

RTHK Annual Plan for 2010 – 2011

Purpose

The purpose of this annual plan is to give members of the public an outline of the programming directions of RTHK for the year 2010-11. The drawing up of the plan is an important part of RTHK's management process. It contributes to the enhancement of the accountability of the department as it provides a basis for public scrutiny of the extent to which RTHK delivers its public service mission, and returns value for the public money it expends.

2. In September 2009, the Government decided, among other things, that RTHK should achieve its mission as a public service broadcaster. RTHK will provide new services (e.g. digital audio broadcasting and digital terrestrial television) with new programming directions (e.g. community participation in broadcasting and cooperation with national and international broadcasters). RTHK has since been actively soliciting views from the public and staff, studying how to take up the new tasks, and drawing up long-term development plans as a public service broadcaster.
3. Members of the public are encouraged to comment on the annual

plan. Any views received will be taken into account in improving the future services of RTHK.

Overview of RTHK programming in 2010-11

4. For 2010-11, RTHK has set four major objectives. Their details are set out below.

a) **Programme Direction**: RTHK will continue to uphold its highest standard of quality programming, underlined with creativity and responsibility in content development. Details of the programming direction for 2010-11 are as follows:

i) The Radio Division, Television Division and New Media Unit will produce informative programmes on topical issues of concern or interest to the public, including the Shanghai Expo 2010, the Legislative Council By-Elections, the World Cup in South Africa and the 2010 Asian Games in Guangzhou.

ii) The Radio Division, Television Division and the New Media

Unit will produce programming about **family and life education** to foster the development of a harmonious society;

iii) On **national education**, the programming of Radio, Television and New Media services will strive to strengthen the public's sense of belonging by cultivating their understanding of Chinese cultural heritage; and

iv) RTHK's programming will also focus on the promotion of **arts, culture** as well as **creative industries**, and issues relating to the **minorities, the under-privileged** and the **elderly**.

b) **Synergy**: RTHK will synergise among its Radio, Television, and New Media services by developing multi-layered, multilingual programmes **across platforms** to comprehensively serve the public. Together with other government departments and non-government organizations, RTHK will develop projects and programmes of public interests.

RTHK will also work closely with **regional partners** through co-productions with international broadcasters and producing

programming with international perspectives.

RTHK will also apply **interactive technologies** to enhance public participation.

c) **Governance**: RTHK will focus on strengthening its corporate governance and enhance public accountability by the following means

i) RTHK will continue to **enhance participation by stakeholders and the general public** with a view to enhancing transparency and accountability. The annual planning process will involve a series of consultations with the RTHK Programme Advisory Panel, an annual public meeting to solicit views from the community and the use of the Channel Head's hotlines as well as focus groups discussions.

ii) RTHK will ensure each of its units **handles public funds in a prudent and cost-effective manner**. The Systems Review Unit will continue to conduct internal audit to review operations and control measures.

d) Human Resources: In preparation for future development, RTHK will continue to invest in human resources. More training and expert seminars will be organized to groom on-air and on-screen talent as well as behind-the-scene media professionals.

Radio Services

5. RTHK operates seven radio channels and produces **1,036 hours** of programmes of different genres in Cantonese, Putonghua and English weekly. Radio services will continue to reinforce the roles and identities of individual channels, such as the English and Putonghua channels, Radio 4 the classical music channel and Radio 5 with elderly, cultural and education programmes.

Channel	Role and identity	Majority of programming and percentage
Radio 1	News and Information Channel (Cantonese)	News and public affairs (45 %) and general programming (44 %)
Radio 2	Family Channel, with emphasis on youth, community projects and	Family (34 %), music (29 %), youth (16 %) and

	music (Cantonese)	city culture (21 %)
Radio 3	News and Information Channel (English)	News and information (15 %), general programming (19 %) and music (54%)
Radio 4	The only Classical Music Channel in Hong Kong (Bilingual)	Classical music (91%), Arts and culture (7 %)
Radio 5	Elderly, Cultural and Education Channel (Cantonese)	Elderly (22 %), traditional Chinese Opera (54 %), cultural and education (13 %), and family & children (10 %)
Radio 6	BBC World Service relay (English)	News and information (100 %)
Radio 7	The only Putonghua Channel in Hong Kong (Putonghua)	News and information (31 %), general programming (11 %) and music (52 %)

6. In line with the four major programme directions highlighted above, the Radio Division will produce the following programmes:

- a) informative programmes on topical issues of concern or interest

to the public, including the Shanghai Expo 2010, the Legislative Council By-Elections, World Cup in South Africa and 2010 Asian Games.

- b) Radio 2 will continue to consolidate its identity as a '**Family Channel**' and produce programmes and projects to inculcate family core values. Radio 5 will introduce new programme series on '**Life Education**' to disseminate messages on positive attitude towards life;
- c) on **national affairs**, a new programme will be launched on Radio 1 (1500 to 1630 hours, Monday to Friday) in summer to introduce the current political, social & economic conditions in the Mainland. The development and livelihood at the Pearl River Delta Area will be highlighted. Putonghua Channel will also launch a new programme on Modern Chinese history in June in collaboration with various radio stations in the Mainland
- d) on the **arts and culture** front, the Chinese Programme Service will produce a project on **Reading and Literature** ('**繽紛閱讀文學季度**') from May to July 2010 to encourage reading among young people. Radio 2 will organize the '**Arts Caravan**' ('**藝**

術蓬車’) to tour around schools in Hong Kong. Radio 5 will organize the **‘Inter-school Cantonese Opera Contest’** to nurture new talent for Cantonese Opera; and

- e) Radio 1, Radio 2, Radio 3 & Putonghua Channel will produce specific programmes of at least **5 hours** each week to serve the **disabled**, the **ethnic minorities** and the **underprivileged**.

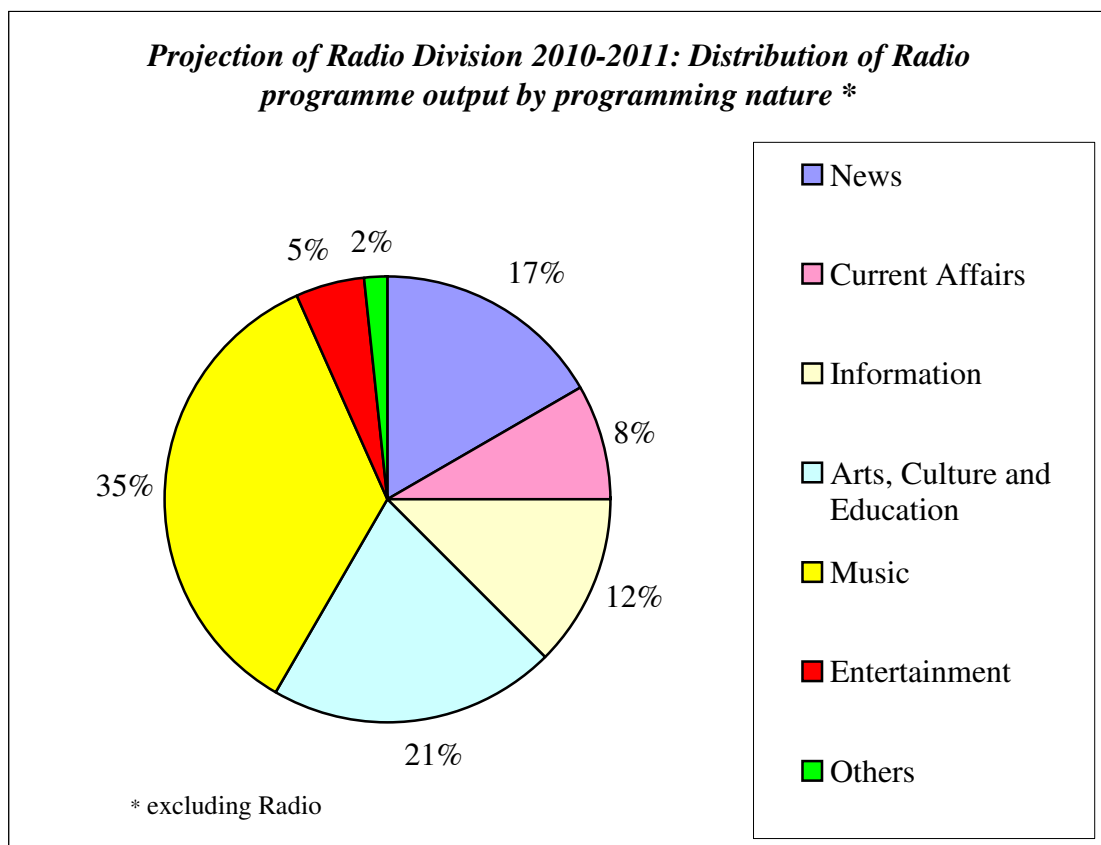
7. To commemorate the 50th Anniversary of the long-running classical music programme, **‘Enchanting Music’**, Radio 4 plans to co-present with the Hong Kong Philharmonic Orchestra a concert in October 2010. Radio 4 will also produce a CD showcasing some of the emerging **local chamber music** groups and continue to promote and groom the new **‘RTHK Quartet’**.

8. The Radio Division will continue to actively prepare for the launch of the **digital audio broadcasting** in the near future. Besides, in collaboration with local universities, the Radio Division will research on new possible technologies in improving the sound qualities as well as on the **Speech-rate Converter** of radio receivers, to cater for the needs of **language learners and the elderly**. Also, the capacity of the RTHK

Hotline (2272 0000) in handling calls will be doubled.

9. In collaboration with the Innovation & Technology Commission and various universities, Radio 1 and Radio 2 will produce specific programmes and segment series to **promote local innovative industries and nurture local creative talents**. To promote the public's appreciation of cultural heritage, Radio 2 will produce programmes on **heritage rejuvenation**.

10. **Chinese and English news services** will continue to synergise with the News service on the RTHK website, through Internet audio simulcast, greater use of text, photos, video and interactive elements. The Chinese News webpage will launch a blog featuring international news, features and experience sharing. The English News service will continue to improve its quality, in particular language standards and broadcasting presentation, and strengthen the reporting of major news in the Mainland.



Television Services

11. Annually, RTHK produces over 1,600 television programmes totaling 570 hours which are transmitted via the two free-to-air broadcasters and RTHK ON INTERNET. To enhance our audience reach, selected programmes are also repeated on other media platforms and the free-to-air Digital Terrestrial Television (DTT) channels. Furthermore, we would continue to explore and open up more new platforms subsequent to our successful cooperation with YouTube.

12. In line with the four major programme directions highlighted above, the Television Division will produce programmes as follows:

- a) informative programmes on topical issues of concern or interest to the public, including the Shanghai Expo 2010, the Legislative Council By-Elections, the World Cup in South Africa and the 2010 Asian Games in Guangzhou;
- b) a second series of the well-received situation comedy of “**Room To Let**” will be produced to reflect daily issues or problems facing the general public. Programmes with themes on positive family values and against family violence will be produced to promote love and care among family members;
- c) on Chinese heritage, “**Kung Fu Quest**” will be produced which depicts the intricate correlation of Kung Fu with Chinese history, culture, social customs and wisdom;
- d) on **arts and culture**, there will be TV coverage of performances on **classical music and dances**. “**Golden Age**”, a documentary on

the elderly leading a healthy and fascinating life, will be produced;
and

- e) to support the creative industries and to foster international co-operation, the Television Division will **collaborate with the National Geographic Channel on the “Hong Kong To The World”** project for local producers to hone their documentary filmmaking skills. In addition, the Television Division will continue to **commission programme production** under documentary, drama and animation categories.

13. To prepare for the launch of **digital terrestrial television (DTT)** services, the Television Division will develop draft programming plan for its future DTT channels.

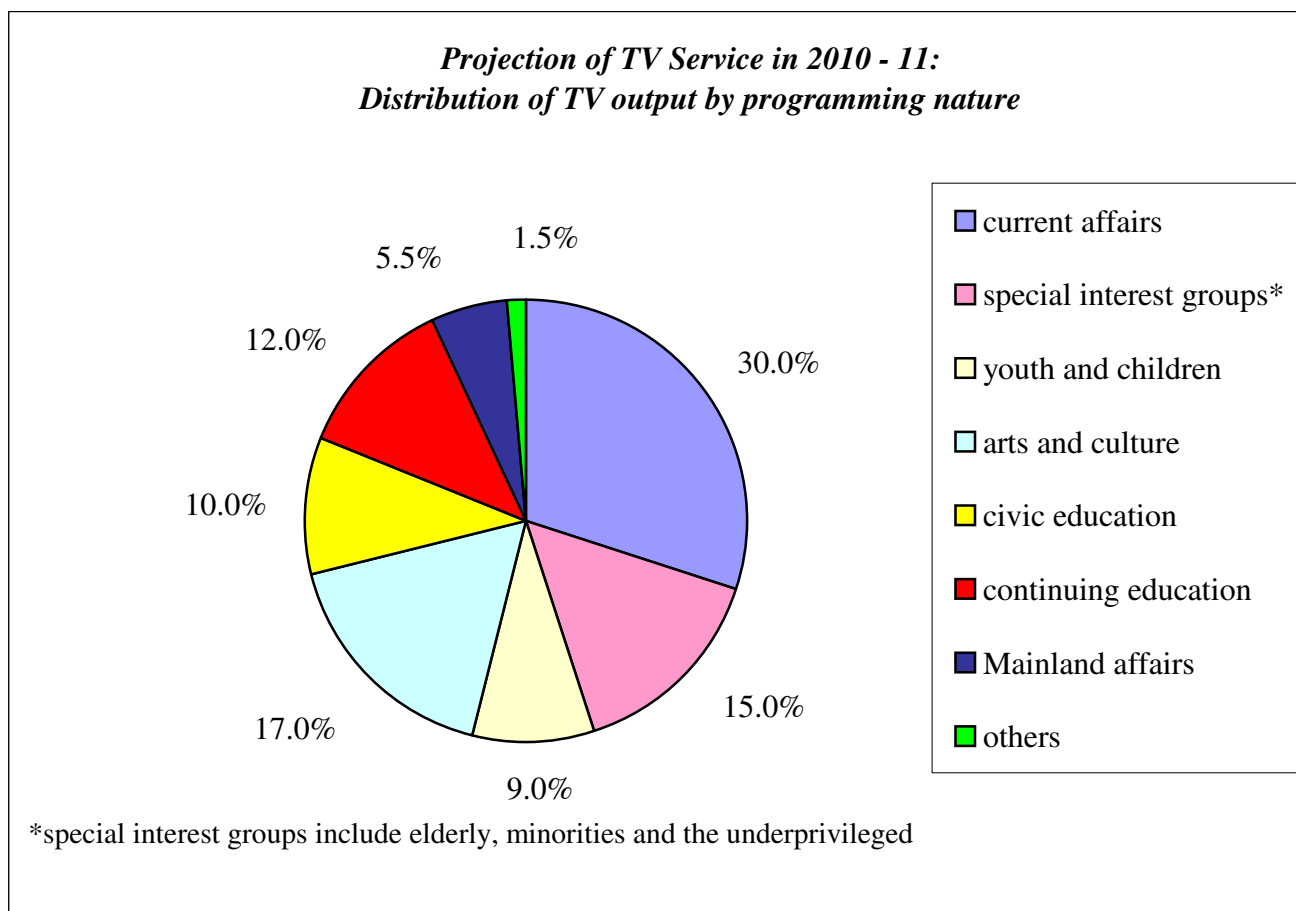
14. A **“Blueprint” series** will be produced to introduce the future development of Hong Kong’s infrastructure and related projects.

15. The Television Division will continue to seek **cooperation opportunities with local and overseas partners**, both at the programme

level, such as co-production with Asia-Pacific Broadcasting Union (ABU) members on children drama and climate change, and on the technical front.

16. On language programmes, **“English Made Easy 反斗英語”** will be produced to encourage members of the public to learn and practice English. For life-long learning, programmes on different topics, e.g., on investment vehicles like securities and futures (**“Securities and Futures Commission in Action”**) will be produced.

17. To render support to the new school curriculum, the **Education Television Unit** will continue to produce **school programmes** and **non-curriculum based programmes** with supplementary teaching materials. For the New Senior Secondary curriculum, programmes on Liberal Studies, Arts Education, Science Education and Physical Education would be produced. The coverage of **inter-school contests** such as Hong Kong Schools Music Festival, Interport Basketball Match and re-packaging of prime-time television programmes with educational values would be included in non-curriculum based programmes. We will continue to produce **“Education Magazine”** which covers the current development of the education sector and the progress of education reform.



New Media Services

18. The popularity and importance of **RTHK ON INTERNET** (www.rthk.org.hk) have grown steadily over time. The **daily hit rate reached an average of 36 million** in late 2009, of which 40% of users were from overseas. The website has proven to be an effective source of information about Hong Kong for the overseas communities. It also adds value to radio and television broadcast through re-packaging the content

into web-based service for archive viewing as well as interactive learning through the e-Learning Channel. RTHK will further enhance its integration with other multi-platforms with a view to reaching out to young and new audience.

19. **eTVonline** will continue to provide simultaneous live webcast of school programmes to primary and secondary school students and will also continue to launch various e-learning projects via the multimedia platform and network of schools and educators. eTVonline will jointly launch projects with Mainland institutes with focus on national education. It will work with the Education Bureau in curriculum-based activities involving teachers and students on Liberal Studies, Media Education and Sex Education.

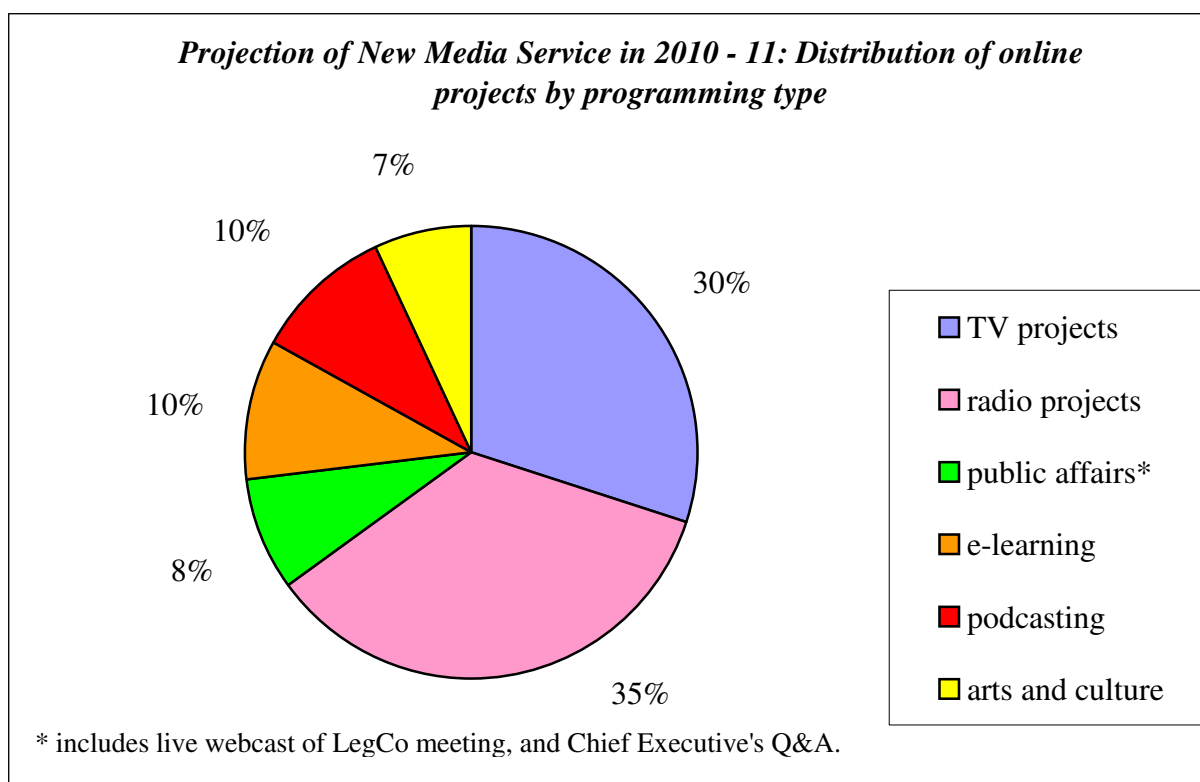
20. On the technology side, the New Media Unit will carry out the following tasks:

- a) **HQ Peer-2-Peer audio player service** will be extended to all RTHK radio channels;

- b) **Mobile applications and podcasting** will be further developed to enhance the provision of services to users of mobile devices;
- c) the internet platform will be further opened up to allow users to share audio and video content, e.g., through the **Creative Archive** on RTHK ON INTERNET and **sharing of live video contents** through mobile phones;
- d) **Web 2.0 tools** such as tagging, Twitter, Google maps, Facebook sharing, etc, will be further integrated to encourage user interaction and participation in RTHK's projects; and
- e) **RTHK ON INTERNET** website will be revamped to enhance navigation, within-site search and to facilitate multi-touch browsing on the next generation internet-based communication devices.

21. On the content side, the New Media Unit will continue to support Radio and Television Divisions on the four major programme directions as stated above and will continue to co-ordinate with outside parties and

develop special **web projects** for different interests and age groups. Examples are "e-Learning Channel", "Teen Power", "A-Power", "youth.gov.hk", "Book Floating", "The Hong Kong-Canada Career Video Conference", "Chinese Civilization Channel".



Radio Television Hong Kong

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