

FRAMEWORK AGREEMENT
BETWEEN SECRETARY FOR COMMERCE AND ECONOMIC
DEVELOPMENT AND
DIRECTOR OF BROADCASTING

1. SCOPE

- 1.1 This Framework Agreement specifies the working relationship between the Secretary for Commerce and Economic Development (the Secretary) and Director of Broadcasting (the Director); their respective responsibilities with respect to each other; the key programmes of activity undertaken by RTHK (the Department); and the aims and mission of the Department.
- 1.2 The word “programme” in this document refers to “a programme of activity”, as distinguished from radio and television “programming” and “production” activities which the Department undertakes on a day-to-day basis.
- 1.3 This Framework Agreement is revised and renewed on 1 August 2009, and is subject to review and renewal by the Secretary in consultation with the Director every two years.

2. STATUS AND RESPONSIBILITIES

- 2.1 The Department is editorially independent. The Director as the Chief Editor is responsible for ensuring that a system of editorial control in accordance with RTHK’s Producers’ Guidelines exists to provide fair, balanced and objective news, public affairs and general programming that inform, educate and entertain the public.
- 2.2 The Secretary will provide the Director with policy guidance and support as follows :
 - (i) defining the programmes and agreeing the underlying activities;
 - (ii) reviewing policy aspects of each programme: the policy aim, description, operational objectives, matters requiring special

attention over the next 12-month period, performance targets and financial data;

- (iii) securing resources for the programmes;
- (iv) setting performance targets, in consultation with the Director, which will identify the efficiency and effectiveness of resources deployed to the programmes for achieving the aims, mission and objectives set out in paragraphs 4.1 – 4.3 below and assess whether value for money is being achieved;
- (v) reviewing quarterly with the Director the achievement of these targets and any resulting actions required;
- (vi) reviewing annually, at a set time, the achievement of targets, using this as a basis for developing objectives and targets for the next 12 months and for establishing resource allocation priorities set out in (vii) below;
- (vii) establishing priorities for the allocation of new resources at an annual review of each programme area and the aspects set out in (ii) above; and
- (viii) speaking for the Government on policy matters about the Department.

2.3 The Director will be responsible to the Secretary for:

- (i) managing the activities in each programme on a day to day basis;
- (ii) establishing for each programme all of the aspects set out in 2.2 (ii) above;
- (iii) helping the Secretary to review all of the aspects set out in 2.2 (ii) above and to re-define them, as necessary, in order to achieve the aims, mission and objectives set out in paragraphs 4.1 – 4.3 below;
- (iv) ensuring appropriate delegation to the responsible officer within the Department for each programme and ensuring that

an adequate organisation and staffing structure is provided with the resources allocated;

- (v) delegating the performance targets as agreed with the Secretary to the relevant programme or activity level and supervising their achievement;
- (vi) reviewing quarterly with the Secretary progress in achieving these targets and for implementing any resulting actions required;
- (vii) reviewing annually, at a set time, with the Secretary the achievement of targets, and using this as a basis for developing objectives and targets for the next 12 months; and
- (viii) speaking on matters relating to the operation and management of the Department; and
- (ix) improving in-house systems and structures that will maximise value and effectiveness of available resources.

3. PROGRAMMES

The key programmes of activity undertaken by the Department which are overseen by Commerce and Economic Development Bureau are:

- (i) provision of multi-channel radio services;
- (ii) provision of public-service television productions; and
- (iii) provision of new media services.

4. AIMS

4.1 The Department's overall aim is to provide to the people of Hong Kong high-quality radio, television and new media services which inform, educate and entertain. The Department will strive to reflect the views of all sectors of the community of Hong Kong.

4.2 Specifically, the mission of the Department is to:

- (i) inform, educate and entertain audiences through multi-media programming;
- (ii) provide timely, impartial coverage of local and global events and issues;
- (iii) deliver programming which contributes to the openness and cultural diversity of Hong Kong;
- (iv) provide a platform for free and unfettered expression of views; and
- (v) serve a broad spectrum of audiences and cater to the needs of minority interest groups.

4.3 Within this, the objectives with regard to each of the programmes are:

- (i) on its radio services to:
 - (a) provide on its channels a reasonable balance of quality output in the fields of information, education and entertainment;
 - (b) develop and implement a strategy which gives a clear definition to channel identity and is appealing to various sectors of the community;
 - (c) give emphasis to the provision of balanced and objective news and public affairs programming;
 - (d) provide a channel of communication for different sectors of the community and the Government to put forward their views on matters of public interest;
 - (e) provide news bulletins/summaries in both Chinese and English on a round-the-clock basis;
 - (f) maintain and develop programming designed to encourage audience participation and community involvement;

- (g) maintain and develop programming designed to foster in the community an interest in fine music, culture and the arts; and
 - (h) provide programming which serves minority audience needs.
- (ii) for its television services to:
- (a) provide high-quality television productions principally for market segments not adequately served by commercial television broadcasters;
 - (b) continue the prime time transmission arrangements with the commercial stations;
 - (c) give emphasis to the provision of balanced and objective public affairs programming;
 - (d) provide a channel of communication for different sectors of the community and the Government to put forward their views on matters of public interest;
 - (e) give emphasis to productions in Chinese;
 - (f) maintain and develop programming to encourage audience participation and community involvement; and
 - (g) provide programming designed for minority interest groups, including productions fostering interest in culture, music and the arts.
- (iii) In its new media services to:
- (a) maintain a balanced mix of high quality radio and television programming on the Internet;
 - (b) give emphasis to the provision of e-Learning projects;

- (c) provide programming designed for fostering interest in culture and the arts;
- (d) provide a channel of communication for Internet users around the globe;
- (e) maintain and develop the Internet content in traditional Chinese, simplified Chinese and English format; and
- (f) provide programming with updated streaming format and mobile connection.

5. FINANCIAL PLANNING AND CONTROL

- 5.1 Financial planning and control requirements will be determined in the context of the annual resource allocation process and the annual estimates exercise by the Secretary.
- 5.2 Any deviation from the agreed estimates which is a result of actions outside the control of the Director (e.g. unanticipated direction by the LegCo or ExCo) will be taken into account when evaluating the Department's performance.
- 5.3 The accounts produced by the Department in the annual estimates and resource allocation process will include information on performance against agreed financial and non-financial targets.