



RADIO TELEVISION HONG KONG PERFORMANCE PLEDGE 2019 - 20

This performance pledge summarizes the services provided by Radio Television Hong Kong (RTHK) and the standards you can expect. It also explains the steps you can take if you have a comment or a complaint.

1. Hong Kong's Public Service Broadcaster

RTHK is the sole public service broadcaster in the Hong Kong Special Administrative Region (HKSAR). Its primary obligation is to serve all audiences - including special interest groups - by providing diversified radio, television and internet services that are distinctive and of high quality, in news and current affairs, arts, culture and education. RTHK is editorially independent and its productions are guided by professional standards set out in the RTHK Producers' Guidelines.

Our Vision

To be a leading public service broadcaster in the new media environment

Our 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

2. Corporate Initiatives

In 2019 - 20, RTHK will

- ✧ continue to enhance participation by stakeholders and the general public with a view to strengthening transparency and accountability; and will receive advice from the Board of Advisors on issues pertaining to its terms of reference;
- ✧ take forward Audit recommendations as set out in "The Director of Audit Report No. 71" to improving RTHK services.
- ✧ maximize return on government funding by further enhancing cost efficiency and productivity;



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- ◇ continue to ensure staff handle public funds in a prudent and cost-effective manner;
- ◇ actively explore opportunities in generating revenue for the government from RTHK programmes and contents;
- ◇ provide media coverage and produce special radio, television programmes and related web content on topical issues of concern or interest to the public, including the 22nd Anniversary of the Establishment of the Hong Kong Special Administrative Region, National Day, the commemoration of the 70th Anniversary of the Founding of the People's Republic of China (PRC) and other major local events;
- ◇ have Healthy Hong Kong (健康香港) as the main theme for RTHK programming this year;
- ◇ reach the ultimate target of 99% Digital Terrestrial Television (DTT) network coverage of Hong Kong population upon the completion of the building of the remaining 4 transmission stations at the first quarter of 2019. Also the daily broadcast on RTHK TV 31 has been extended to 24 hours; and
- ◇ proceed with re-planning of the New Broadcasting House in Tseung Kwan O with an aim of working out a proposal which is the most cost-effective and responsive to the opinions of the Legislative Council Public Works Sub-Committee.

3. *Radio Services*

(I) RTHK operates seven analogue radio channels (four in AM and three in FM) and produces about 1,100 hours of programmes weekly of different genres in Cantonese, Putonghua and English. From the first quarter of 2020 onwards, the Community Involvement Broadcasting Service (CIBS) will increase its weekly programme production from 16 to 17 hours (including those produced in ethnic minority languages).

(II) For details of the programming direction of the Radio Division, please refer to the 2019 - 20 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The radio performance targets in 2019 - 20 are as follows:

	2019 - 20 Targets
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Number of hours of programme output on analogue channels	58,755
Number of hours of news programme output	7,120
Number of output hours per programme staff	362.7
Number of community/educational projects organized	147

4. *Television Services*

- (I) RTHK will produce around 2,790 television programmes, totaling 1,778 hours in 2019-20, which are shown on RTHK's DTT channel TV31 and analogue television channel TV31A, and partly on the free-to-air television channels of Television Broadcasts Limited, HK Television Entertainment Company Limited and Fantastic Television Limited. To maximize audience reach, selected RTHK programmes are broadcast on other broadcast platforms, including Cable TV, and NOW TV. These programmes are also webcast on RTHK ON INTERNET (rthk.hk), mobile application RTHK Screen, and other media platforms. RTHK will continue to keep abreast with the technological advancement and explore more outlets for transmission of RTHK productions to further enhance our audience reach.
- (II) For details of the programming direction of the Television Division in 2019 - 20, please refer to the 2019 - 20 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The television performance targets for 2019 - 20 are as follows:

	2019 - 20 Targets
Number of programmes produced	2,790
Number of programmes per programme staff	13.1
Number of community/educational projects organized	68
Average viewership of RTHK programmes on TVB	225,000

(III) School Educational Television (ETV) Service

RTHK produces ETV programmes and video-based resources for the Education Bureau (EDB) which are shown on TVB Pearl channel on weekdays from 9:00 a.m. to 10:00



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a.m. during school term. The ETV educational resources are also broadcast on RTHK TV31 and TV31A (analogue channel) simultaneously during weekdays from 3:00 p.m. to 4:00 p.m. The programmes can also be viewed at RTHK Website (<http://rthk.hk>), eTVonline (<http://etvonline.hk>), RTHK mobile application “RTHK Screen”, ETV website (<http://etv.edb.gov.hk>) and the HKEdCity (<http://etv.hkedcity.net>).

For details of the programming direction of ETV in 2019 - 20, please refer to the 2019-20 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The school ETV performance targets in 2019 - 20 are as follows:

	2019 - 20 Targets
Number of programmes produced	62
Number of programmes per programme staff	10.3
Number of primary schools benefited	473
Number of secondary schools benefited	322
Number of kindergartens benefited	283
Number of school children benefited	401,741

5. *New Media Services*

- (I) RTHK official website “rthk.hk” provides the simulcast of the 24-hour AM and FM radio channels, and the Chinese and English television programmes on RTHK TV31 and TV32. A 12-month on-demand archive of most radio, television and news programmes is also available at rthk.hk. In addition, multimedia web contents and various distinctive web portals (such as Health + Sports, Classics Radio Drama, e-Learning, Chinese Culture, RTHK Memory, CIBS, Age-Power, Teen Power and 100 Fun) are produced for public access through web, mobile devices and smart television.

Besides, RTHK content can also be accessed through different mobile applications. “RTHK On The Go” covers news, live radio streaming and podcasts; “RTHK Screen” provides live webcast of RTHK TV31 and TV32 as well as TV31 programme catch-ups; “RTHK Mine” carries radio programmes (live streaming and archive) and short videos; “RTHK News” provides news content in both Chinese and English in multi-media formats, and live relay of Radio 1 and Radio 3.



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(II) For details of the programming direction of the New Media Services and eTVonline in 2019 - 20, please refer to the 2019 - 20 RTHK Annual Plan provided at the RTHK website <http://rthk.hk>.

The performance targets of the new media in 2019 - 20 are as follows:

	2019 - 20 Targets
Daily live streaming (Radio + TV)	3,000,000
Daily visits	480,000

The performance targets of eTVonline in 2019 - 20 are as follows:

	2019 - 20 Targets
Live webcast hours	370
Daily visits	8,500

6. *Other Specific Services*

(I) *Typhoon/Bad Weather Information*

RTHK radio channels broadcast updated weather information every 15 minutes when typhoon signal No. 8 or higher is issued. If schools need to be closed because of typhoon or bad weather, announcements will be made before 6:15 a.m. for morning classes and before 11:00 a.m. for afternoon classes on notification from the Government Information Services or other Government bureaux or departments.

Weather information (including temperature, humidity and weather icons) collected from the Hong Kong Observatory are displayed on RTHK TV32 24 hours a day. Typhoon signal No. 1 or higher and rainstorm signals (amber, red and black) are displayed on RTHK TV31, TV33, TV31A and TV33A as and when necessary.

(II) *Follow-up Action on Calls to Public Affairs Programmes*

Our radio channels act as a platform for the public to voice their opinions on topical issues. On-air calls that require action will be followed up, and a reply will be given or the matter will be referred to the appropriate authorities within 8 calendar days.



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(III) Captioning of TV Prime Time Programmes for the Hearing Impaired

In 2019 - 20, RTHK will continue to provide 100% subtitling of prime time television programmes consistent with the licensing requirement of the commercial free-to-air terrestrial broadcasters.

(IV) Advice on Radio and Television Reception

For advice on problems with reception of our radio broadcasts, please contact our duty technical officer at 2339 6440. For advice on coverage and reception of our DTT and analogue television broadcasts, please contact us at 3403 0431.

(V) Video Library

A loan service is available for non-profit making organizations, please contact us at 2339 7773. In addition, free viewing is also available at public libraries with audio-visual reference services. Please contact the public libraries direct.

(VI) Audio Archives

Selected radio programmes are available for borrowing from the City Hall Library and Shatin Central Library. For more details, please call us at 2339 6445.

(VII) Service Hotline

The RTHK Service Hotline 2272 0000 is an interactive voice response system which allows listeners to dial in to listen to news summary and radio programmes from any RTHK channels. Users can select content in Cantonese, English or Putonghua.

7. Programme Advisory Panel Meeting

In 2019 - 20, annual Programme Advisory Panel meeting will be held to collect views on programming development for radio, television and new media services. Some of the ideas raised may subsequently turn into programme initiatives or use as reference for future programme development.



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8. Producers' Guidelines and Programme Standards

In September 1998, RTHK published a set of working guidelines to reflect and codify established editorial practices for producers to follow. The document was last updated in May 2015, and is available on the RTHK website <http://rthk.hk>.

RTHK is committed to complying with the Codes of Practice on programme standards issued by the Communications Authority. The Charter of RTHK setting out RTHK's voluntary compliance with the Codes was signed between the Chief Secretary for Administration, the Chairman of the then Broadcasting Authority and RTHK in August 2010.

9. Effective Monitoring - Opinions, Suggestions and Complaints

RTHK welcomes opinions and suggestions and will also look into complaints to identify room for service improvements.

If you have opinions, suggestions or complaints, please write to us or leave your message with our Enquiry Hotline at 3691 2388. Where a written reply is expected, we will acknowledge receipt within 10 calendar days and strive to issue a substantive reply within 30 calendar days or keep you informed of the progress if it may take longer for a substantive reply. If you feel that your case has not been dealt with adequately, you may write to the Director of Broadcasting at the address below. You may also lodge a complaint with the Broadcasting Branch of the Office of the Communications Authority if the matter is within their purview.

10. For Contact or Further Information

You can write to us at this address: Radio Television Hong Kong
Broadcasting House
30 Broadcast Drive, Kowloon

You can also contact our Corporate Communications Unit at:

Telephone Number: 2339 6402 or 2339 7669

Fax: 2336 9314 or 2338 4151

Email: ccu@rthk.hk