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**Panel on Information Technology and Broadcasting**

**Meeting on 9 December 2013**

**Background brief on the supernumerary post of  
Administrative Officer Staff Grade B in Radio Television Hong Kong**

**Purpose**

This paper provides background information on the supernumerary post of Administrative Officer Staff Grade B ("AOSGB") in Radio Television Hong Kong ("RTHK") and summarizes the previous discussions by Members on the subject.

**Background**

2. Public service broadcasting and the future of Radio Television Hong Kong ("RTHK") has been a matter of public concern for over 20 years. Following the deliberations of the Executive Council on 22 September 2009, the Administration announced its decision on the way forward in respect of public service broadcasting and the future of RTHK. In gist, RTHK would remain as a Government department and be tasked to take up the mission to serve as the public service broadcaster ("PSB") for Hong Kong. The Government committed that appropriate resources would be provided for service enhancement to enable RTHK to expand its scope of service to fulfil its role and mission and better serve the community. In October 2009, the Commerce and Economic Development Bureau published the consultation paper on "The New Radio Television Hong Kong: Fulfilling its Mission as a Public Service Broadcaster". A three-month consultation was subsequently launched by the Government to

gauge public views on how best RTHK should operate to achieve its mission as a PSB. The Administration announced the outcome of the public consultation exercise in March 2010, details of which are given in the Government's consultation report issued vide LC Paper No. CB(1)1520/09-10(05) on 1 April 2010.

3. In 2010, RTHK took forward various new development initiatives, including the preparation for the launch of digital audio broadcasting ("DAB") and digital terrestrial television ("DTT") broadcasting services, facilitating community involvement in broadcasting ("CIB"), planning for the re-provisioning of the Broadcasting House ("BH"), and establishing a digital media asset management ("MAM") system. In December 2010, the Government announced a package of arrangements concerning the provision of resources, manpower and facilities to fully support RTHK in taking forward its new initiatives.

4. According to the Administration, the new development initiatives described in paragraph 3 above are important for the development of RTHK as the PSB in Hong Kong, especially in keeping pace with the world trend of moving towards digital broadcasting. To ensure that these initiatives are smoothly taken forward, RTHK requires meticulous planning and coordination work in respect of the service level to be provided, the programming strategy to be adopted and the technical developments involved. RTHK will also need to maintain close liaison with various stakeholders in the implementation of the new initiatives under a tight timeframe. There is a need for RTHK to strengthen support at the directorate level to lead and coordinate the new services and projects in order to ensure the provision of quality broadcasting services to the community.

## **Previous discussions**

### The Panel on Information Technology and Broadcasting

5. At the meeting of the Panel on Information Technology and Broadcasting ("the Panel") on 14 February 2011, the Administration briefed members on the proposal to create one three-year supernumerary post of AOSGB (D3), designated as the Deputy Director of Broadcasting (Developments) ("DD of B (Developments)"), and one permanent post of Controller (Broadcasting Services) (D1), designated as Controller (Radio), for RTHK. Panel members in general supported the staffing proposal.

Some members noted that the proposed post of AOSGB would perform duties including leading the project on re-provisioning of the BH and development works in support of the new DAB and DTT services, whereas the proposed permanent post at the rank of Controller (Broadcasting Services) would be heavily involved in the rollout of CIB. These members urged the Administration to provide adequate support to the incumbents of the posts.

6. Some members considered that as the way forward for RTHK had become clear and given the heavy responsibilities of AOSGB and the long-term development need of RTHK, the AOSGB post should be created on a permanent basis to ensure administrative consistency. The Administration advised that RTHK considered it appropriate to keep the term of this supernumerary post of AOSGB at three years. It would keep in view the development and assess whether the ASOGB post should be extended or converted to a permanent one, having regard to the progress of implementing various new services and projects.

#### Establishment Subcommittee

7. At the meeting of the Establishment Subcommittee ("ESC") on 4 May 2011, Members discussed the proposal of creating the supernumerary post of AOSGB and the permanent post of Controller (Broadcasting Services) in RTHK. While Members did not object to the staffing proposal, they questioned why the AOSGB post was created on a supernumerary basis for three years instead of on a permanent basis, having regard to the fact that the proposed post would be responsible for many day-to-day duties such as departmental administration and resource management.

8. The Administration advised that the AOSGB post holder would be heavily involved in leading the planning and implementation of RTHK's new development projects, including the re-provisioning of the BH, the launch of the new DAB and DTT services, as well as the implementation of the MAM project which went beyond day-to-day administration work. The duration of the post was set having regard to the practical need and the implementation schedule envisaged. The Administration would keep in view the implementation progress of the various new projects and review in due course whether there was a need to extend the term of the post or convert it into a permanent one.

9. The Administration's staffing proposal was subsequently approved by the Finance Committee on 27 May 2011. The AOSGB post will lapse on 27 May 2014. The job descriptions of DD of B (Developments) and

Controller (Radio) are in **Appendices I and II** and the proposed Organization Chart of RTHK is in **Appendix III**.

### **Latest position**

10. The Administration will brief the Panel on 9 December 2013 on its proposal to extend the AOSGB post in RTHK.

### **Relevant papers**

11. A list of the relevant papers with their hyperlinks is at:

<http://www.legco.gov.hk/yr10-11/english/panels/itb/papers/itb0214cb1-1224-9-e.pdf>

<http://www.legco.gov.hk/yr10-11/english/panels/itb/minutes/itb20110214.pdf>

<http://www.legco.gov.hk/yr10-11/english/fc/esc/papers/e11-01e.pdf>

<http://www.legco.gov.hk/yr10-11/english/fc/fc/papers/fl1-15e.pdf>

<http://www.legco.gov.hk/yr10-11/english/fc/esc/minutes/esc20110504.pdf>

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**Job Description of  
Deputy Director of Broadcasting (Developments)**

**Rank** : Administrative Officer Staff Grade B (D3)

**Responsible to** : Director of Broadcasting

**Main Duties and Responsibilities –**

- (1) To lead and coordinate the development of the new Broadcasting House ("BH"), steering the project through the financial, town planning, public engagement and other legal and administrative procedures;
- (2) To lead and coordinate the developments pertinent to the launch of the new digital audio broadcasting ("DAB") and digital terrestrial television ("DTT") services, including formulating strategies for and leading the commercial negotiations on the construction of DAB and DTT networks with a view to ensuring amicable agreement be concluded with the relevant commercial operators and site users; drawing up and implementing strategies and operational plans to tie in with the development of the Broadcasting House and new market developments;
- (3) To steer the implementation of the Media Asset Management ("MAM") project which entails the development of a comprehensive archival policy, the establishment of a metadata structure, the restoration of artifacts at risk, digitization of archives, provision of manpower and specialist storage facilities for keeping archives in the interim and eventually at the new BH, integration of the MAM with the production system, and devising and implementing a policy to facilitate public and industry access to the archives;
- (4) To oversee departmental administration and resources management for ensuring the optimal, efficient and effective use and deployment of the financial, human and production resources of RTHK; and
- (5) To support the Director in any other areas appropriate for achieving RTHK's public purposes and mission and ensuring compliance with the Charter of RTHK.

**Job Description of  
Controller (Radio)**

**Rank :** Controller (Broadcasting Services) (D1)

**Responsible to :** Assistant Director (Radio & Corporate Programming)

**Main Duties and Responsibilities –**

- (1) To oversee the day-to-day operation of radio services, particularly Chinese and English programme services, programme scheduling and presentation, and other related projects and services;
- (2) To formulate radio programming, ensure programme output and quality, implement editorial policies and ensure standards and assist in divisional administration;
- (3) To lead, coordinate and launch the new digital audio broadcasting services, including liaising with other stakeholders for the setting up of the technical infrastructure, liaising for the launch of the national relay channel, formulating and implementing programming and publicity strategies, etc.;
- (4) To assist in developing the framework and mechanism on community involvement in broadcasting and to oversee its smooth operation;
- (5) To ensure optimal, efficient and effective use of programme resources; and
- (6) To support the senior management in any other areas appropriate for achieving RTHK's public purposes and mission and ensuring compliance with the Charter of RTHK.

# Proposed Organization Chart of Radio Television Hong Kong

