

**Minutes of the 72nd Meeting of
RTHK Board of Advisors
held at 9:30 am, 18 March 2024
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
Ms Linda CHOY Siu-min
Professor Anthony FUNG Ying-him, JP
Mr HSU Hoi-shan, MH
Ms Shirley LOO Marie Therese, BBS, MH, JP
Mr Hendrick SIN, MH
Dr Thomas SO Shiu-tsung, JP
Dr TIK Chi-yuen, SBS, JP
Ms Eva WONG Ching-hung
Ms Elaine WU Siu-ling
Mr Eddie CHEUNG, JP, Director of Broadcasting

In Attendance from RTHK

Ms Christine WAI, Deputy Director of Broadcasting
Mr Vincent LEE, Assistant Director (Radio & Corporate Programming)
Ms Natalie CHAN, Assistant Director (TV & Corporate Business)
Ms Amy KWONG, Controller (Radio)
Mr Ricky LEE, Controller (TV)
Ms Jackie CHAN, Departmental Secretary
Mr Johnathan YIP, Head/Corporate Communications & Standards

Secretary

Ms Olivia YAU (Board Secretariat)

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

1. The Chairman said that the Secretariat had circulated the draft minutes of the 71st meeting held on 11 December 2023 to Members for perusal, and no comments were received. The minutes concerned were therefore confirmed.

Agenda Item 2: Matters Arising

2. The Board had not raised any item for discussion.

Agenda Items 3 & 4: RTHK Annual Plan for 2024-25 and RTHK Programme Showcase

3. RTHK briefed the Board on the RTHK Annual Plan for 2024-25 and its programme showcase. The Chairman and Members first thanked for the hard work of the RTHK team. They unanimously considered that RTHK's achievements were widely recognised, and praised that the Annual Plan was comprehensive in contents, with the right development direction and being in line with the positioning of RTHK as a public service broadcaster. The Board was pleased to see that RTHK had sought breakthroughs in various aspects while upholding the Charter of RTHK. The Board hoped that RTHK would continue producing high-quality programmes to cater for the needs of various sectors of the community, and promote the Chinese culture in support of the national development, so as to tell the good stories of our country and Hong Kong. RTHK thanked the Board for its recognition of RTHK's work, and promised to continue making efforts in the future to provide more high-quality public broadcasting services for the community.
4. The Chairman raised an enquiry about RTHK's operating expenditure. RTHK responded that the estimated expenditure for new media services only included the relevant section's operating expenses, while the production costs for programmes and activities would be included in the budget for radio and television services. RTHK said that it had introduced new technologies for promotion of programmes, in order to save costs partially and enhance efficiency; and would continue to take forward the work in this aspect.
5. The Chairman and several Members suggested that RTHK produce more programmes on artificial intelligence (AI) and innovation and technology development, and examine the relevant issues from various perspectives, so as to attract young listeners and viewers. Besides, Members suggested that RTHK co-

organise workshops with the Education Bureau (EDB), so as to promote RTHK's AI Lab to educators.

6. RTHK said that it had attached great importance to the promotion of innovation and technology, and had produced a number of programmes and feature reports about AI development. Besides, it was hoped that through setting up the AI Lab, students could be educated on the responsible use of AI technology and respect for intellectual property. RTHK also said that it would cooperate with the Cyberport in producing programme to introduce the application of AI technology, and would actively follow up on Members' suggestions by continuing to produce more innovation and technology programmes.
7. Several Members were pleased to see that RTHK had advanced with the times by actively adjusting the programme production modes, so as to cater for the changes in the public's listening and viewing habits. They suggested that RTHK use AI technology to collect and analyse data for review of its work effectiveness. RTHK responded that it had started to analyse the data on website visits. Besides, as additional resources had been obtained, RTHK would introduce AI technology to analyse programme data, and would enhance user experience for the programme channels on the new media platforms and formulate strategic publicity work plans.
8. Several Members suggested that RTHK strengthen its cooperation with the EDB and schools, compile programme information according to the EDB's curriculum guides, and disseminate the relevant information to educators on a regular basis through channels such as emails, so as to facilitate teachers to make use of RTHK programmes as teaching materials, and expose more students to RTHK programmes. RTHK said that it had always been working closely with the EDB and the Hong Kong Education City and had already uploaded information on Hong Kong's culture and history to the "Artitude" website for public browsing. It would continue to step up the relevant work to further promote collaboration with the education sector.
9. A Member pointed out that teachers and students showed keen interest in the inter-school competition programmes, and he suggested that RTHK disseminate programme information to schools through the EDB to facilitate their viewing of the programmes. Members also suggested that RTHK invite students from different schools in various districts to participate in activities similar to the "RTHK Pop Up Live" to enhance young people's understanding of RTHK. RTHK

thanked Members for their views and said that it would continue to actively organise various projects and activities, and step up publicity efforts among young people groups.

10. Several Members offered their views on the recruitment and training of young talents. They suggested that RTHK set up a webpage to display information on programmes and activities available for young people, and provide more platforms for young people to play to their strengths. Members also suggested stepping up publicity for budding young hosts. RTHK thanked Members for their views and said that it was recruiting summer interns to provide young people with opportunities to participate in RTHK's work, and that it had carried out promotional work in local and Mainland universities to attract more talents to join RTHK.
11. The Chairman and several Members expressed support for RTHK's co-production of programmes with overseas broadcasters to facilitate international exchanges, and suggested that RTHK increase the number of programmes introducing the Middle East and cover international cultural events held in Hong Kong. Members also suggested stepping up the promotion of relevant foreign language programmes through local ethnic minority organisations and groups, and actively promoting RTHK programmes in overseas regions, so that the outside world can have a better understanding of the current development of our country and Hong Kong.
12. RTHK strongly agreed with Members' views and said that it would explore more opportunities for cooperation with overseas broadcasters, so as to make the programmes more internationalised and promote links between Hong Kong and the rest of the world. Apart from "Investing Now for Future in Hong Kong and the Middle East" (English version) which had already been broadcast and "Investing Now for Future in Hong Kong and the Middle East" (Chinese version) which was then being broadcast, RTHK was also preparing for the production of a drama-type documentary to portray the life in Middle East countries, and would continue to collaborate with the consular offices of different countries in Hong Kong. RTHK also planned to organise promotional activities for programmes at suitable locations and invite relevant organisations and institutions to assist in the publicity work.
13. The Chairman and several Members offered their suggestions on programmes celebrating the 75th Anniversary of the Founding of the People's Republic of China, including producing the National Day special programmes and programmes with the theme of national development in English, as well as incorporating the relevant

elements into other types of programmes. RTHK said that it would actively follow up on the relevant suggestions, so as to tell the good stories of our country in different forms.

14. Several Members raised enquiries about RTHK's broadcasting work in the Greater Bay Area and the Mainland, and suggested that RTHK produce more programmes to introduce the current situation in Hong Kong, so as to attract Mainland residents to travel, study and develop their careers in Hong Kong. In this connection, RTHK responded that it would cooperate with the China Media Group in producing programmes featuring Hong Kong characteristics for broadcasting in the Mainland. RTHK would also actively seek to collaborate with other Mainland broadcasters, and explore the feasibility of publicising RTHK programmes on the Mainland social platforms.
15. A Member raised an enquiry about the technical issues relating to the broadcast of Rugby Sevens and other programme production by RTHK. RTHK said that apart from broadcasting the Hong Kong Sevens, it would also broadcast the event footage in other regions. It was hoped that through the events, the positive energy from sports could be brought into the community. Besides, RTHK mentioned that the extended reality technology was being used more frequently in programme production at present, and that file compression and cloud technologies would be used to enhance the speed of data access and information security management.
16. Several Members expressed their support for RTHK's work in strengthening public education, and offered their suggestions on relevant programme production directions, including adopting innovation education, social entrepreneurship education, as well as environmental, social and governance ("ESG") as programme topics to provide audience with new perspectives and knowledge, and delivering information on aspects such as financial management, anti-deception, entertainment and gerontechnology to third age citizens. RTHK thanked Members for their views, and said that it attached great importance to the production of programmes related to ESG. It had arranged for its staff to attend ESG training courses, hoping that relevant programmes could be produced in a livelier manner in the future. Furthermore, RTHK paid much attention to the needs of third age citizens, and would continue to provide various daily-life information to them.
17. Several Members suggested that RTHK should attract people from all walks of life

to watch and listen to RTHK programmes with diverse programme topics. Suggestions included introducing the development of new industrialisation relating to new quality productive forces, producing cross-generational programmes, and organising cross-topic events. In this connection, RTHK agreed to Members' suggestions, and said that it was in discussion with the Hong Kong Productivity Council to plan for a programme about new quality productive forces. It would also try to adopt more diverse programme topics and production formats to ensure that RTHK's broadcasting services were keeping abreast of the needs of the community.

18. Several Members considered that RTHK could work with other government departments on the promotion work of mega events to achieve synergy, and suggested that RTHK should conduct joint promotion for programmes and events on related topics for greater publicity effectiveness. Furthermore, Members also suggested that RTHK should enhance the appeal of its programmes by having renowned hosts. Regarding the promotion of mega events, RTHK said that, as a member of the Mega Events Coordination Group, it would carry out related reporting and publicity in line with the arrangements for various events, in order to promote the development of mega event economy in Hong Kong. RTHK also said that it would arrange for veteran hosts to assist in training the newcomers, so as to attract listener and viewer groups of all ages.

Agenda Item 5(a): Updates on Programmes (BOA Paper 1/2024)

19. RTHK introduced the paper to the Board. The Board had no comments on it.

Agenda Item 5(b): Updates on Public Feedback (BOA Paper 2/2024)

20. RTHK introduced the paper to the Board. The Board had no comments on it.

Agenda Item 6: Any Other Business

21. The Board had not raised any item for discussion.

Agenda Item 7: Date of Next Meeting

22. The next meeting was scheduled for 17 June 2024.

23. There being no other business, the meeting was adjourned at 12:10 p.m.

The Secretariat

RTHK Board of Advisors