



## RTHK Annual Plan for 2020/21

### Purpose

The purpose of this annual plan is to inform the public of Radio Television Hong Kong's (RTHK) programming outline for the year 2020/21 and to provide a basis for public scrutiny on whether RTHK fully and comprehensively implements and fulfils the public purposes and mission as set out in the RTHK Charter.

2. The public purposes and mission of RTHK are –
  - (a) to sustain citizenship and civil society, which involves promoting understanding of our community, our nation and the world through accurate and impartial news, information, perspectives and analyses;
  - (b) to provide an open platform for the free exchange of views without fear or favour;
  - (c) to encourage social inclusion and pluralism to enhance public understanding and acceptance of the cultural, linguistic, religious and ethnic diversity both in the local community and beyond;
  - (d) to promote education and learning, and provide information and resources to facilitate lifelong learning at all levels and for all ages; and
  - (e) to stimulate creativity and excellence to enrich the multi-cultural life of Hong Kong people.

For details of RTHK's public purposes and mission, please refer to the RTHK Charter at: [http://rthk9.rthk.hk/about/pdf/charter\\_eng.pdf](http://rthk9.rthk.hk/about/pdf/charter_eng.pdf).

### Overview

3. For 2020/21, RTHK will pursue objectives in the following four areas –



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### (a) Programme Direction

In accordance with the RTHK Charter, RTHK produces quality programmes that inform, educate and entertain the public in wide-ranging topics, underlined with creativity and responsibility in content development. RTHK will partner with government bureaux / departments and non-governmental organisations for quality programme production.

Key programming directions for 2020/21 of RTHK are –

- (i) “We Care” will be the main theme for RTHK’s programming this year;
- (ii) continue to promote sports as an instrument to enhance physical and mental health, as well as provide sports information and live coverages of important local and inter-school sports competitions;
- (iii) foster social cohesion, community harmony, family values, and to promote understanding of Chinese culture, history and national situation;
- (iv) produce programmes related to local, national and international events;
- (v) produce programmes which promote arts, culture, creative industries, environmental protection, science and technology, as well as programmes concerning issues relating to cross generations, the minorities and the under-privileged, so as to promote social inclusion; and
- (vi) continue to provide technical support, pool signal and / or coverage for major local events.

### (b) Future Development

- (i) Synergy among radio, television and new media services will be strengthened to enhance reach and encourage public engagement;



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- (ii) for the sustainability of radio services development, the existing digital playout system will be enhanced and updated;
- (iii) the analogue television services of RTHK TV 31A and 33A will be switched off on 30 November 2020 (23:59). RTHK will carry out the relevant preparation work and provide assistance to the public; and
- (iv) continue the re-planning of the New Broadcasting House in Tseung Kwan O with a view to working out a proposal which is the most cost-effective and also responsive to the opinions of the Legislative Council Public Works Subcommittee.

### (c) **Governance**

RTHK will continue to strengthen its corporate governance and enhance public accountability by the following means –

- (i) continue to ensure public funds are handled in a prudent, responsible and cost-effective manner. The Systems Review Unit will conduct internal audits to review operation and control measures;
- (ii) continue to take forward the recommendations as set out in “The Director of Audit’s Report No. 71” to enhance RTHK services. For television services, apart from referring to the ratings reports in the industry, RTHK will also set out targets such as audience reach, programme quality and satisfaction rate of RTHK’s television channels and programmes through the “RTHK TV Channel Penetration Survey” as well as the reviewed and revised Television Programme Appreciation Index and Audience Survey, to facilitate more meaningful assessments of television programmes. For radio services, RTHK will monitor the performance of the radio channels through the Radio Audience Survey, online performance, focus group studies, questionnaires, etc., and will review and revise the programming and promotional strategies on a regular basis, so as to enhance and improve the performance of the radio channels;



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- (iii) continue to complement and support the Board of Advisors and take heed of its advice on issues pertaining to its terms of reference;
- (iv) promote general public and stakeholders' participation in discussions with a view to enhancing transparency and accountability. RTHK will collect public views through all avenues available;
- (v) continue to ensure that the house keeping matters such as financial control, human resources management and procurement procedures comply with Government rules and regulations;
- (vi) continue to promote cross-platform access to RTHK services, and study how to increase the audience reach by monitoring the performances on different platforms; and
- (vii) ensure that the programme standard complies with the relevant codes of practice issued by the Communications Authority.

### **(d) Human Resources**

Continue to invest in various new developments, especially changes brought forth by the multimedia age. Recruit emerging talents, as well as provide and participate in all-round multimedia training, e.g. leadership courses, expert seminars and workshops, etc.

### **Radio Services**

4. RTHK operates seven analogue radio channels and will transmit 61 320 hours of programmes in 2020/21.

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<b>Channel</b>	<b>Role and Identity</b>	<b>Main Types of Programmes and Percentage</b>
<b>Radio 1 (FM)</b>	News, Information and General Programming (Cantonese)	News and Current Affairs (42%), Information (24%), Liberal Education and National Education (16%) and Others / Miscellaneous (18%)
<b>Radio 2 (FM)</b>	Youth, Entertainment, Popular Music, Arts, Culture, and Promotion of Family and Community Projects (Cantonese)	Magazine Programme (28%), Family and Youth (15%), Music (39%), Culture and Education (7%) and Others / Miscellaneous (11%)
<b>Radio 3 (AM)</b>	News, Information and General Programming (English)	News and Current Affairs (21%), General Entertainment (15%) and Music (64%)
<b>Radio 4 (FM)</b>	Fine Music and Arts (daily from 07:00 to 23:00) (Bilingual – English and Cantonese)  Relay of BBC World Service (daily from 23:00 to 07:00) (English)	Fine Music (84%), Arts and Culture (7%) and Others / Miscellaneous (9%)  News, Current Affairs and Information (98%) and Others / Miscellaneous (2%)
<b>Radio 5 (AM)</b>	Elderly, Cultural and Education (Cantonese)	Elderly and Others / Miscellaneous (34%), Traditional Chinese Opera (37%), Family and Children (10%) and News and Current Affairs (19%)
<b>Radio 6 (AM)</b>	Relay of China National Radio Hong Kong Edition (Putonghua and Cantonese)	News, Current Affairs and Information (85%) and Music (15%)

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Channel	Role and Identity	Main Types of Programmes and Percentage
<b>Radio 7 Putonghua (AM)</b>	General Programming, News and Finance (Putonghua) Community Involvement Broadcasting Service (CIBS) (Various languages)	News (21%), Information (15%), Culture and Education (7%), Music (45%), CIBS (9%) and Others / Miscellaneous (3%)

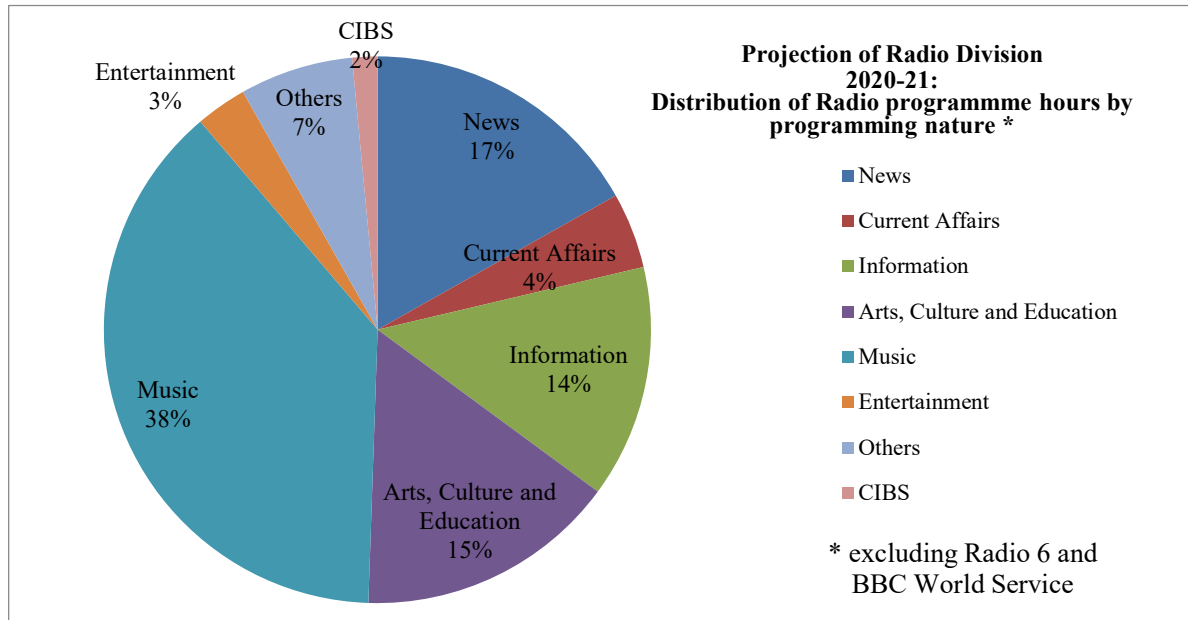
5. Highlights of radio programmes for 2020/21 include –
- (a) cultivating mutual understanding and positivity through various programmes. “Along with You (一起走過)” will feature renowned artists who will share their experiences on how to overcome hardship in life; “What a Wonderful World (燦爛人生)” will share the stories of new Hongkongers to exude positive energy to the society; “Music in Love (愛在音樂蔓延時)” encourages Hong Kong people to engage the power of positive thinking through spiritual and religious music;
  - (b) in line with the Government’s slogan of “Together, We Fight the Virus!”, RTHK will provide the latest information about epidemic prevention and public health, and invite medical specialists to answer audience’s enquiries in various programmes;
  - (c) producing a series of special music programmes in celebration of the 250th anniversary of the birth of Beethoven;
  - (d) in cooperation with Mainland media partners, a showcase of Cantonese opera will be held in Guangzhou to foster artistic exchange, and to promote the integration of Cantonese opera among Hong Kong, Macao and Guangdong. In addition, the “Guangdong-Hong Kong-Macao Youth Cantonese Opera Workshop (粵港澳三地青年粵劇藝術工作坊)” will be held to sustain the legacy of Cantonese opera culture;



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- (e) on news and public affairs programming, local, national and international key events are RTHK's concerns. To keep up to date with current affairs and to promote civic education, RTHK will continue to produce programmes on the Chief Executive's Policy Address and the Financial Secretary's Budget Speech, the National Security Law, the 30th anniversary of the promulgation of the Basic Law, etc. Meanwhile, RTHK will cover important Mainland and international issues, such as the annual sessions of the National People's Congress and the Chinese People's Political Consultative Conference, as well as the US presidential election;
- (f) in nurturing new talents and fostering creativity, "Radio 2 DJ Academy (二台 DJ 訓練學院)" and "Radio Drama Workshop for Youth (展翅青年廣播劇)" will be conducted;
- (g) educational programmes on STEM (Science, Technology, Engineering and Mathematics) will be produced and summer projects will be organised;
- (h) the concept of "gerontechnology" (the application of technology to meet the various needs of the elderly) and the promotion of inter-generational harmony will be extensively applied in RTHK's senior programming, including "Elderly Academy (長進課程)" and "O Camp 2.0 (齡舍型)";
- (i) the culture of reading and language learning will be promoted; and
- (j) the broadcasting hours of CIBS are increased to 17 hours per week.

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### Television Services

6. RTHK operates three digital television channels. Their total transmission hours in 2020-21 will be 26 280 hours.

7. RTHK TV 31 is a flagship channel which offers programmes with diversified topics covering news and current affairs, education, arts and culture and minority interests, comprising in-house produced programmes, commissioned programmes and acquired programmes. RTHK TV 32 is a live event channel which mainly covers important government press conferences, LegCo meetings, local, national and international news, international sports highlights, local sports competitions, live events of public interest, clarifications by the Government provided by the Information Services Department and short videos “睇真 D · 知多 D”. RTHK TV 33 relays programmes of China Central Television Channel 1.

8. Highlights of the development of television programmes for 2020/21 include –

- (a) RTHK will build bridges to strengthen the communication between individuals and families, enhance mutual understanding and promote social harmony through the following programmes:





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- (i) “Love is in the Sunshine (愛在有晴天)” promotes positive life values and the Samaritan spirit;
  - (ii) “Shall We Talk (陪我講)”, co-produced with the Department of Health, promotes correct understanding towards and communication with people with mental illness;
  - (iii) “Farming My Life (有種人生)” introduces green lifestyle through farming and how to cultivate mindfulness; and
  - (iv) “Living with Animals (動物愛傳承)” promotes peaceful co-existence between human beings and animals.
- (b) regular programmes including “830 Magazine (日常八點半)” and “Doctor and You (醫生與你)” will strengthen their contents to arouse audience’s awareness of epidemic prevention, public health and related issues;
- (c) TV 32 continues to broadcast important government press conferences and government clarifications, relay LegCo meetings, broadcast local, national and international news, international sports highlights and provide live coverages of local sports matches and inter-school sports competitions. “Sports Unlimited (體壇無極限)” continues to provide the audience with the latest information on athletes and sports development in Hong Kong;
- (d) current affairs programmes related to local, national and international key events will continue to be produced; to keep up to date with news and current affairs and to promote civic education, RTHK will continue to produce programmes on the Chief Executive’s Policy Address and the Financial Secretary’s Budget Speech, the National Security Law, the 30th anniversary of the promulgation of the Basic Law, etc. Meanwhile, RTHK will cover important Mainland and international issues, such as the annual sessions of the National

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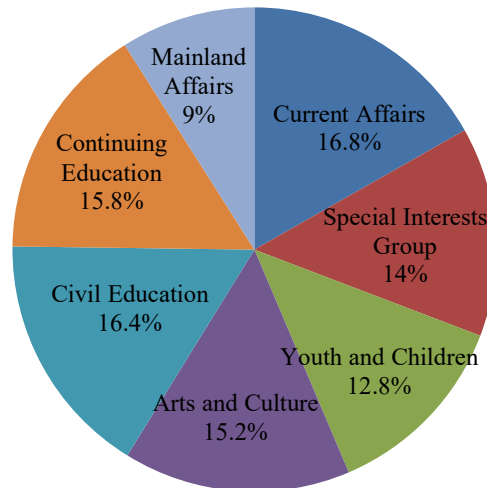
People's Congress and the Chinese People's Political Consultative Conference, as well as the US presidential election;

- (e) to promote arts and culture, concerts showcasing the finest works of Beethoven are acquired to celebrate his 250th birthday. “Arts On Air (演藝盛薈)” and “Artspiration (好想藝術)” will continue to feature performing arts;
- (f) on programmes concerning family, youth and children, Asia-Pacific Broadcasting Union Children's Drama (亞太廣播聯盟兒童劇合作計劃) is a programme exchange project with overseas media. “Young Film Makers (影動青春)” continues to showcase the works by young directors. “Robocon (亞太廣播聯盟機械人大賽)”, a competition for robots designed by university students, aims to arouse interest in applied engineering among young people. “The Hong Kong Schools Speech Festival” features the prize winners' performances (香港學校音樂及朗誦節優勝者演出). “Knowledge Zone (漫遊百科)” covers cultural and academic talks on various subjects. “Outstanding Teachers (卓越教室)” features teachers honoured with the Chief Executive's Award for Teaching Excellence and their achievements on teaching;
- (g) on minorities-concerned programmes, “Rehabilitation Documentary 2020 (同行同行)” tells how the disabled develop their careers. Selected programmes with subtitles in languages such as Nepali, Bahasa and Urdu will be provided, in order to cater for the needs of ethnic minority audience. “This Morning (早晨·早晨)”, “Look and Learn (識多一點點)” and “News Review (時事摘錄)” provide sign language for hearing impaired audience. Selected programmes with audio description will also be produced for visually impaired audience;
- (h) to continue to collaborate with government departments, committees and NGOs to produce programmes and disseminate various messages;
- (i) to continue to synergise and collaborate with Radio on the production of programmes and the organisation of events;

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- (j) to continue to provide technical support, coverage and pool signal for major events organised by the Government; and
- (k) in order to strengthen channel identity, the RTHK promotional vehicle Mobile TV continues its outreach promotion campaign throughout the year in various locations in Hong Kong.

### Projection of TV Programme Output by Programming Nature 2020/21





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### New Media Services

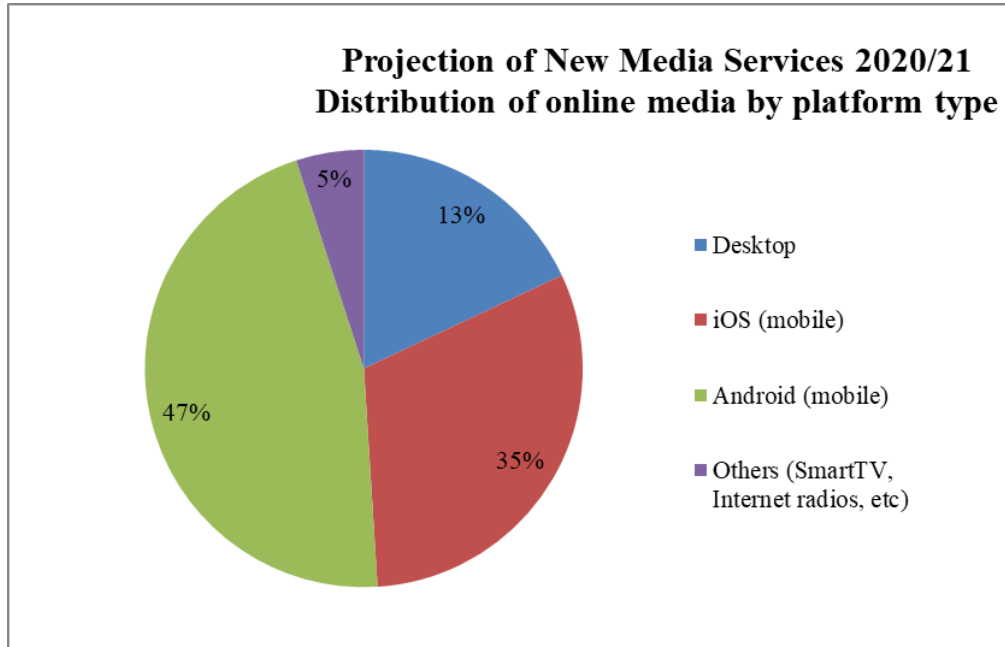
9. RTHK's official website "rthk.hk" provides simulcast of the 24-hour AM and FM radio channels and more than 260 hours of Chinese and English television programmes every week. Other online services include on-demand archives of most radio, television and news programmes broadcast within the past 12 months, as well as original web contents produced by the New Media Unit.

10. RTHK manages seven mobile apps, amongst which, "RTHK On The Go" is the flagship mobile app, covering news, live radio and television and radio programme podcasts. "RTHK Screen" provides live webcast of RTHK TV 31 and 32 as well as video-on-demand; "RTHK Mine" carries radio programmes (live streaming and archive) and short videos; and "RTHK News" provides news content in both Chinese and English in multimedia formats, and live relay of Radio 1 and Radio 3.

11. Highlights of new media development for 2020/21 are detailed below –

- (a) RTHK's official website – "rthk.hk" will be further refined to enhance user experience and web security;
- (b) continue to enhance the services of the RTHK mobile applications;
- (c) cross-media synergy projects by utilising television, radio and new media platforms will be further explored;
- (d) to promote knowledge building, the e-Learning portal on RTHK's website will be enriched with integrated multimedia contents produced by Television, Radio and New Media Unit;
- (e) continue to better utilise the digital platform for reaching to more users and facilitate users' ease of sharing of RTHK's programmes and content; and
- (f) web analytic tools will be further explored to capture user behaviour on RTHK online platforms and social media in a more systematic manner, so as to reflect the performance and usage more effectively.

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**Radio Television Hong Kong**  
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