

**Minutes of the 69th Meeting of  
RTHK Board of Advisors  
held at 9:30 am, 5 June 2023  
at Conference Room 3, G/F, West Wing, Central Government Offices,  
2 Tim Mei Avenue, Tamar, Hong Kong**

**Present**

Dr LAM Tai-fai, GBS, JP (Chairman)  
Ms Dilys CHAU Suet-fung  
Professor Ronald CHIU Ying-chun  
Mr Stanley CHOI Tak-shing, JP  
Professor Anthony FUNG Ying-him, JP  
Mr HSU Hoi-shan, MH  
Ms Shirley LOO Marie Therese, BBS, MH, JP  
Dr Thomas SO Shiu-tsung, JP  
Ms Eva WONG Ching-hung  
Ms Elaine WU Siu-ling  
Mr Eddie CHEUNG Kwok-choi, JP, Director of Broadcasting

**In Attendance from RTHK**

Mr Raymond SY, JP, Deputy Director of Broadcasting  
Mrs Lilian LEUNG, Head (Corporate Services)  
Mr Vincent LEE, Assistant Director (Radio & Corporate Programming)  
Ms Natalie CHAN, Assistant Director (TV & Corporate Businesses)  
Ms Echo WAI, Controller (TV)  
Ms Angel CHENG, Acting Controller (Radio)  
Ms Jackie CHAN, Departmental Secretary  
Mr Johnathan YIP, Head/Corporate Communications & Standards  
Mr David HO, Advisor (Programmes)

**Absent with Apologies**

Ms Linda CHOY Siu-min  
Mr Hendrick SIN, MH  
Dr TIK Chi-yuen, SBS, JP

**Secretary**

Ms Olivia YAU (Board Secretariat)

## **Agenda Item 1: Confirmation of the Minutes of the Last Meeting**

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1. Ms Linda CHOY Siu-min, Mr Hendrick SIN and Dr TIK Chi-yuen sent their apologies for not being able to join this meeting.
2. The Chairman said that the Secretariat had circulated the draft minutes of the 68th meeting held on 27 February 2023 to Members for perusal, and no comments were received. The minutes concerned were therefore confirmed.

## **Agenda Item 2: Matters Arising**

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3. Members had not raised any item for discussion.

## **Agenda Item 3: Celebration of 95 Years of Public Service Broadcasting: RTHK Programmes**

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4. RTHK presented to Members the special programmes for the celebration of the 95th anniversary of public service broadcasting in Hong Kong. The Chairman and Members considered that the programmes were rich in content, and they were glad to see rejuvenation in the events.
5. The Chairman and several Members were pleased to see the roving exhibition cover different locations throughout the territory, and suggested that RTHK could discuss with various organisations or departments for more locations, including shopping malls, the Central Market, the West Kowloon Cultural District, Tai Kwun, libraries, etc. RTHK responded that a number of factors had to be taken into account when choosing the venues for the exhibition, and the needs of people from different age groups had to be catered for. RTHK said that the venues selected were all readily accessible to young visitors, and it had tried earlier to explore with shopping malls the feasibility of co-organising the exhibition, but a consensus could not be reached on the cost and date. Nevertheless, RTHK would continue to actively explore the feasibility on Members' advice.
6. Several Members offered their suggestions on the activities in the roving exhibition, including adding interactive components to make it more interesting, introducing thematic exhibitions on specific topics to attract people from all walks of life, and organising an online virtual exhibition. They also suggested that RTHK could renew its choice of words when deciding the content of the exhibition, such as

replacing the phrase “people with disabilities” with “people of differences”. RTHK said it would actively follow up on the advice from Members.

7. A Member praised RTHK for introducing elements of multimedia art to the exhibition for the 95th anniversary of public service broadcasting, and considered the idea trendy that it could effectively arouse interest among young people. He also suggested using larger venues for the events, so as to optimise the visual effect. RTHK thanked the Member for the suggestions, and said that suitable arrangements would be made on the venue layouts, so that visitors would have a good experience.
8. Several Members offered various suggestions regarding the activities in the carnival, for instance, introducing popular sports items and inviting athletes to join members of the public for games, inviting the award-winning pets of “The 95th Anniversary of Public Broadcasting – Pet Show” to join the event, cooperating with organisations providing family services and targeting families in promotion, as well as inviting social enterprises or students to co-organise a bazaar. A Member raised his concern on whether RTHK would introduce activities related to various ethnic groups in the carnival, and RTHK said that it would organise activity items targeting different community groups, and actively follow up on various advice from Members, in the hope of reaching more members of the public through the events and raising public awareness of the work and programmes of RTHK.
9. Several Members suggested that RTHK should enhance the connection of different types of programmes and events with the theme of the 95th anniversary of public service broadcasting, such as organising a video competition in the theme of RTHK classic programmes, introducing events with forward-looking topics, setting up booths and props in the theme of the 95th anniversary of public service broadcasting, as well as providing an opportunity for the public to experience working as a disc jockey and dubbing for programmes, so as to enhance public understanding of RTHK and the work of backstage staff through interesting activities. RTHK said that it would heed the advice from Members, and introduce various elements to organise events in different formats to reach more members of the public, so as to further promote the development of the public service broadcasting business.
10. Several Members offered their suggestions on how RTHK could promote to young people the events celebrating the 95th anniversary of public service broadcasting, including enhancing promotion on social media, producing posters and leaflets for the promotion to students, and arranging exchange and sharing sessions on work

experience for students with programme hosts. A Member also offered his advice on the promotion strategy, and suggested creating a trendy image for RTHK for the promotion targeting young people. RTHK thanked Members for their suggestions, and would actively plan to enhance the promotion work targeting young people at different institutions and online platforms.

11. The Chairman and several Members enquired about the resources for the preparation of the events, and suggested that RTHK should collaborate with various public and private organisations to jointly organise the events. RTHK responded that the Government had provided extra resources for the events, and RTHK had been collaborating with some organisations and tertiary institutions. RTHK also tried to seek sponsorship from organisations, and would enhance the relevant collaboration in the future.

#### **Agenda Item 4(a): Updates on Programmes (BOA Paper 3/2023)**

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12. RTHK introduced the paper to Members. A Member showed appreciation towards the work and efforts of RTHK and considered that RTHK could cater for the needs of different communities in its programmes and had strengthened the work on attracting young listener and viewer groups. He suggested that RTHK should produce cross-generation programmes and invite the elderly and the new generation to appear on programmes together so that the new generation could learn about RTHK. RTHK said it would actively follow up on the advice from Members.
13. A Member suggested that RTHK should cooperate with overseas broadcasters so that RTHK could inform overseas Chinese people of the policies and current situations of our country and Hong Kong through its programmes and tell good stories of our country and Hong Kong. RTHK said it had arranged for some programmes about the Greater Bay Area to be broadcast on Chinese radio stations overseas (such as Canada), and would actively strengthen the cooperation with different broadcasters.
14. The Chairman considered that attracting young people is one of the future work foci for the broadcasting industry and suggested that RTHK should formulate strategies in the relevant publicity and promotion work. RTHK said it had noticed the change in the public's habit of listening to the radio, and was planning to arrange for programmes to be broadcast on new streaming media platforms (such as Spotify) to reach more young listeners. Besides, it was planning to arrange for staff to

coordinate all the social media work so that RTHK could publicise and promote the latest topics of young people's interest more quickly. In response to the change in young people's habit of listening and viewing programmes, RTHK would edit programmes into short audio segments or videos and upload them to different platforms to attract young listeners and viewers. A Member said he supported RTHK to pool resources to develop the publicity and promotion work on new media and suggested that RTHK should promote programmes of specific topics to groups with different interest areas. RTHK responded that its current publicity strategy on general social media platforms tended to be "decentralised", and it was planning to promote appealing content to specific groups on a regular basis in the hope that the public would forward the information on online platforms and social media for greater publicity effectiveness.

15. The Chairman noticed that the Government was actively recruiting civil servants and therefore suggested that RTHK should produce programmes that give the public a deeper understanding of the work of civil servants in different departments. RTHK said the segment "Serve the People" in the TV programme "Hong Kong United" introduced the work of different government departments, and it would actively produce content to arouse the public's interest in applying for civil service posts in the future.
16. A Member supported RTHK in adding English subtitles to Chinese programmes and suggested that RTHK should produce programmes about telling good stories of our country and Hong Kong in bilingual format (Chinese and English), so as to facilitate local and foreign non-Chinese speaking people to learn about the relevant policies and information. RTHK said it was producing more bilingual (Chinese and English) programmes in this direction, such as programmes exploring China's diplomatic policies and international relations, and was looking into the introduction of voice detection technology in subtitling.

#### **Agenda Item 4(b): Updates on Public Feedback (BOA Paper 4/2023)**

17. RTHK introduced the paper to Members. Members had no comments on it.

#### **Agenda Item 5: Any Other Business**

18. RTHK introduced to Members the newly produced English TV programmes and the promotion arrangements, as well as the latest development of the trainees of

“Dreams Come True”.

19. A Member noticed that the number of English programmes produced by commercial TV stations in Hong Kong in recent years had continued to drop. He suggested that RTHK, as the public service broadcaster, should produce more English TV programmes of different types to cater for the needs of non-Chinese speaking people in Hong Kong. RTHK said it was producing more English TV programmes of different types, including programmes introducing the cultures, religions and histories of different ethnic groups in Hong Kong to reflect racial harmony in the city, and Consuls-General would be invited to participate in filming the programmes. RTHK hopes to achieve the three work targets of providing information, education and entertainment (Inform • Educate • Entertain), to introduce the current situation of Hong Kong and promote its positive sides through its English programmes. RTHK had also launched a dedicated English timeslot from 9:30 p.m. to 10:30 p.m. every Monday to Friday on RTHK TV 32.
20. A Member praised RTHK for having rich contents in English TV programmes and setting a distinct broadcast timeslot to facilitate the audience’s viewing. Besides, he noticed that the present RTHK TV programming is rather fragmented, making it difficult for the audience to remember the types of TV programmes and their corresponding broadcast timeslots. He suggested that RTHK could arrange for programmes of specific topics to be broadcast in respective timeslots so that the audience could easily grasp the broadcast times of different types of programmes. RTHK said it had planned to set specific themes for different TV programme timeslots and publicise accordingly.
21. A Member suggested that RTHK should promote young hosts of the new generation. Another Member asked about the effectiveness of young hosts of the new generation in enhancing the attractiveness of programmes. RTHK said the feedback thus far was positive in general, and would continue to observe the result and make assessment.

#### **Agenda Item 6: Date of Next Meeting**

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22. The next meeting was scheduled for 4 September 2023.
23. There being no other business, the meeting was adjourned at 11:45 a.m.

**The Secretariat**  
**RTHK Board of Advisors**