness and encourage extensive discussion. In the new media environment, RTHK will continue to exploit the possibilities for new services and to reach the public through the provision of web services.

Over the years, the RTHK team has always upheld one broad principle: providing information, education and entertainment to serve faithfully the greatest interests of the community. With this vision in mind, RTHK has established its tradition and history, and obtained the confidence and support of the public. It is also RTHK’s mission to enhance civil awareness, foster diversified development, promote cultural activities, and lay a firm foundation for building up a free society.

With the imminent approach of the 80th anniversary, we would carry forward the past traditions and forge ahead into the future, striving to serve the community with professionalism and the determination to embrace future challenges in the new age.
RTHK runs seven individual radio channels, each defined by different characteristics, target audiences and programming styles. Together they realise the mission of a public service broadcaster and produce programmes with professionalism, objectivity and impartiality to cater for the needs of different classes and groups in society and to foster the development of cultural diversity in Hong Kong.

RTHK is broadening its broadcasting space by re-arranging the hours of merged broadcasting to increase programme output and provide more choices for the audience. On programming direction, RTHK will further invite public participation in creativity production through programme commissioning and open recruitment, with the aim of bringing in quality programmes that cater for the needs of minority interest groups and encouraging the public at large to offer advice and provide strategies for a radio station of their own.

Following the radio commissioning drama "Below the Lion Rock" depicting the changes in Hong Kong, and the current affairs programme "Hong Kong Competitiveness" examining Hong Kong's potential, another programme commissioning titled "My radio" has been launched to call for productions using radio broadcasting as its theme.
時事節目
客觀分析本地及國際時事，廣開言路，透過電話討論反映民意，讓市民與政府及公共機構等直接溝通。
節目也會定期邀請政府官員闡述社會政策和未來發展。

健康節目
包括外科及內科，照顧及心理和生理，節目邀請專業醫療人士提供保健常識、防病須知及治療方法等，
亦會捐助病患者的親述經歷，幫助大家了解病症，提高對病患人士的關注。

長者節目
為長者提供日常資訊，使他們能夠與時並進，步入豐盛老年。此外，為鼓勵長者終身學習，電台特別開設
「長者空中進修學院」，與五十多間服務機構合作設立空中聯絡站，提供多元化、輕鬆優雅、具規模的
長者進修平台。至今年新增的「雲力量」，多媒體新聞，則集結了各方生活須知及精彩嘉年華節目，為長
者提供一站式資訊廣播。

教育節目
服務對象由幼兒及至長者，涵蓋範圍由學科、通識、公民，以至生命教育。傳遞知識之餘，透過各界人
士的親身分享、發揚言教及身教。多來年，港台經常與其他政府部門、志願機構及慈善團體合作，提倡
仁人愛物的精神。

古典音樂節目
在推介中，外古典樂器之餘，不時轉播各地世界級的精彩演奏會，以及透過比賽、饒舌活動、工作坊、
音樂會、與名家會面等形式，推廣古典音樂文化。

Current Affairs Programmes
They provide objective analyses of local and international issues, allow listeners to express their views, and
close as a platform for direct communication between members of the public, government departments and public
organisations. Government officials are also invited to explain public policies and future developments.

Health Programmes
They touch on surgical and medical topics, focusing on psychological and physical issues. Professionals are
invited to provide information on health-related issues, prevention of illnesses, and treatment. Sometimes,
patients share their experience to help audiences understand the nature of different illnesses and make them
aware of the plight of victims.

Programmes for the Elderly
RTHK provides daily information for the elderly to keep them informed of the latest developments around the
world. To encourage the elderly to engage in life-long learning, RTHK has set up a Radio College for the Elderly
to provide diversified courses by qualified lecturers. Some 50 social organisations are running regional service
centres in support of the programme. A special website "A-Power" is also set up this year to provide the elderly
with practical tips and exciting elderly programmes.

Educational Programmes
RTHK aims to serve people of all ages, from pre-school children to senior citizens. The programmes cover academic
topics, liberal studies, civic education and life education. In addition to dispersal of knowledge, celebrities are
invited to share experience and teach by both words and deeds. Over the years, RTHK has teamed up with various
government departments, voluntary agencies and charitable organisations to build a society of love.

Classical Music Programmes
RTHK presents fine Chinese and Western music to listeners and relays world-class performances held in different
places. Competitions, parenting activities, workshops, concerts and meetings with top performers are organised
to promote the appreciation of fine music in the city.

Cultural Programmes
The latest information on literature, music, movies and drama is provided. Interviews and commentaries introduce
the ideas behind creative works to heighten the appreciation level of listeners. Literary and artistic activities
are also organised from time to time to encourage creativity in the community, as part of RTHK’s efforts to
promote local culture.
文化和节日

緊貼時代脈搏，傳遞最新的文學，音樂，電影，戲劇等資訊；透過人物訪問和專訪的分析，深層介紹每齣作品背後的製作意念，提高受眾的文化能力。同時會舉辦文薈活動，鼓勵大眾發揮創意，合力推廣本土文化。

戲曲節目

港台是香港唯一推廣地方戲曲的電台，也是本地戲曲發展的強力推動者之一，致力把中國的傳統地方戲
如：京劇，粵劇，潮劇，閩劇等發展光大，並舉辦表演活動，比賽和講座等，培育新興戲曲。

多元共融節目

推動多元共融社會，為不同族裔，宗教，階層的人士製作節目。既照顧社會少數族群的需要，也助
力加深對他們的了解，達致互相包容，和諧共處。

心靈導航節目

鼓勵聽眾利用來電，信件，傳真，電郵抒發情緒，讓他們打開心扉，透過與節目主持分享的支持，疏解情緒。

節目主持還會邀請精神及心理專家提供意見，協助解開解開心結。

體育節目

網羅本地及國際體壇動態，亦時時轉播重點足球賽事。配合2008年北京奧運，電台開設「樂遊北京」節目，
現場介紹及評論於香港舉行的奧運項目比賽。同時，由奧運一周年倒數開始，電台每日直播奧運重要場地，在場
和香港的賽事。

外僑節目

自2005年開始進行電台節目外播計劃，旨在為節目灌注新意創意，新元素。繼推出外播香港製作的廣播劇
《獅子山下》，以及標誌香港活力的時事節目《香港競力》後，2007年再度舉行為「遊遊香港欄」的
節目外播計劃，徵集以電台廣播為題的作品。

Opera Programmes

RTHK is the only broadcaster of Chinese regional operas in Hong Kong. It is also a keen supporter of the development of Cantonese opera performance. Efforts have been made to introduce the regional performances of Beijing, Chaozhou, Yue, Shanghai and Guangdong to a wider audience. Shows, competitions and seminars are held from time to time to help attract new blood.

Social Integration Programmes

In foster social integration and promote a tolerant and harmonious community, programmes are specially produced for people of different ethnic groups, religions and classes to cater for their needs and help people understand them.

Counselling Programmes

Listeners are encouraged to channel their emotions by phone, letter, fax and email. By sharing their feelings with programme hosts, listeners are relieved. In some programmes, social workers and psychologists are also available to provide professional advice.

Sports Programme

They embrace sports events in local and international arenas and relay spectacular soccer tournaments. In line with Beijing Olympic 2008, RTHK has set up a live channel for the three events of "Good Luck Beijing" equestrian competition, and to give briefing and commentary during the Olympic Equestrian Events in Hong Kong. Starting from the one-year Olympic countdown, RTHK will provide live coverage of the preparation work and competition events at major venues in Beijing, Qingdao and Hong Kong.

Programme Commissioning

Commenced in 2005 with the aim of injecting new ideas and elements into the programmes. Following the radio drama "Below the Lion Rock" depicting the changes in Hong Kong, and the current affairs programme "Hong Kong Competitiveness" examining Hong Kong's potentials, another commissioning programme titled "My Radio" will be launched to call for productions using radio broadcasting as its theme.
第一台（粤语广播）
（FM92.6-94.4）
提供最新的全面新闻时事资讯，兼备交流空间，让您和政府政策得以互相传达，协助公民社会的发展。

第二台（粤语广播）
（FM94.8-96.9）
提供多元化的悠闲生活资讯，推动社会共融，鼓吹包容小个社群，支持多元文化发展。同时透过粤语与市民沟通的广阔世界，设有青少年资讯微博 Teen Power (www.teenpower.rthk.org.hk)。

第三台（英语广播）
（AM567 / FM97.9 非马地、落马洲、阳明山南 / FM106.8 港岛南区 / FM107.8 将军澳、天水围）
为香港的英文人士提供各方资讯，协助他们投入本地社会事务，融入香港。

第四台（粤语广播）
（FM97.6-98.8）
为推动香港世界文化生活的内容，是本港唯一的古典音乐频道。

第五台（粤语广播）
（AM783 / FM92.3 天水围 / FM99.4 将军澳 / FM106.8 将军澳、元朗）
服务长者照顾家庭，全力做到“戏曲文教．生活传真．敬老随和．服务社群”。

第六台（英语广播）
（AM755）
转播英国广播电台世界台的节目。

新闻台
为中文和英文两个频道，每天透过电台频道和网上广播站为市民传递最新、最准确的本地及国际新闻。年内地新闻部在网站加入新闻及视频新闻，另设新闻专题，方便浏览查阅。

Radio 1（Cantonese Service）
（FM92.6-94.4）
Radio 1 is the hub of the latest and most comprehensive news and information in the city. It is also a platform for two-way communication between government and people, acting as a catalyst for the development of civil society in Hong Kong.

Radio 2（Cantonese Service）
（FM94.8-96.9）
Radio 2 provides a wide spectrum of daily information, encourages social integration, caters for minority interests and upholds diversified cultural development. It also runs Teen Power (www.teenpower.rthk.org.hk), an online information portal for youngsters to engage in direct dialogue in cyberspace.

Radio 3（English Service）
（AM567 / FM97.9 in Happy Valley, Jardine Lookout and Parkview Corner / FM106.8 in Hong Kong South / FM107.8 in Tsuen Kwan O and Tin Shui Wai）
Radio 3 is an information and entertainment channel for English speakers living in Hong Kong. It also encourages their participation in local community services.

Radio 4（Cantonese-English Bilingual Service）
（FM97.6-98.8）
Radio 4, the only fine music channel in town, promotes the appreciation of music to enrich spiritual life in Hong Kong.

Radio 5（Cantonese Service）
（AM783 / FM92.3 in Tin Shui Wai / FM99.4 in Tsuen Kwan O / FM106.8 in Sheung Shui and Yuen Long）
Radio 5 strives to serve the elderly and minority groups by offering Chinese opera, cultural and children’s programmes.

Putinghua Channel（Putinghua Service）
（AM621 / FM100.9 in Happy Valley / FM103.3 in Tsuen Kwan O and Tin Shui Wai）
The only Putinghua-language channel in Hong Kong encourages the use of Putinghua in the city and facilitates exchanges of information among Chinese communities worldwide.

Radio 6（English Service）
（AM675）
Radio 6 relays the BBC World Service in Hong Kong.

News Service
RTHK’s newsroom provides services in Chinese and English. The latest and most accurate local and international news is delivered to the public through both radio channels and RTHK on Internet. During the year, the Chinese news web page has incorporated video and photos to bring the actual scene to public. The Special News Topic section serves as a useful reference too.
RTHK provides a wide variety of high quality television programmes to inform, educate and entertain the public. It also provides a platform for free and unfettered expression of views. In fulfilling its role as the public broadcaster, RTHK serves a wide spectrum of audience, including minority interests groups.

The Public Affairs Television Division produces an average of over 10.5 hours of Chinese and English programmes per week, focusing on current affairs, information, culture, education, drama and services. The high quality, creativity and innovation of these programmes have made them popular with audiences from all walks of life.

RTHK broadcasts on Hong Kong's two terrestrial television stations: TVB and ATV. To reach the widest possible audience, programmes are also available on pay-TV channels and other new media platforms.

In 1991, RTHK commissioned an independent organization to conduct the first ever television “Appreciation Index” survey. To develop a programme quality benchmark as an assessment independent of audience rating. Over the years RTHK has consistently achieved the highest average scores in this survey, producing more than half of the annual top 20 highest rated programmes in 2007.

Starting from 1986, RTHK has been covering the Lego regular sitting, providing the signals to local electronic media in addition to broadcasting on RTHK ON INTERNET. Annual transmission exceed 400 hours. The service is widely used and is very popular among viewers and our media partners.
積極參與香港特區成立十周年典禮活動製作
為香港特區政府多項慶典，例如：香港特別行政區第三屆政府就職典禮、深圳灣口岸開業儀式等，提供
節目製作予各地傳媒，讓全球共享奮鬥時刻。同時與中央電視台合作，製作《花開三十載》等知名節目
和節目製作多個節目，以不同角度，回顧過去十年來本港各方面變遷及成就，包括《隨機錄：一個
香港》、《青春香港》及《社區論壇》等。
為奧運馬術比賽
2008年奧運馬術比賽於北京舉行，電視台率先於2006年底推出《體育的風采》節目，鼓勵體育運動；
2008年初再接再厲推出第二輯《體育的風采》，緊貼在香港舉辦的奧運馬術比賽最新情況。
時事及資訊節目
深入探討，詳盡分析，帶領觀眾掌握社會脈搏，開拓國際視野，多個節目已成為本地製作品牌。情報節目
《國家畫報》二十多年來紀錄本地社會與國際時局的變遷，歷年廣收異地刊名及海外評介。《環球午報》
開創先河，結合時事與音樂，輕鬆論政。直播節目《城市論壇》更是唯一讓市民在公開場所即時參與的
民主活動《城市論壇》已試試走出綠園，更多接觸市民。

Active participation in the production of commemorative activities and events in relation to the 10th
Anniversary of the establishment of the HKSAR
RTHK provided video feeds of various official ceremonies of the HKSAR Government (e.g. Inauguration Ceremony
of the Third Term HKSAR Government and Opening Ceremony of the Shenzhen Bay Port) to media worldwide to
share the memorable moments. Collaborated with CCTV, "Celebration Party for Ten Thousand Youths in Shenzhen"
was produced. Meanwhile, RTHK has also produced several series of programmes to review, from different
perspectives, the multiple changes and achievements Hong Kong had made over the past decade, including "Hong
Kong Connection: First 10 Years series", "Rethinking Hong Kong" and "Club97", etc.

In Support of the Olympic Equestrian Events held in Hong Kong
In preparation for the Beijing Olympics in August 2008, RTHK has taken the lead to launch the "Glamour of
Sports" series to promote participation in sport activities by the entire population. At the beginning of 2008,
a second series of "Glamour of Sports" will be aired to keep people informed of the latest development of the
Equestrian Events in Hong Kong.

Current Affairs and Information Programmes
Through in-depth reporting and analysis of current affairs, RTHK offers viewers an in-depth understanding of
local and overseas issues and events. RTHK's brand name programmes include the award-winning "Hong Kong
Connection", which documents local and international socio-political developments; the satirical programme
"Headliner", which pioneered a light-hearted approach to politics; and the live broadcast programme "City Forum", the
only public opinion forum that allows direct audience participation in HK. We have piloted to hold the
"City Forum" in various districts other than Victoria Park to reach out to public.
人物系列

将不同领域的杰出人才，分享他們的成功之道與人生哲學。2007年度播出全新一輯《傑出人士系列》，節目至今己訪問超過三十位傑出人士：《華人青年音樂家系列》、《華人青年演繹家系列》及《志在設計—海外華人設計師系列》介紹享譽國際的青年華人藝術家及設計師，廣受歡迎。

本土文化 國際藝術

環境保育是近年備受關注的課題，紀錄片《長子奇情》帶市民品味香港珍貴歷史文物；長篇節目《香港故事》細訴本土情懷；《藝力無疆》帶領市民藝術出發，倡導市民將藝術融合生活。
我們致力推動文化藝術節目，提高市民的文化水平。節目包括本地及國際盛事，涵蓋音樂、電影、舞蹈、文學、藝術、流行文化等。此外，港台也聘請多國知名藝術家及大型表演活動，培養社會文化素質。

Personality programmes

People from different fields are featured to share their philosophy of life and success stories. The audience will see a new series of "Success Stories" at the year-end of 2007. The series has featured over 30 accomplished personalities so far, while the "Young Chinese Musicians", "Young Chinese Performers" and "Designers Abroad-Chinese Designers Series" introduce world renowned young Chinese artists, performers and designers.

Local Culture and International Arts

In recent years, environmental conservation is a much-needed issue. The documentary programme "Hong Kong Heritage" brings the audience a taste of the valuable cultural relic spots in Hong Kong; while long-run programme "Hong Kong Stories" recounts native sentiments that encourage a sense of belonging in Hong Kong. "Arts Unlimited" sets out from folk arts to promote the merging of arts into life.

RTHK has always been committed to producing programmes that enhance viewers' appreciation of arts and culture by introducing local and international events, including music, film, opera, literature, art and popular culture. RTHK also relays various classical music and large-scale performances to promote arts and culture in the community.
特備節目
港台不時製作特備節目，推廣及解釋政府重要政策，回應社會需要，促進政府與市民溝通。另外，每年亦就政府的施政報告及財政預算製作特備或特寫環節，配合議會選舉，推出《區議會選舉2007》。

外判節目
港台自2000年起推出外判電視節目計劃，目的是引入新思維及製作理念，推動並培育本地獨立創作。港台每年概算外判節目製作開支，加大投資本地創意。2007年港台更增撥資源鼓勵更多劇集製作，推出的節目包括劇集《人間寫真》及《漂泊吧！港囝之二》；紀錄片《現代西遊記》、《海底溫暖》及動畫《8字眼》。

手語節目
港台每周製作一個半小時的手語節目，包括《廣東一點點》和《時事通諭》，提供手語傳譯及字幕，方便聾人士收看。

Special Programmes
RTHK produces programmes that promote and explain government policies, respond to community needs and promote communication between the government and the general public. RTHK also produces special programmes on the Chief Executive's annual policy address and Financial Secretary's budget. "District Council Election 2007" is produced to enhance the awareness of the District Council Elections.

Commissioning
Since 2000, RTHK has regularly commissioned TV projects to bring in new ideas and creativity to encourage the growth of local independent productions. Each year, RTHK receives applications for documentary and drama programmes. In 2007, more resources are allocated to encourage more creative productions, including drama programmes "A Real Life Story" and "Bon Voyage! Lantau Bay", documentaries "Urban Visions", "Sea World Odyssey" and animations "Kaleidoscope of Ideas".

Sign Language Programmes
Some 1.5 hours of sign language programmes with subtitles are produced each week to serve the needs of the hearing-impaired. They include "Look and Learn" and "News Review".

人力資源分配（總人數截至二○○七七七月）：774人
電視部：126人
Manpower Allocation (Total manpower As of 1 July 2007): 774 persons
Television Services: 126 persons
學校教育電視服務，主要為教育局製作學校教育電視節目，透過不同平台播放，以拓展學校教育電視節目的覆蓋面。節目主題涵蓋的學科包括：中國語文、普通話、英文語文、數學、科學、常識及個人、社會及人文教育，程度分為小學及中學兩級。此外，也製作學前

教育節目及非學科節目，包括《教戰》，勝校比賽如《香港校際音樂節》、《香港校際舞蹈節》等；另外，亦經常《青年領袖教室》系列，借中學者名人就不同話題與學生分開經驗。節目安排於學校教育電視節目時段播放。

學校教育電視節目除了經由兩家商營電視台（無線電台和亞洲電視）於課堂時段播放外，節目亦製作成影像光碟，分發予所有中學，部份小學和幼稚園應用。市民可透過香港電台的“eTVonline”網站收看節目。

RTVM produces school ETV programmes for the Education Bureau for broadcast on different platforms for wide coverage. We produce programmes on Chinese Language, Putonghua, English Language, Mathematics, Science, General Studies and Personal, Social and Humanities Education for primary and secondary schools. We also produce Pre-school education programmes and non-curriculum programmes including "Education Magazine", inter-school contests such as "Hong Kong Schools Music Festival" and "Hong Kong Schools Speech Festival". Highlights from the "Leaders to Leaders" series, in which renowned academics talk on various issues to share their experiences with students, are broadcast during school ETV programme time-slots.

School ETV programmes are broadcast on the two terrestrial television stations (TVB and ATV) during class sessions. They are also available on disc format for distribution to all secondary schools, most primary schools and kindergartens.

政府撥款（2007/08）：456.1 百萬
教育電視開支（百萬）：35 百萬

Government Funding (2007/08)：456.1 million
Expenditure on ETV (m): 35 million

人力資源分配（數人數截至二○○七年七月）：774人

Manpower Allocation (Total manpower as of 1 July 2007): 774 persons

Education Television Services: 98 persons
eTVonline (www.eTVonline.tv)
eTVonline is an online learning centre. The site features a vast archive of educational programs, providing a rich resource for accelerated learning. Through interactive teaching modules, mock classrooms, online games, quizzes, and guided revision of academic subjects, teachers and students are able to learn in an interactive, tailored environment.

Web visitors worldwide have the opportunity to access real-time transmissions and archives of eTV programmes. "eTutor Online", an e-learning platform, provides real-time assistance to students to solve classroom problems and encourages interactive teaching and exchanges, as well as easy access to a range of educational resources.

In line with the introduction of Liberal Studies to the curriculum in 2005, eTVonline established a Liberal Studies website to facilitate teaching and learning at the end of 2005. In 2007, video-conferencing technology is applied to further facilitate discussions on liberal studies between local and overseas students. The Interschool Liberal Studies Students Forum is held monthly during the school year in secondary school campuses for participation by students as well as teachers.

eTVonline has established a number of additional thematic websites incorporating interactive content, e.g. "Do Not Gamble", "Chinese Idioms", "TimeDreams" introducing new inventions in science and technology, "SexEd Online" and "Point@Media", to provide learning opportunities for students, parents and teachers through access to diversified contents.
開拓開發平臺

香港以股權擔保計劃及內容的方式，積極拓闊與海外廣播機構、互聯網服務供應商、電訊營運商、及商務機構的接觸，增加香港電台節目的接觸機遇。

年內，香港電台於新加坡、澳洲、紐約、倫敦及華盛頓等海外國家舉辦數次活動，為香港電台的發展開拓了更廣闊的市場。

作為促進全球華人接觸的平臺，香港電台緊密配合銳眼社及當地華人團體，提供多元化的廣播服務，增進香港與海外國家的文化交流，推動香港電台的發展。

國際發展

Introduction to RTHK

RTHK is actively expanding its licensing business, cooperating with subscription television operators, overseas broadcasters, internet service providers, telecommunications operators and cable network to deliver RTHK programmes on a number of new platforms.

In 2006, television stations in the US, Canada, the UK, Australia, Singapore and the mainland licensed over 2,000 episodes of RTHK productions. Simultaneously, as many as one million Chinese listeners in, New York, Toronto, Vancouver, and the UK, are tuned to RTHK audio programmes. Thanks to mobile broadcasting technologies in Hong Kong, as many as two million people view RTHK programmes on telecommunication networks every day. Meanwhile, RTHK has commissioned an independent distributor for the sales of its classic RTHK productions on DVD and VCD.

As Hong Kong’s public service broadcaster, RTHK is duty-bound to preserve audio-visual archives of historical value. As such, it plans to digitise some of its collection of past programmes for public consumption as part of its contribution to local cultural heritage.

In preparation for the coming of the digital age, RTHK has conducted trials of DVB (Digital Broadcasting) and Eureka 147 digital audio broadcasting technologies. The mobile TV technology was put to trial in 2007. It is keen to offer the new technologies in Hong Kong to provide a better service to the public. Television services will use digital technology to enhance the production quality of RTHK content. Meanwhile, we will closely monitor the launch of DTT services in 2009 and ascertain the strategy in the development of HDTV.

International Perspectives

Advances in media technology have broadened the scope of cooperation among media organisations in different parts of the world. RTHK engages in frequent communication with its mainland and overseas counterparts to broaden its perspective, and further promote its International status.

As the public service broadcaster for the people of Hong Kong, RTHK involves itself heavily in international exchanges. For many years, it has introduced a number of overseas productions through cooperation with broadcasters in the mainland and around the world. At the same time, RTHK’s local productions are shown in overseas media. These exchanges have proven to be beneficial in raising production qualities on all sides. Large-scale activities are also held from time to time in collaboration with overseas and mainland media organisations to strengthen human resource exchanges and cater for the needs of other places.

Recent years have seen an ever-growing interest in cooperation between RTHK and its mainland partners. Following up on its successful cooperation on the "Pan-Pacific Region Project", a documentary on economic developments in the Pan-Pacific Region, "Lett", and the "Xu" series, RTHK has co-produced "Sanjiang Simulcast" with radio stations in Guangzhou and Shanghai to discuss economic developments in the three places. A magazine-style "Chongming Island", launched this year with 25 plus radio stations in the mainland and overseas to revitalize the reportage, social and lifestyle issues of Chinese all over the world. The programme, "Guangdong-Hong Kong-Macau Putonghua Competition", has now entered its tenth year.

On the global front, RTHK is an active member of international organisations such as the Asia-Pacific Broadcasting Union (ABU), Public Broadcasters International (PBI), the Commonwealth Broadcasting Association (CBA) and the Asia-Pacific Institute for Broadcasting Development (AIBD). Senior RTHK officials have been invited to join the ABU and PBI executive committee and preparatory committee to help formulate policy initiatives and prepare strategy reports for the development of the organisations. Mr. Tai Keen-man, Acting Deputy Director of Broadcasting, has been appointed chairman of Planning and Strategic Group of ABU this year. RTHK also hosted the ABU General Assembly and PBI meetings in Hong Kong in 1996, 2001 and 2002, providing opportunities for media organisations worldwide to discuss issues of common concern.

Extended Reach

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Over the years, RTHK productions have won many awards in Hong Kong and overseas, providing a powerful testament to the quality of both content and production.

At the 18th Appreciation Index Survey-Best TV Programmes Awards Presentation, RTHK won 12 awards for TV productions, including the Highest Average Appreciation Index Award for the 9th year, and 11 Best TV Programme Awards.

In 2006 and 2007, RTHK won more than 30 awards in various events or competitions, including Chicago International Film Festival, International Film and Video Festival, the New York Festival, the 43th Asia Broadcasting Union, the 28th Annual Telly Awards, the 8th Festival Zelenksy Hrozen, the Islamic Republic of Iran Broadcasting Festival, the Consumer Rights Reporting Awards, the 2nd "Beijing Reporting Awards", Healthy Aging Media Award and Accolade Competition 2007 etc.

Awards secured covered a wide range of genres, from public affairs and informative programmes to documentaries, dramas, cultural and children’s programmes.
香港電台愛心服務團於2006年11月成立，是一個由香港員工自發組織的社會服務聯盟。它擁有近10名成員，承諾付出工餘時間、不分性別、不論形式、不計回報地幫忙及支持社區。愛心服務團鼓勵團員帶同親人一起參加，一方面促進員工的團結，亦可為他們工餘合家歡樂；另一方面提供機會，讓他們以不同方式表達社會的關愛，對服務香港的熱誠。

Founded in November 2006, the RTHK Community Service Team is formed by RTHK staff with a generous heart committed to helping people in need. The 100 or so members of the team vow to bring fun and warmth to the disadvantaged and deprived people by devoting their leisure time to volunteer activities of different forms and nature that make use of their talents. Team members are encouraged to bring along their family members to participate. It is hoped that through the activities, members would develop closer ties and enhance their sense of belonging to the organization without losing family time. What is more: they can exhibit their concern for society and enthusiasm to serve the public.

愛心服務團大行動
響應義務工作發展局的號召，到天水圍天華邨上門送發糧油費及長者護

We Share to Care Volunteering Campaign
A visit in response to a call from Agency for Volunteer Service to distribute packaged food and cooking oil to elderly residents of Tin Wah Estate in Tin Shui Wai.

濕地護理
到香港濕地公園除草施肥，保護大自然。

Wetland Conservation
A trip to Hong Kong Wetland Park to help remove weeds and add fertilizers to the natural reserve.

敬老快樂迎聖誕
與明愛長者宿舍的智障人士慶祝聖誕佳節。

Christmas Celebration
A programme to celebrate Christmas with mentally challenged residents of Caritas Lok Chung Hostel.

毅力十二愛心跑
陪伴及照顧智障者群組主紅十字會學校的智障人士參與慈善接力賽，為再生成會及精英運動員慈善基金籌款。

Run With Your Heart
Accompanying and looking after mentally retarded students from Prince Alexandra Red Cross Residential School, who took part in a charitable run to raise funds for Regeneration Society and Elite Athlete Charitable Trust.

香港樹植日
於大欖郊野公園種植樹木，美化環境。

Hong Kong Tree Planting Day
Planting trees at Tai Lam Country Park to improve the environment.

二手交換廣場
協助長春社在天水圍屋邨進行二手貨物交換活動，同時派發環保袋，宣揚環保信息。

Exchange Square
Providing assistance in an activity held by the Conservancy Association, collecting used goods from tenants of estates in Tin Shui Wai for exchange and distributing shopping bags.
### 1. 堅底資料 General Figures

營運開支(2007-08預算) Operational Expenditure (2007-08 Estimate)

政府撥款: 456,1百萬 Government Funding: 4,561 hundred million

政府過去五年撥款（百萬） Government Funding in the past five years (Million)

<table>
<thead>
<tr>
<th>年度 Year</th>
<th>所獲撥款 Received Funding</th>
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<tr>
<td>07-08</td>
<td>456.1</td>
</tr>
<tr>
<td>06-07</td>
<td>438.9</td>
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<td>05-06</td>
<td>428.5</td>
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<td>04-05</td>
<td>448.9</td>
</tr>
<tr>
<td>03-04</td>
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### 2. 電台服務 Radio Services

<table>
<thead>
<tr>
<th>傳送頻道 Radios</th>
<th>節目製作時數 Hours of output</th>
<th>新聞節目製作時數 Hours of output for news programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 傳送頻道 Radios</td>
<td>50 193</td>
<td>6 804</td>
</tr>
</tbody>
</table>

### 人力資源分配 Manpower Allocation

總人數: 774人 (截至2007年7月)

Total manpower: 774 persons (As of 1 July 2007)

- 電台 Radio: 112
- 電視 Television: 126
- 教育電視 ETV: 98
- 新聞部 News: 77
- 新媒體 New Media: 18
- 製作部 Production Services: 207
- 行政部 Administration: 136

### Teen Power

<table>
<thead>
<tr>
<th>每年節目製作時數 Yearly hours of output</th>
<th>平均每日點擊率 Average daily hit rate</th>
<th>會員人數 No. of members (as of May 2006)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 642</td>
<td>251 377</td>
<td>28 440</td>
</tr>
</tbody>
</table>

*根據香港大學民意研究計劃2006年聽眾調查 According to The University of Hong Kong’s Public Opinion Programme Listenership Survey 2006*
3. 電視服務 Television Services

<table>
<thead>
<tr>
<th>項目</th>
<th>數字</th>
</tr>
</thead>
<tbody>
<tr>
<td>節目製作時數 Hours of output</td>
<td>568.2</td>
</tr>
<tr>
<td>製作節目數目 No. of programmes</td>
<td>1694</td>
</tr>
<tr>
<td>黃金時段節目之平均收視 Average prime-time audience</td>
<td>亞洲電台 ATV 185 000 無線電台 TVB 1 035 000</td>
</tr>
<tr>
<td>獲獎電視節目數目 (2006/2007) No. of award-winning TV programmes</td>
<td>35</td>
</tr>
</tbody>
</table>

「電視節目欣賞指數調查」2006 — 香港電台最高欣賞指數的電視節目

RTHK's Top 5 TV programmes in the 2006 TV Programmes Appreciation Index Survey

-《勝者強龐》Loose & Win
- 《鐵達尼號》The Road Back
- 2006香港時事大專奧運
- Hong Kong Domestic Affairs
- 《香港故事》Hong Kong Stories
- 《經緯集》Hong Kong Connection

# 根據香港大學民意研究計劃2006電視節目欣賞指數調查

According to The University of Hong Kong's Public Opinion Programme

Television Programmes Appreciation Index Survey 2006

香港電視節目欣賞指數2002-2006

Television Programmes Appreciation Index Survey

<table>
<thead>
<tr>
<th>年度 Year</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTHK</td>
<td>73.06</td>
<td>73.88</td>
<td>72.76</td>
<td>72.44</td>
<td>72.1</td>
</tr>
<tr>
<td>全年平均欣賞指數 Yearly Average Scores</td>
<td>70.99</td>
<td>71.01</td>
<td>69.95</td>
<td>69.57</td>
<td>68.98</td>
</tr>
</tbody>
</table>

4. 教育電視服務 ETV Services

<table>
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<tr>
<th>項目</th>
<th>數字</th>
</tr>
</thead>
<tbody>
<tr>
<td>節目製作時數 Hours of output</td>
<td>48.4</td>
</tr>
<tr>
<td>製作節目數目 No. of programmes</td>
<td>143</td>
</tr>
<tr>
<td>吸引學生數目 Student audience</td>
<td>650 000</td>
</tr>
<tr>
<td>收看學校數目 No. of schools covered</td>
<td>幼稚園 Kindergarten 380 小學 Primary schools 550 中學 Secondary schools 460</td>
</tr>
<tr>
<td>香港電台最新教育電視 平均每日點擊率 eTunison Average daily hit rate</td>
<td>1 334 340</td>
</tr>
</tbody>
</table>

5. 新媒體服務 New Media Services

點擊網上香港電台 RTHK ON INTERNET Hit Rate

| 平均每日點擊率 Average daily hit rate | 29 000 000 |
| 特別網上節目的網上廣播時數 Webcast hours of special online projects | 400 |
1928 以GOW台號播送。
First broadcast using call-sign GOW.

1929 台號改為ZBW。同年，香港廣播視覺委員會成立。
Call-sign changed to ZBW. Hong Kong Broadcasting Committee was set up.

1934 中文台成立，台號呼號改為ZEK，並開始播報新聞簡報。
Chinese channel ZEK was established, started to broadcast news bulletins.

1948 放棄ZBW和ZEK台號呼號，正式改為「香港廣播電台」。
Officially named Radio Hong Kong (RTHK) and abandoned the call-signs ZBW and ZEK.

1960 推出超短波廣播服務。
Introduced VHF/FM channels.

1969 廣播大廈在廣播道路成啟用。
Broadcasting House built in Broadcast Drive.

1970 成立公共事務電視組，製作節目供其他商業電視台播出。
Established Public Affairs Television Unit, producing public affairs programmes to be aired on licensed commercial TV stations.

1973 香港廣播電台設立新聞部（在之前，新聞簡報供政府新聞處提供）。
Newsroom set up (prior to this, news bulletins were prepared by the Government Information Services).

1974 成立本地自備供市民音樂的香港電台第四台播送。
Established the first and only station for Fine Music in Hong Kong. By that time, RTHK had 4 channels.

1976 電台正式改為「香港電台」。採用超短波頻率突破難題，開創亞洲先河。
Renamed as Radio Television Hong Kong (RTHK). It was the first radio station in Asia to broadcast in FM Stereo.

1978 第五台設立，專門播報文化、教育及戲曲節目，為長者及小眾服務。香港電台頻道增至五個。
Radio 5 launched, targeted to serve the elderly and the minorities through various cultural, educational and Chinese opera programmes. RTHK proliferated to have five different channels.

1980 第二台成立，節目更趨多元化。
Established Radio 2. RTHK serves the public with a wide range of programmes through various radio channels.

1989 開始在亞洲電視台的無線電視節目時間播出；同年確定台名為RTHK。
Starting from April, RTHK's programmes were broadcast during prime time on ATV and TVB television channels. Corporation proposal was formulated but was left aside in 1993.

1991 委任獨立機構進行「電視節目投放指南調查」，發展收視率以外另一專長指標。
Initiated the Television Programme Appreciation Index Survey which was conducted by an independent body, to serve as another yardstick apart from viewership ratings.

1993 簽訂文廣廣播司簽訂架構協議，每兩年檢討一次。
Signed a Memorandum of Understanding with the Broadcasting Authority (BA), agreeing to observe specific programme standards set by BA.

1997 成立全港唯一的普通話電台。
Launched Hong Kong's first and only Putonghua Channel.

1999 向民主政制局合辦慶祝千禧年大型活動「燦爛燈火慶千禧」。
Co-organized the Millennium Extravaganza with Home Affairs Bureau to celebrate the Millennium.

2000 推出電視節目外判計劃，推動本地劇作。
Introduced Television commissioning programmes to encourage the creativity of local independent productions.
2001

聯同北京、上海、廣東、台灣、新加坡及馬來西亞的電台合辦“全球華語歌曲排行榜”，創下歷史上最長播映時間的中文流行音樂榜。
The Global Chinese Pop Chart was jointly organized with the Chinese radio stations of Beijing, Shanghai, Guangdong, Taiwan, Singapore and Malaysia.

與亞太廣播聯盟聯合舉辦“第三屆亞太廣播聯盟年會”;
Co-hosted the 3rd Asia-Pacific Broadcasting Union General Assembly with the Asia-Pacific Broadcasting Union.

2002

慶祝回歸五週年，製作“龍聲飛揚萬人青年音樂會”以慶祝香港回歸特區回歸五週年，刷新世界紀錄。
To celebrate the 5th anniversary of the handover, The Music of the Dragons Concert was organized with an attempt to break the Guinness Book of Records.

主辦“第十一屆公營電台機構國際年會”;
Hosted the Public Broadcasters International Conference 2002.

2003

非典型肺炎肆虐，舉辦清音“心連心全城抗炎大行動”、“凝聚每分光與愛大會”等活動，凝聚港人。
Organized a series of events, including Operation Unite Fight Against SARS Campaign and United In Spirit and Action Concert to bring the general public together during the attack of the Severe Acute Respiratory Syndrome (SARS).

2004

TeenPower 年青人網上平台啟播。
Launched TeenPower, the web radio channel for youngstars.

2005

為兩亞海啸募款及收集收音機，讓災民得以接觸外界資訊。
Fund raising and radio collection campaign for South Asia tsunami victims.

香港電台擔當“世界貿易組織第六次部長級會議”主辨機構，為各國傳媒提供大小會議報導，並透過電台、電訊及互聯網傳遞會議的相關訊息。
As host broadcaster for WTO MC6, RTHK offered pool signal to the media worldwide and transmitted all WTO conference relevant information through our radio, TV and Internet platform.

2006

推出首個家庭外判節目“獅子山下”;
Introduced the first radio commissioning programme.

為“國際電信聯盟2006年世界電信日”，提供傳媒訊號予各國傳媒。
RTHK was the officiating media organisation for ITU Telecom World 2006 to offer pool signal to media worldwide.

2007

為香港成立十周年，籌劃多項特別節目，探討香港未來趨勢，為特區成立活動，提供傳媒訊號。
To mark the 10th anniversary of HKJ, a number of special programmes were produced. RTHK also offered pool signal of government celebration events to all media.