

RADIO TELEVISION HONG KONG

PERFORMANCE PLEDGE

This leaflet 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 Broadcaster

RTHK is the sole public broadcaster in the 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 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 2010-11, RTHK will

- ✧ continue to enhance participation by stakeholders and the general public with a view to strengthening transparency and accountability;
- ✧ maximize return on government funding by further enhancing cost efficiency

and productivity;

- ✧ 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 for Legislative Council By-Elections 2010, Shanghai Expo 2010, 2010 Asian Games in Guangzhou and World Cup in South Africa; and
- ✧ carry out the preparatory work for launching the new digital audio broadcasting and digital terrestrial television services to achieve its mission as the public service broadcaster.

3. Television Service

- (I) Each year, RTHK produces around 570 hours of television programmes which are shown by free terrestrial television stations. These programmes are also webcast on RTHK ON INTERNET (www.rthk.org.hk) and broadcast in different pay television channels and other media platforms. With the launch of Digital Terrestrial Television, RTHK will continue to keep abreast with the technological advancement and explore more outlets for transmission of RTHK productions on the Standard Definition and High Definition platforms to further enhance our audience reach.

In 2010-11, the Television Division will:

- ✧ produce programmes on national education and Mainland related features, highlighting Shanghai Expo 2010;
- ✧ continue to strengthen the audience's civic awareness by producing programmes on Legislative Council By-Elections 2010 and providing coverage of HKSAR's official events;
- ✧ nurture public appreciation of music, arts and culture through coverage and broadcast of arts performances and produce related programmes;
- ✧ continue to support local creative industries and talents by providing opportunities in commissioning animations, drama and documentary productions;
- ✧ kick-off a new initiative co-organized with the National Geographic Channel on a documentary commissioning project "Hong Kong to The World" to hone the production skills of local independent producers;

- ✧ continue to explore collaborations with other international partners;
- ✧ step up efforts on productions focusing on life-long learning, including language programmes and programmes on economic and financial subjects;
- ✧ produce programmes with themes on positive family values, against family violence and to promote love and care among family members; and
- ✧ prepare for the launch of digital TV services and the re-provisioning of the Broadcasting House from the TV programming perspective, taking into account the necessary technical supports for the future new channels.

The television performance targets for 2010-11 are as follows:

	2010-11 Targets
Number of programmes produced	1,660
Number of programmes per programme staff	14.8
Number of community/educational projects organized	70
Average viewership of RTHK prime-time programmes	
On ATV	250,000
On TVB	1,097,000

(II) School Educational Television (ETV) Service

RTHK produces programmes on school ETV subjects for the Education Bureau (EDB) which are shown via the two free-to-air terrestrial television stations on weekdays from 8:30 a.m. to 10:30 a.m. and from 2:00 p.m. to 4:00 p.m. during school term. The programmes can also be viewed online at eTVonline (www.eTVonline.tv) and by VCDs or DVDs distributed to schools by EDB. RTHK's "Tutor Online" provides a platform through which students and teachers can interact and communicate.

In 2010–11, ETV will:

- ✧ continue to produce new programmes on school subjects and cross-curriculum education for the EDB;
- ✧ produce programmes for supporting the NSS curriculum, like Liberal Studies, Arts Education, Science Education and Physical Education, etc.;
- ✧ produce non-curriculum programmes, such as coverage of inter-school contests including Hong Kong Schools Music Festival and Interport Basketball Match, re-packaging of RTHK TV prime-time programmes with educational values; and
- ✧ continue to broadcast pre-primary school programmes in specified time slots.

The school ETV performance targets in 2010-11 are as follows:

	2010-11 Targets
Number of programmes produced	128
Number of programmes per programme staff	10.7
Number of primary schools covered	460
Number of secondary schools covered	350
Number of kindergartens covered	300
Number of school children benefited	545,000

4. Radio Service

RTHK operates seven radio channels and produces weekly 1,036 hours of programmes of different genres in Cantonese, Putonghua and English.

In 2010-11, the Radio Division will:

- ✧ launch a new programme on national affairs to introduce the current political, social & economic situations in the Mainland. The development and livelihood at the Pearl River Delta Area will be highlighted;
- ✧ produce programmes and flashes to introduce and cover the 2010 Expo held in Shanghai, 2010 Asian Games held in Guangzhou and the World Cup held in South Africa;
- ✧ produce programmes to foster family values and introduce a new programme series on 'Life Education' to disseminate messages on positive attitude towards life;
- ✧ continue to strengthen the arts and culture programmes, including organizing the project 'Reading and Literature Quarter'(繽紛閱讀文學季度) in the summer to encourage reading among young people, organizing the 'Inter-school Cantonese Opera Contest' to nurture new talents for Cantonese Opera and producing a special concert to commemorate the 50th Anniversary of the long-running classical music programme, "Enchanting Music";
- ✧ continue to produce specific programmes to serve the disabled, the ethnic minorities and society's underprivileged;
- ✧ actively prepare for the launch of the digital audio broadcasting in the near future.

- ✧ continue to improve its AM reception by the introduction of low-power FM service in some areas, subject to availability of frequency spectrum.

The radio performance targets in 2010-11 are as follows:

	2010-11 Targets
Number of hours of programming output	54,021
Number of hours of news programming output	6,916
Number of output hours per programme staff	442.8
Number of community/educational projects organized	158

5. *New Media Service*

RTHK ON INTERNET (www.rthk.org.hk) provides live webcast of RTHK's news, radio and television programmes. A twelve-month on-demand archive of television and radio programme service is also available at www.rthk.org.hk. In addition, original multimedia web contents are produced for public access, including instant news, Podcast Station, weekly live video webcast of Legislative Council meetings, and various distinctive web channels, such as e-Learning, Culture Web, Classics Channel, Chinese Culture Channel, A-Power and Teen Power. Net-users can also customize RTHK ON INTERNET streaming contents through the playlist function of "myrthk". All RTHK radio channels can also be accessed through HQ Player using Peer-to-Peer streaming technology.

In 2010-11, New Media Service will:

- ✧ provide more audio and video programmes on Podcast Station for portable download;
- ✧ continue to enrich the multimedia web contents with original audio-video programmes for internet;
- ✧ introduce a video-on-demand service, based on Peer-to-Peer technology. The new service provides users with greater control and much higher audio and video quality;
- ✧ introduce RTHK OTG (RTHK On The Go), mobile applications that deliver RTHK's multimedia content to the next generation mobile and new media platforms;
- ✧ stress the diversification of learning opportunities through eTVonline and

continue to strengthen our ties with schools to host interactive school activities, with the aim of building a learning community of students and teachers in Hong Kong as well as in the Mainland; and

- ✧ launch an educational portal in eTVonline website on national education, in line with the curriculum of the Liberal Studies subject.

The new media performance targets in 2010-11 are as follows:

	2010-11 Targets
Daily hit rate	36,000,000
Number of daily visits	230,000
Number of webcast hours of special online projects	600
Percentage of content items which related to Radio and TV	70%
Percentage of content items which is original web production	30%

The eTVonline performance targets in 2010-11 are as follows:

daily hit rate	540,000
daily page view	18,200
webcast hours of special events	50.8

6. *Other Specific Services*

(a) **Typhoon/Bad Weather Radio Announcements**

RTHK broadcasts updated weather information every 15 minutes when typhoon signal No. 8 or higher is announced. 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.

(b) **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.

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

In 2010-11, RTHK will continue to provide 100% subtitling of prime time television programmes in compliance with the licensing requirement of the commercial free-to-air terrestrial broadcasters.

(d) Advice on Radio Reception

For advice on problems with reception of our radio broadcasts, please contact our Duty Engineer on 2339 6440.

(e) Video Library

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

(f) Audio Archives

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

(g) Service Hotline

The RTHK Service Hotline 2272 0000 is an interactive voice response system which allows listeners to dial in for radio programmes from any RTHK channels. Users have a choice of three languages (Cantonese, English and Putonghua) and can also record their opinions or complaints through the system.

7. *Advisory Panels and Public Meeting*

In 2010-11, focus group discussions, annual advisory panel and public 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.

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 June 2003, and is available from the RTHK website <http://www.rthk.org.hk>.

A Memorandum of Understanding setting out RTHK's voluntary compliance with the Codes of Practice on programme standards issued by the Broadcasting Authority (BA) was signed between the Broadcasting Authority, the then Information Technology and Broadcasting Bureau (now Commerce and Economic Development Bureau) and RTHK in October 1999.

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 Service Hotline at 2272 0000. 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 Authority and the Television Entertainment Licensing 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.org.hk