



Director of Broadcasting
Hong Kong

Letter to Colleagues

12th March, 2020

Dear Colleagues,

Since June of last year, from social turmoil to the recent fight against COVID-19, Radio Television Hong Kong (RTHK) has, like everyone in our society, confronted with unprecedented challenges. With this, I would like to offer my gratitude to each and every one of you for your unswerving dedication in serving the people of Hong Kong. During this period, we have received a lot of feedback, be it commendations, suggestions or complaints, they are to spur us on. We must strive towards continuous betterment and fulfill our obligations.

As a public service broadcaster, RTHK adheres to the public purposes and mission stipulated in the Charter of Radio Television Hong Kong (“the Charter”). Even though our programmes are of different genres and cater for different viewing objectives, they are, on the whole, in compliance with the Charter. The contents of radio and television programmes running 24 hours a day are diverse and complementary (including news, information, education, entertainment, as well as live relays of grand events, sports activities and important meetings), covering the five points spelt out in paragraph 4 of the Charter. Talking all aspects

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into consideration, RTHK has come to be a prominent platform for the public to attain and express opinions, fully exemplifying Hong Kong's diversity, inclusiveness and acceptance.

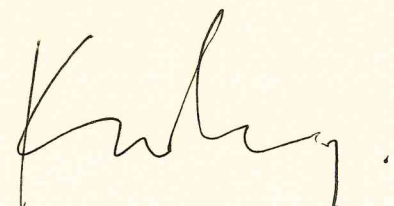
Over the past three weeks, different groups in the community have voiced concerns with divergent views on the contents of *Headliner*, which is one fine example of the aforementioned (Hong Kong's diversity, inclusiveness and acceptance). *Headliner* has been with RTHK for three decades. Both its genre, which is a rarity in local broadcasting scene, and purport are common knowledge. Its viewing objective is well recognized by the members of the public. Its character is definitive and unambiguous. Firstly, it is non-news; secondly, it is satirical and ironic. While syncing with social pulse, it serves as an effective outlet for grudges and resentment. The new series of *Headliner* went on-air last month and attracted quite a lot of feedback. Totalling over 40,000 public responses, comprising over 30,000 compliments and more than 6,000 opinions and complaints landed onto CC&SU (see Appendix A). It is incumbent upon us to keep on improving this programme. We cherish every comment. We will evaluate and handle in accordance with the existing mechanism. We can reassure the public again that RTHK does listen to complaints, accept criticism, and never stop finding ways to improve.

Our shared aspiration is to produce high-quality and diversified programmes to meet the needs of society. Among them, current affairs programmes are indispensable. The varieties include: timely and accurate news coverage and analyses; truth-finding documentaries and investigative reports such as *Hong Kong Connection*; platforms for

personal views such as *Pentaprism* and *Letter to Hong Kong*; phone-in programmes such as *Talkabout* and *Backchat*. As for *Headliner*, which is NOT a factual programme, it belongs to the genre of satire which taps into hot societal topics through jocular expressions. Each encompassing distinctive social functions while garnering the public's attention. Since our TV programmes, especially those related to news and public affairs, have been put under the limelight recently, let us take a look at how we have been faring by our viewers' response on RTHK's new media platforms. (see Appendix B, C).

RTHK, as all our counterparts within the HKSAR Government, shares the common aspiration of serving the people of Hong Kong. While we appreciate the hard work and difficulties of other government departments unequivocally, we also aspire for cross-departmental understanding and respect such that each performs its own functions, in hopes of better serving the public and the betterment of society.

Obtaining public approval is no easy feat. For that I must thank our colleagues again for your relentless contributions. Amidst the fight against COVID-19, I wish you all good health. We shall continue to fulfill our duty in public broadcasting – one that has been recognised by the people we serve.



(LEUNG Ka-wing)

Director of Broadcasting

A. 香港電台收到有關《頭條新聞》的回饋數目

Number of Feedback Regarding “Headliner” Received by RTHK
 (1.2.2020 – 8.3.2020)

意見 Opinion	100
投訴 Complaint	6500
讚賞 Compliment	34254
合計 Total	40854

B. 十大最多觀眾經香港電台網站及流動程式收看的港台電視 31 節目

Top 10 RTHK TV31 Programmes Most Accessed from RTHK Web and Mobile Application
 (1.1.2019 – 29.2.2020)

	節目名稱	Programme Title	No. of Streaming Hits 影片串流次數
1.	鏗鏘集	Hong Kong Connection	18,432,988
2.	五夜講場 2019	Talk Show 2019	9,305,165
3.	頭條新聞	Headliner	6,885,685
4.	城市論壇	City Forum	1,808,640
5.	視點 31	This Week	1,762,655
6.	新聞天地	News Report	1,680,975
7.	五夜講場 2018	Talk Show 2018	1,346,631
8.	脈搏	The Pulse	1,274,936
9.	時代的記錄—鏗鏘說	The Screening Room	1,013,812
10.	投資新世代	Invest Era	771,072

C. 十大最多觀眾經香港電台 YouTube 頻道收看的港台電視 31 節目

Top 10 RTHK TV31 Programmes Most Watched on RTHK Official YouTube Channel
 (1.1.2019 – 29.2.2020)

	節目名稱	Programme Title	No. of Views 影片觀看次數
1.	鏗鏘集	Hong Kong Connection	17,670,826
2.	頭條新聞	Headliner	13,114,970
3.	視點 31	This Week	12,282,842
4.	城市論壇	City Forum	7,034,761
5.	早晨·早晨	This Morning	5,661,445
6.	議事論事	LegCo Review	3,635,836
7.	時代的記錄—鏗鏘說	The Screening Room	2,198,181
8.	五夜講場 2019	Talk Show 2019	2,173,257
9.	躁動時代	New Umbrella Movement	2,050,293
10.	鏗鏘說	The Screening Room	1,938,308