

**Minutes of the 74th Meeting of  
RTHK Board of Advisors  
held at 9:30 am, 30 September 2024  
at Studio 1, Broadcasting House, 30 Broadcast Drive, Kowloon**

**Present**

Dr LAM Tai-fai, GBS, JP (Chairman)  
Mr Ivan CHAN Chi-kin  
Ms Kitty CHAU Shuk-king  
Ms Meggy CHENG Hei-yee  
Professor Ronald CHIU Ying-chun, MH  
Mr HSU Hoi-shan, MH  
Mr Geoffrey Edward KAO  
Mr Robert Andrew LUI Chi-wang  
Dr Jim LUK Tze-chung  
Dr TSE Wai-lok

**In Attendance from RTHK**

Ms Christine WAI, Acting Director of Broadcasting  
Mr Vincent LEE, Assistant Director (Radio & Corporate Programming)  
Ms Amy KWONG, Assistant Director (TV & Corporate Businesses)  
Mr Ricky LEE, Controller (TV)  
Ms Angel CHENG, Controller (Radio)  
Ms Jackie CHAN, Departmental Secretary  
Mr Johnathan YIP, Head/Corporate Communications & Standards  
Ms Anita CHANG, Production Manager  
Ms Dora TANG, Head/Community Affairs and Acquisition

**Absent with Apologies**

Mr Stanley CHOI Tak-shing, JP  
Mr Hendrick SIN, MH  
Dr Thomas SO Shiu-tsung, JP

**Secretary**

Ms Olivia YAU (Board Secretariat)

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

1. The Chairman introduced and welcomed the new Members, including Mr Ivan CHAN Chi-kin, Ms Kitty CHAU Shuk-king, Ms Meggy CHENG Hei-yee, Mr Geoffrey Edward KAO, Mr Robert Andrew LUI Chi-wang, Dr Jim LUK Tze-chung and Dr TSE Wai-lok, as well as the re-appointed Members. He also expressed gratitude to the outgoing Members, namely, Ms Dilys CHAU Suet-fung, Ms Linda CHOY Siu-min, Professor Anthony FUNG Ying-him, Ms Shirley LOO Marie Therese, Dr TIK Chi-yuen, Ms Eva WONG Ching-hung and Ms Elaine WU Siu-ling, for their contributions during their tenure.
2. The Chairman said that the Secretariat had circulated the draft minutes of the 73rd meeting held on 17 June 2024 to Members for perusal, and no comments were received. The minutes concerned were therefore confirmed.

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

3. Members had not raised any items for discussion.

## **Agenda Item 3: Celebration of the 75th Anniversary of the Founding of the People's Republic of China: RTHK Programmes**

4. RTHK briefed the Board on the series of major special programmes launched for the celebration of the 75th Anniversary of the Founding of the People's Republic of China. Members praised the rich and attractive contents of the programmes.
5. The Chairman and several Members considered that RTHK should continue to enhance its collaboration with schools, and provide schools and teachers with information on programmes suitable for different age groups for on-campus broadcast of programmes or highlights related to topics such as Chinese culture and national education, so that RTHK programmes could reach more students from an early age. RTHK said that it would continue to produce more related programmes to promote Chinese culture, uphold patriotism, and engender the sense of national identity among citizens, and would proactively consider Members' views to explore how to step up on-campus promotion of RTHK programmes.
6. The Chairman and several Members expressed their appreciation and support for RTHK's promotion work on social media, and proposed promotion strategies

including using the networks of youth groups and non-profit-making organisations, producing short online dramas, and making use of special features to promote the image of RTHK. It was also suggested that RTHK could collaborate with various arts groups to promote Chinese culture with topics that interest young people, and invite a wide variety of guests to join. RTHK said that it would proactively follow up on Members' suggestions, and explore the feasibility of setting up accounts on more popular social media platforms such as Xiaohongshu. As more and more people choose to listen to/watch programmes online, RTHK would continue to promote its programmes through different channels, and improve the promotion work on various platforms.

7. A Member expressed appreciation for the broadcast of high-quality Chinese dramas such as "The Battle at Lake Changjin" by RTHK, and enquired about the deployment of resources. Another Member enquired whether RTHK would produce more in-house programmes with Hong Kong elements. RTHK responded that it had been committed to enhancing cooperation with Mainland broadcasters, and thanked Mainland broadcasters for gifting many premium programmes to RTHK for broadcast. As such, some resources could be allocated for online publicity and large outdoor advertisements. RTHK also said that with the incoming of a batch of newly recruited civil servants, RTHK would be able to produce more content with different themes progressively. Moreover, a series of in-house programmes would soon be launched, including the new series of "Below the Lion Rock", and Members would be briefed on the details in the next agenda item.
8. A Member raised an enquiry about the overseas market, and suggested that RTHK continue expanding into the overseas market to tell the good stories of our country and Hong Kong. RTHK responded that about 25% of the visits to RTHK's website came from overseas, and RTHK would continue producing English programmes to proactively tell the good stories of our country and Hong Kong to the world.
9. A Member pointed out that many ethnic minorities living in Hong Kong wanted to better understand the national development and local culture. RTHK said that a number of initiatives mainly targeting ethnic minorities had been launched, such as the co-production of the programme "Halo Jakarta! Hello Hong Kong!" with Radio Republik Indonesia, as well as the broadcast of many foreign language programmes. Besides, RTHK also provided the Community Involvement Broadcasting Service

to encourage and assist the ethnic minorities to participate in programme production, so as to share topics such as their cultures and arts, thereby promoting social inclusion.

10. The Chairman and a Member suggested that RTHK consolidate the opinions raised by the Board, and report on the progress of work in the meeting, so that the Board could make follow-up proposals. RTHK said that it would follow up on the suggestions.

#### **Agenda Item 4(a): Updates on Programmes (BOA Paper 5/2024)**

---

11. RTHK introduced the paper to Members, and broadcast the videos of “Below the Lion Rock : Our Stories” TV Programme Presentation, as well as the highlights of the production of the Olympics and Paralympics programmes. Besides, RTHK also introduced the use of Artificial Intelligence (AI) technology for programme restoration and production, so as to enhance efficiency and save costs.
12. A Member considered that the programme “I Am DJ” was entertaining and effective in attracting young audience. He suggested that RTHK produce more similar programmes.
13. A Member enquired about the policy of using AI technology. RTHK responded that internal code of practice had been formulated to emphasise the moral responsibility for using AI technology, including honesty (e.g. indicating the use of AI as a production aid), respect for intellectual property rights, and alertness to the possible bias in generated content, so as to ensure compliance with the relevant guidelines by the staff when using AI technology in programme production. Besides, RTHK had set up an AI Lab in Kwun Tong, so that staff could understand and try to apply the relevant technology, and school visits to the Lab were arranged for students to understand and experience the application of AI technology, and for instillation into them the code of ethics to be followed when using the relevant technology. RTHK hoped that production capability could be enhanced through the effective use of AI technology, so that more high-quality programmes could be produced with limited resources to cater to the needs of different people.
14. A Member suggested that sports programmes incorporate technology or innovative technology elements to explore the use of sports technology for enhancing competition performance, in order to attract more students and athletes. RTHK

thanked the Member for his views, and said that it would continue to produce sports programmes and enrich the programme content to attract more young viewers.

15. The Chairman and several Members were pleased to see the significant increases in the engagement rate and reach on RTHK's social media and online platforms during the Olympics and Paralympics. They also praised the quality of programmes and the performance of hosts, which successfully established credibility and recognition. The Board thanked RTHK staff for their efforts and support to the sports sector, and hoped that RTHK could learn from the experience and enhance their performance in the production of large-scale sports programmes in the future. Several Members suggested that RTHK incorporate diverse elements in sports programmes to attract young viewers, such as inviting athletes to share their experiences and takeaways from competitions, in order to encourage young people to develop positive values. It was also suggested that RTHK relay more large-scale international competitions held locally by various national sports associations.

16. RTHK thanked Members for their views, and said that it had put in lots of manpower and resources into the production of Olympics and Paralympics programmes, and had gained valuable experience. The work outcomes had not only recognised colleagues' efforts, but also built their confidence. RTHK would continue to broadcast more inter-school and local sports competitions to accumulate more experience in preparation for the broadcast of next year's National Games and other sports competitions in the future.

#### **Agenda Item 4(b): Updates on Public Feedback (BOA Paper 6/2024)**

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

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

18. RTHK would take group photos for the new term of the Board at the next meeting. The Chairman invited Members to take the time to attend the photo session.

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

19. The next meeting was scheduled for 2 December 2024.

20. There being no other business, the meeting was adjourned at 11:45 a.m.

**The Secretariat**

**RTHK Board of Advisors**