

**Minutes of the 73rd Meeting of
RTHK Board of Advisors
held at 9:30 am, 17 June 2024
at Studio 8, 18/F, AIA Kowloon Tower**

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
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 Businesses)
Ms Amy KWONG, Controller (Radio)
Mr Ricky LEE, Controller (TV)
Ms Jackie CHAN, Departmental Secretary
Mr Johnathan YIP, Head/Corporate Communications & Standards

Absent with Apologies

Professor Anthony FUNG Ying-him, JP

Secretary

Ms Olivia YAU (Board Secretariat)

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

1. Professor Anthony FUNG Ying-him sent his apologies for not being able to join this meeting.
2. The Chairman said that the Secretariat had circulated the draft minutes of the 72nd meeting held on 18 March 2024 to Members for perusal, and no comments were received. The minutes concerned were therefore confirmed.

Agenda Item 2: Matters Arising

3. Regarding the “RTHK Programme Showcase” introduced to the Board at the last meeting, RTHK shared with the Board the highlights of “RTHK On Your Side, By Your Side” Programme Presentation cum Microfilm Premiere held on 2 May 2024. The event aimed at showing the new RTHK programmes successively launched from May this year and providing the highlights to the public.
4. RTHK presented the new programme “I Am DJ” to the Board, which aimed at providing broadcasting training opportunities for young people aged 16 or above. The shortlisted participants would be offered various kinds of training, and have a chance of being selected to participate in different radio productions, as well as becoming radio programme hosts.

Agenda Item 3: Programmes for Olympics and Paralympics

5. RTHK presented the programmes for Olympics and Paralympics as well as the relevant work plans to the Board.
6. The Chairman and a Member raised an enquiry about the arrangements for the joint coverage and relay of the games by RTHK and three Mainland TV stations. RTHK responded that Memoranda of Understanding had been signed with Guangdong Radio and Television and Beijing Radio and Television Station. The RTHK production crew would closely collaborate with the Mainland TV stations in Paris, with a view to seeking more interview opportunities, and shooting the exciting competitions and their highlights, thereby enriching the programme contents. Besides, RTHK and the Mainland TV stations would share the interview information and exchange the video materials produced by themselves with each

other, so as to facilitate interactive exchanges and enhance synergy. RTHK also said that emphasis would be put on broadcasting the competition events participated by the national team and Hong Kong, China team, so as to attract more viewers.

7. The Chairman and several Members considered that in producing the programmes for Olympics and Paralympics, RTHK, as a public service broadcaster, should launch the work in accordance with the public purposes and mission under the Charter of RTHK, so as to establish the positioning and features of RTHK, and suggested that RTHK use the live broadcast of various events as the selling point. RTHK agreed and pointed out that the programmes for Olympics and Paralympics mainly featured the joint coverage of the games with three Mainland TV stations, and the provision of Cantonese, Putonghua, English, sign language and audio description services, with a view to broadcasting the Olympic and Paralympic Games in an all-round manner, and serving the general public while catering to the needs of minority interest groups. Besides, informative and educational contents would be provided for the public. RTHK also said that it planned to launch an additional TV channel to broadcast the games, so as to provide more choices for the audience.
8. Several Members suggested that RTHK set performance targets and indicators for the production of the Olympic and Paralympic programmes, so as to measure the working performance. RTHK responded that its objective was to provide the public with informative and educational programme contents, hoping to facilitate their understanding of the Olympic and Paralympic Games spirit and the meaning behind them.
9. The Chairman and several Members offered their suggestions on the programme production directions and contents, including adding the knowledge about sports and competition formats to the programmes to make them more educational, and inviting athletes to share their views on how to face adversity and cope with pressure. The Chairman and Members also suggested that RTHK identify suitable persons to host the programmes, so that the competition commentary would be more professional, and suggested that the hosts pay attention to the accuracy of wording. RTHK said that it would actively consider the various suggestions.
10. Several Members offered their suggestions on programme publicity and promotion, including publicising on the radio channels, producing promos targeting ethnic minorities, inviting celebrities to record messages to cheer and express appreciation

for the athletes, enhancing interaction with the public on the social media platforms, adding the QR code with links to RTHK videos and programmes in the publicity materials, as well as incorporating the features of RTHK programmes into the slogans. RTHK thanked Members for their suggestions, and said that it would carefully plan the programme promotion work, properly allocate the limited resources, and actively consider the various suggestions, so as to highlight RTHK's image and programme features in the publicity work. RTHK said that consideration was being given to the use of AI technology for expediting dissemination of the event information on the social media platforms.

Agenda Item 4: Environmental, Social, and Governance (ESG) Programme Series

11. RTHK presented to the Board the ESG programme series, and said that it attached great importance to promoting issues related to ESG and environmental protection. It hoped to take this opportunity to launch publicity and public education work in full swing, so that the public could better understand the relevant policies, and it would continue to deploy resources to produce more related programmes in the future.
12. The Chairman and several Members praised the ESG programme series for its rich content, and hoped that the programmes could effectively deepen the community's understanding on the issue, so that the public would change their mindsets and behaviour, and contribute to the sustainable development of Hong Kong society. They also expressed their support for RTHK to produce more high-quality programmes to assist the Government in promoting relevant policies.
13. Several Members offered their suggestions on the directions for programme production, including focusing on social responsibility and community involvement, as well as featuring people's daily lives, so that the public would understand how they could participate at the individual level. RTHK fully agreed with Members' views, and said that it had included a relevant feature series in the programme "Hong Kong Connection" highlighting how Germany promoted social responsibility and community involvement, as well as the experience of its local residents in receiving environmental protection education and putting relevant concepts into practice. RTHK said that it would continue to focus its work on publicity, promotion and public education.
14. A Member suggested that RTHK should help strengthen advocacy work on relevant

issues through various means, including joint promotion in radio and TV programmes, and collaboration with related bureaux and departments for better publicity effects. RTHK said that it would continue to communicate proactively with relevant bureaux and departments to explore collaboration opportunities. Furthermore, it would promote environmental protection information and the relevant policies to the Indonesian community in Hong Kong through the programme “Halo Jakarta! Hello Hong Kong!” jointly produced with Radio Republik Indonesia.

Agenda Item 5(a): Updates on Programmes (BOA Paper 3/2024)

15. RTHK introduced the paper to the Board.
16. A Member suggested that RTHK discuss cooperation arrangements with the Working Group on Patriotic Education regarding the special programmes in celebration of Hong Kong’s return to the Motherland. RTHK pointed out that the Government had established a Committee led by the Chief Secretary for Administration that was responsible for coordinating the publicity and celebratory efforts on the 27th anniversary of Hong Kong’s return to the Motherland, and RTHK would implement the relevant publicity, promotion and programme production work as arranged by the Committee. Besides, RTHK had provided support to the recording of the theme song on celebrating the 27th anniversary of Hong Kong’s return to the Motherland, and relevant promotional videos had been published on audio-visual platforms of the Mainland.
17. A Member considered that the RTHK special programmes in celebration of the 27th anniversary of Hong Kong’s return to the Motherland were rich in content, and suggested that RTHK produce programmes introducing different mega events held in Hong Kong and the latest social situation in Hong Kong, so as to present Hong Kong’s image as an international city connected with the world; and push the relevant programmes to overseas audience to attract all kinds of people to work and travel in Hong Kong. RTHK said that it would actively follow up on the Member’s suggestions.
18. A Member considered that the content of the programme “The Taste of Hong Kong” was very attractive, and suggested that RTHK explore the feasibility of cooperation with the Hong Kong Tourism Board. RTHK responded that “The Taste of Hong Kong” would be broadcast on various local and Mainland media platforms, and

RTHK would actively consider the Member's view to cooperate with different organisations.

Agenda Item 5(b): Updates on Public Feedback (BOA Paper 4/2024)

19. RTHK introduced the paper to the Board.
20. A Member suggested that RTHK remind programme hosts to pay attention to their wording used in sports commentary. RTHK responded that a relevant reminder had been given in an internal meeting.

Agenda Item 6: Any Other Business

21. Members had not raised any item for discussion.

Agenda Item 7: Date of Next Meeting

22. The next meeting was scheduled for 16 September 2024.
23. There being no other business, the meeting was adjourned at 11:30 a.m.

(Post-meeting note: The Board visited the RTHK AI Lab after the meeting. The Chairman and Members expressed appreciation towards RTHK for actively embracing new technology and keeping close tabs on the latest development trends in the broadcasting industry.)

The Secretariat
RTHK Board of Advisors