

**BY FAX (2121 0420)**

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21 November 2006

Miss Erin Tsang  
Clerk to Panel on Information  
Technology and Broadcasting  
Legislative Council  
8 Jackson Road, Central  
Hong Kong

Dear Miss Tsang,

**Special meeting of the Panel on  
Information Technology and Broadcasting on 17 October 2006  
Broadcasting Authority Television and Radio Consultative Scheme**

During the discussion on the revisions to the accuracy requirement on the Broadcasting Authority (BA)'s television and radio programme codes at the above special meeting, Panel Members requested for information on how members of the public could join the BA Television and Radio Consultative Scheme (the Scheme). I am pleased to provide the information as follows.

The aim of the Scheme is to solicit public opinion on standards of television and radio programmes and advertisements.

Members of the Scheme participate in focus group meetings which are held regularly to offer views on items under review in the BA's Codes of Practice for television and radio programmes and advertising<sup>1</sup> and to provide feedback on community's expectation of the standard to be attained in television and radio broadcasting services.

There are about 540 members in the Scheme. They are recruited from the 18 geographical districts with membership profile matching the profile of the Hong Kong population compiled by the Census and Statistics Department. Their term of appointment is normally two years.

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<sup>1</sup> The Generic Code of Practice on Television Programme Standards, the Generic Code of Practice on Television Advertising Standards, the Radio Code of Practice on Programme Standards and the Radio Code of Practice on Advertising Standards.

Recruitment exercises are carried out every two years with the assistance from District Offices of the Home Affairs Department. Anyone over the age of 15 may apply. During the recruitment period, application forms are available at District Offices and youth centres. The application form is also available on the BA's website all year round. Anyone may apply and those who fit in the population profile will qualify and may be recruited.

Yours sincerely,

( P. L. Po )  
Secretary  
Broadcasting Authority

c.c. SCIT (Attn : Mr Kevin Choi, PAS(A)) – 2511 1458