

### Purpose

The purpose of this annual plan is to give the public an outline of the programming directions of RTHK for the year 2018/19, with a view to enhancing the accountability of the department and providing a basis for public scrutiny of the extent to which RTHK fulfills the public purposes and mission as set out in the RTHK Charter.

The public purposes of RTHK are -

- (a) to sustain citizenship and civil society;
- (b) to provide an open platform for free exchange of views without fear or favour;
- (c) to encourage social inclusion and pluralism;
- (d) to promote education and learning; 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://rthk.hk/about/pdf/charter\\_eng.pdf](http://rthk.hk/about/pdf/charter_eng.pdf) .

### Overview

2. For 2018/19, RTHK will pursue objectives in the following four areas -

#### **(a) Programme Direction**

In accordance with the RTHK Charter, RTHK produces quality programmes that inform, educate and entertain the public in

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wide-ranging topics, underlined with creativity and responsibility in content development. RTHK will partner with government departments and non-governmental organizations to produce quality programmes that raise awareness on family core values, youth development, civic education, health issues; enhance public's knowledge about current affairs and social issues; and raise public's interest in science, technology, innovation and creativity.

Details of the programming direction for 2018/19 of RTHK are as follows -

- (i) Produce, commission and acquire new quality programmes of interests for broadcasting through RTHK's analogue AM/FM channels, RTHK's Digital Terrestrial Television (DTT) and analogue television channels, and the local free and pay television channels; and produce programming which can synergize the cross-media platforms;
- (ii) Produce special radio and television programmes and web campaign for 90 Years of Broadcasting in Hong Kong (90A); an exhibition about 90A at the Hong Kong Heritage Museum will display selected audio, visual and print archives as well as equipment and souvenirs to showcase the historical moments in broadcasting history in Hong Kong;
- (iii) Produce programmes to foster social cohesion, community harmony, family values, mutual assistance and a sense of belonging, in particular with focus on youth development;

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- (iv) Produce programmes which strive to strengthen the public's sense of belonging by cultivating their understanding of Chinese cultural heritage, history and national issues; and
- (v) Produce programmes which focus on the promotion of arts, culture, creative industries, sports, public health, environmental protection, science and technology; as well as produce programmes on issues relating to family values, the minorities, the under-privileged and the elderly.

In addition, RTHK will also continue to provide technical support, pool signal and/or coverage for major events in Hong Kong, including the 21<sup>st</sup> Anniversary of the Establishment of the Hong Kong Special Administrative Region, National Day, the TV and Radio Forums of the Chief Executive's Policy Address and the Financial Secretary's Budget Speech, Honours and Awards Presentation Ceremony and also the Ceremony to Commemorate the Victory Day of the Chinese People's War of Resistance against Japanese Aggression.

### **(b) Future Development**

- (i) Synergy between radio and television services will be strengthened to enhance reach and public engagement;
- (ii) The dissemination of live video news will be further consolidated on RTHK News application (app), web and RTHK television channels;
- (iii) Continue to extend the coverage of our DTT service. Currently, the TV households on the Hong Kong Island, Kowloon Peninsula

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and New Territories are being served by the existing 24 transmission stations; the signal coverage reaches about 95% of the Hong Kong population. Works on 5 more transmission stations are underway. The ultimate target of coverage is 99% of Hong Kong population; and

- (iv) Continue the re-planning of the construction of the New Broadcasting House in Tseung Kwan O with a view to working out a proposal which is the most cost-effective and responsive to the opinions of the Legislative Council Public Works Sub-Committee.

### **(c) Governance**

RTHK will strengthen its corporate governance and enhance public accountability by the following means -

- (i) Continue to listen and to support the Board of Advisors on issues pertaining to its terms of reference;
- (ii) Continue to invite participation by stakeholders and the general public with a view to enhancing transparency and accountability. To gauge public needs and expectations, RTHK will conduct consultations with the RTHK Programme Advisory Panel, hold focus group discussions, and collect public views through RTHK public feedback hotlines; and
- (iii) Continue to ensure that each of its units handles public funds in a responsible, prudent and cost-effective manner. The Systems Review Unit conducts internal audit to review operation and control measures.

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

Continue to invest in human resources in response to the various new developments, especially changes brought about by the use of multimedia. Continue to recruit emerging talent to join the department. Also all-round multimedia training, leadership courses, expert seminars and other studies will be organized to groom and upgrade on-air and on-screen talent as well as behind-the-scene media professional.

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### Radio Services

3. RTHK operates seven analogue radio channels and will produce 58,739 hours of programmes of different genres in Cantonese, Putonghua, English and other languages in 2018/19.

<b>Channel</b>	<b>Role and identity</b>	<b>Main programmes and percentage (in terms of broadcast hours)</b>
<b>Radio 1 (FM)</b>	News, information and general programming (Cantonese)	News and current affairs (42%), Information (21%), Liberal education and national education (13%) and others / miscellaneous (24%)
<b>Radio 2 (FM)</b>	Youth, entertainment, popular music and promotion of family and community projects (Cantonese)	Magazine programme (29%), Family and youth (16%), Music (31%), Culture and education (10%) and others / miscellaneous (14%)
<b>Radio 3 (AM)</b>	News, information and general programming (English)	News and current affairs (19%), General Entertainment (16%) and Music (65%)
<b>Radio 4 (FM)</b>	Fine music and arts (daily from 07:00 to 23:00) (Bilingual – English and Cantonese)	Fine music (83%), Arts and culture (7%) and others / miscellaneous (10%)

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Channel	Role and identity	Main programmes and percentage (in terms of broadcast hours)
	Relay of BBC World Service (daily from 23:00 to 07:00) (English)	News, current affairs, Information (98%) and others / miscellaneous (2%)
<b>Radio 5 (AM)</b>	Elderly, cultural and education (Cantonese)	Elderly (12%), Traditional Chinese Opera (37%), Family and children (10%), News and current affairs (19%) and others / miscellaneous (22%)
<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%)
<b>Radio 7 Putonghua (AM)</b>	General programming, news and finance (Putonghua) Community Involvement Broadcasting Service (CIBS) (Various Languages)	News (21%), Information (16%), Culture and education (12%), Music (41%), CIBS (8%) and others / miscellaneous (2%)

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4. Highlights of radio programmes for 2018/19 are detailed below:

- (a) For the celebration of the 90A, RTHK will produce the following programmes:
  - ◆ 90 Years of Broadcasting in Hong Kong (香港廣播 90 年) to depict the changes of the broadcasting industry in Hong Kong in the past 90 years;
  - ◆ 90 Years of Broadcasting in Hong Kong – Historical Concerts (香港廣播 90 年 - 音樂廳經典) to feature a series of historical recordings of classical music performances;
  - ◆ A talk show (廣播道開咪) jointly produced by Radio and Television Divisions to feature famous radio personalities of different generations who will review the Hong Kong DJ culture;
  - ◆ Traditional Chinese Opera – Lung Cheung Showcase (龍翔藝萃) to feature the history of Lung Cheung Opera Troupe and its timeless recordings;
- (b) On news and public affairs, specials on the 40 Years of Reform and Open Policy of China, the 100<sup>th</sup> anniversary of the end of the World War I, the 10<sup>th</sup> anniversary of Sichuan Earthquake and etc. will be produced;
- (c) Provide coverage, reporting and analysis on several international sports gala, including the 2018 World Cup Russia and the 18<sup>th</sup> Asian Games Jakarta Palembang 2018;
- (d) Promote the environmental-friendly values and ideas to the

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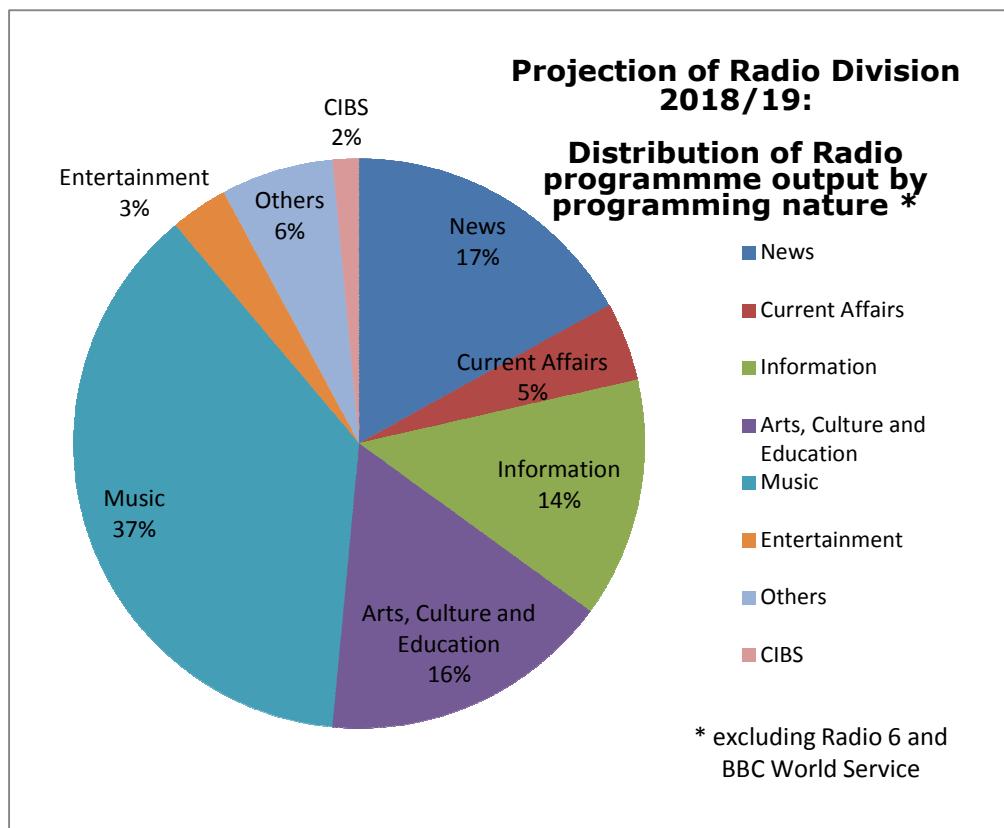
community through programmes and a society-wide campaign in which participants can learn to be more conscious of the use of natural resources;

- (e) In collaboration with the Hong Kong Correctional Services, a radio drama with the theme of rehabilitation will be produced and through which the rehabilitated persons will be provided with training on drama script writing and voice acting;
- (f) To promote STEM (Science, Technology, Engineering and Mathematics) education, programmes will be produced and summer projects will be organized to arouse youth's interest in these areas;
- (g) The Solar Project, reaching its 30<sup>th</sup> anniversary, will organise creative workshops to nurture young talents and foster their confidence and self-esteem;
- (h) The Age-friendly City Project will come to a conclusion in 2018, with a survey and seminars being conducted to explore how to improve the infrastructural facilities for the aged in the community;
- (i) In promoting Putonghua, a radio drama parade among primary schools will be launched, and local and Mainland students in Hong Kong will be invited to jointly produce videos with the theme of "Hong Kong My Home", and a Putonghua category will be added to the Audio Book Best Voice competition;
- (j) CIBS has been running for 5 years, with more than 300 programmes on a wide spectrum of topics produced by successful applicants. The CIBS portal will be enhanced and the application procedure will be streamlined to encourage local communities, particularly the ethnic minorities, to play a part in our radio

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productions; and

(k) Radio and TV Divisions will be further synergized: Investment Era and Voices from the Hall will be broadcast on TV 31, and Investment Era Forum and Inter-Collegiate Debate Final Competition will be broadcast on TV 32.



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### Television Services

5. In 2018/19, 2,578 television programmes totaling 1,566 hours are planned to be produced.
6. RTHK TV 31 is a flagship channel which offers general programming on current affairs, education, arts and culture. RTHK TV 32 is a live event channel which covers Legislative Council meetings, other important local press conferences, international news, international sports news, local sports events, synergy projects or programmes with Radio and events of public interest. RTHK TV 33 is a relay of China Central Television Channel 1 (CCTV-1).

RTHK television programmes are transmitted on RTHK's own DTT and analogue television channels, the free-to-air television channels of Television Broadcasts Limited and HK Television Entertainment Company Limited. To maximize audience reach, selected RTHK programmes are broadcast on other broadcast platforms, including Cable TV and NOW TV. The 2018/19 transmission is estimated to be 36,163 hours.

7. Highlights of television programmes for 2018/19 are detailed below:
  - (a) For the celebration of the 90A, RTHK will produce the following programmes:
    - ◆ The 40<sup>th</sup> Anniversary of Hong Kong Connection (鏗鏘四十) will revisit past cases and review the changes in society;

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- ◆ Pop Culture Icons II (文化樹下) will journey through Hong Kong's broadcasting history with renowned personalities in the broadcasting field;
- ◆ School Programmes Review (我們都是看ETV長大的) recalls audience's memory of watching school programmes; and
- ◆ Hong Kong Stories (香港故事 – 活在風起雲湧時) features the celebrities in the broadcasting industry.

(b) To promote harmony within the community and to raise awareness of the minorities and the disabled, a new series of Sign Language 2018 (手語隨想曲) which teaches sign language through short drama will be produced. Programmes including This Morning, News Review and Look & Learn provide sign language interpretation for the hearing impaired. To extend our reach to the ethnic minorities, subtitles of ethnic languages for selected programmes are provided;

(c) On heritage and intellectual programmes, the Heritage Connect (香港風物誌) will capture the traditional local culture in Hong Kong; talk shows (五夜講場) will feature themes of philosophy, Chinese history, economy, literature, and popular science nightly Monday to Friday. Apart from Literature Night (文學放得開), History Night (歷史係咁話) and Philosophy Night (哲學有偈傾),

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there will be new topics on science (真係好科學) and economy (學人講經濟); Hall of Wisdom (大學問) co-organized with General Education Unit of the University of Hong Kong will cover a series of public lectures;

- (d) Health education is one of the key themes of RTHK programming. My Family Doctor (我的家庭醫生) illustrates the concepts and practices of family doctor; Smart Elderly 2018 (樂齡帥靚正) arouses public awareness of ageing issues;
- (e) Environmental protection is another theme of programming. A new series of Exploring the Edible Planet (惜食地球人 II) will continue to visit various places to explore the sustainable development of food in the future through innovative ideas;
- (f) Will partner with various government bureaux /departments and non-governmental organizations to produce high quality dramas to promote civic education; including Elite Brigade IV (火速救兵 IV) (partnered with Fire Services Department) introduces the services provided by the fire and ambulance professionals; Volunteers Special (partnered with Social Welfare Department) reveals the experience and difficulties faced by the volunteers; a docu-drama (partnered with the Law School of the University of Hong Kong) will feature the development of the legal system of Hong Kong;

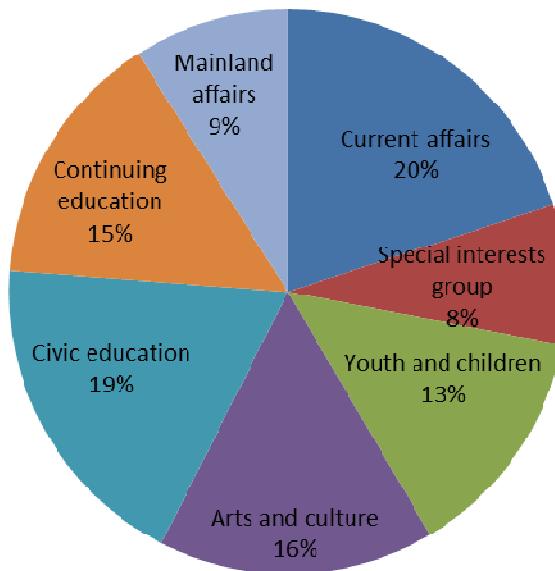
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- (g) On arts and culture, Indie Music (硬地音樂) unleashes the creativity of the independent musicians; Young Film Makers (影動青春) showcases the different kinds of films produced by young talents; a drama series with the theme about youth (新導演放映室) produced through RTHK's Commissioning Project provides a platform for the first time directors to show their talent. Arts on Air which covers performing arts like classical music, opera, drama and dance will continue to be produced; and weekly programmes The Works, Chinese Works and Artspiration will provide audience with information and reviews of visual and performing arts, literary creation as well as features of various contemporary artistes;
- (h) On social, political and economic issues, This Week, Hong Kong Connection, City Forum, The Pulse and 31 See the World all provide analysis of important local and international news and current affairs;
- (i) On family, youth and children education programmes, We Are Good Neighbours, a magazine programme features magic performance, singing and games target for children. A new series on teenagers (我係奮青) which shows how young people pursue their goals will be produced; Siblings 2 (我的兄弟姊妹 2) is a game show featuring siblings, by achieving the tasks in the games, siblings can learn how to get along with each other;

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- (j) To further promote local sports, TV 32 will provide live coverage of local sports events and will broadcast more local and international sports news;
- (k) Community Involvement projects will invite campus TV from different secondary schools to participate in TV Journey (漫·電視) and in “Hong Kong in 30 Seconds” with the theme of “Moments of Celebration”; and
- (l) ETV school programmes and video-based resources for students of different levels, including kindergartens, primary and secondary to support their respective curricula and learning needs will be produced. The educational resources produced by RTHK for primary and secondary schools cover the eight Key Learning Areas and cross-curricular issues. Besides, “Education Magazine” programmes will be produced to introduce the latest developments in local education such as senior secondary school curriculum, technology education and promotion of reading. More ETV programmes with subtitles to cater for learner diversity will be produced.

**Projection of TV programme output by  
programming nature 2018/19**



### New Media Services

8. RTHK 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 on-line services include on-demand archives of most radio, television and news programmes broadcast within 12 months, and original web contents produced by the New Media Unit.

RTHK manages 7 mobile apps, amongst which, “RTHK On The Go” is the flagship mobile app, covering news, live radio, 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; “RTHK News” provides news content in both Chinese and English in multimedia formats, and live relay of Radio 1 & Radio 3.

9. Highlights of new media development for 2018/19 are detailed below:
  - (a) RTHK official website - “rthk.hk” will be further refined to enhance user experience. The audio playout format will be upgraded in order to facilitate cross-platform quality access of RTHK audio programmes;
  - (b) The functionality of the flagship mobile application “RTHK On The Go” will be strengthened so that users can easily and conveniently search and enjoy their favourite programmes;
  - (c) Cross-media synergy projects by utilizing television, radio and new

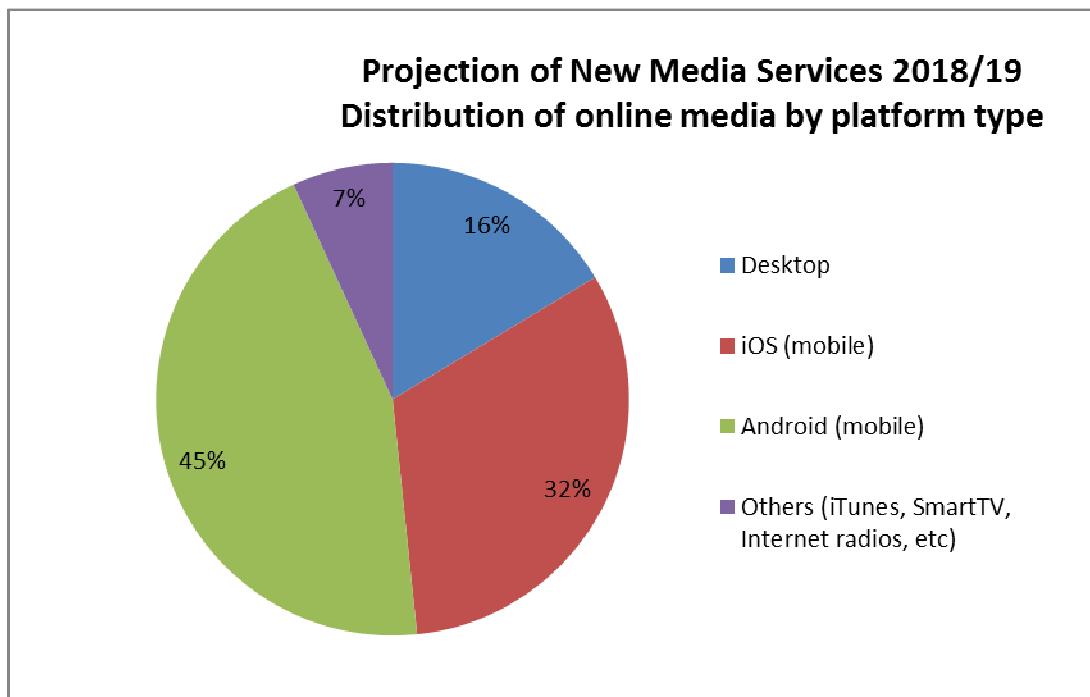
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media platforms will be further explored;

- (d) To celebrate the 90A, the crowd-sourcing function through “rthk.hk” and our mobile applications will be further developed to engage the public in sharing their favourite programmes;
- (e) Continue to better utilize the digital platform for reaching users more directly to publicize RTHK contents and facilitate sharing of their favourite programmes; and
- (f) Web analytic tools will be explored to better capture user behaviour on RTHK online platforms.

10. eTVonline provides live simulcast of school programmes and non-curriculum based programmes to primary and secondary schools. It continues to launch various e-learning projects and organize related activities on liberal studies, media education, family education and civic education in collaboration with government bureaux and departments, schools and other organizations.

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**Radio Television Hong Kong**

**May 2018**