

Revised on 6 Oct 2005

Glamour of Sports Programme Proposal

1. Objectives

- a. to promote sports as a means to strengthening the body and mind of the public.
- b. to establish a healthy life style through sports, and improve the psychological state such as better confidence, control, creativity, self-satisfaction etc.
- c. to enhance social cohesion through community involvement in sports.
- d. to develop sports industries, bringing in business opportunities and economic benefit; and to organize or actively participate in international sports events and to do Hong Kong credit.
- e. to educate the young generation with sports, and enhance their mutual understanding and friendship through competitions with a view to establishing a better and more peaceful society.
- f. To raise the public awareness of the advantages of sports through telecast, promote the community involvement in sports, facilitate the development of elite sports, and building Hong Kong as a sports events capital, so as to realize the new visions for sports of Hong Kong :“sports for all, turning Hong Kong into a sports events capital and sports excellence”
- g. to promote the role of Hong Kong in sports events in future.

2. Ideas of the series

- a. From 2006 to 2009, Hong Kong will be directly or indirectly involved in various major sports events, including the Asian Games (2006), Beijing Olympics and its equestrian events in Hong Kong (2008), East Asian Games in Hong Kong (2009) etc. The whole series of programmes will culminate in the focus on hosting of the East Asian Games in Hong Kong, so as to promote the community involvement in the event. The series of programmes with their proposed topics are as follows:
 - i. 1st series: Glamour of Sports

To showcase the glamour of sports by presenting its historical development, the strife of the athletes and sports as a collective

(Translation)

totem of the community. Scheduled to be broadcast for late 2006 to tie in with the Asian Games held in Doha.

ii. 2nd Series: That's the spirit

To be broadcast in early 2008: to present the stories of local athletes through sports docu-drama or drama. The 10 episodes of the programme may be a serialized drama or otherwise. This series is motivational in nature, encouraging the young people to participate in sports and pursue sport as a career, and fostering the public recognition of the sports development. To tie in with the hosting of the equestrian events by Hong Kong in 2008, one of the episodes may feature equestrianism, introducing the rules and spectacular of the sport.

iii. 3rd Series: Total Sports Magazine

to be broadcast in early 2009: to present the latest information of the sports in the form of "Magazine". The series has 10 episodes covering features, outstanding athletes, updated information of sports/new technology, sport of the week, weekly tips on sports, interactive games etc. To tie in with the hosting of the East Asian Games in 2009, the focus may be placed on the progress of preparation for the event and the athletes' readiness for the competition. It will also encourage the public to participate in and support the Games as spectators or volunteer workers.

3. 1st Series: Glamour of Sports

- a. This series is a topical documentary with in-depth information to depict the needs of various sectors (students, adults, female, the disabled and the elderly), the role of the sport organizations and agents, the responsibility of the community and government, and the relation at the national and international level. It will carry interviews with the concerned parties, seek analysis from experts and scholars to make known to the audience the importance and impact of sports development to the Hong Kong people and society, and therefore encourage them to actively participate in and support it.

(Translation)

- b. The series has 10 episodes in total, exploring different topics of sports development. Each is self-sufficient but also closely related to the other. The proposed subjects are as follows:
- i. 1st episode: Glorious Age
It all begins with history, east and west. Starting from the Confucius teaching of 6 arts which include archery, horse riding and music, to the Olympic spirit of Greece; it will look back on the past glory of the Mainland and Hong Kong athletes through tracing the development of sport in modern China and Hong Kong, and oral history of the former sports elites.
 - ii. 2nd episode: Hong Kong people's awareness towards sports culture
The saying goes that Hong Kong is an economy-oriented society. What role and value do sports have in this society and to what extent and how do the public participate in sports?
 - iii. 3rd episode: Sports and Health
As we all know, regular physical exercise contributes to good health. But according to the Health Department, over half of the population seldom take exercise. This episode will take a look at the causes of this phenomenon and analyze the advantages of sports to health from the medical perspective.
 - iv. 4th episode: Sports for all and Elite Sports
Sport for All advocates active participation in sports among all walks of life at different ages; Elite Sports aim to nurture a cadre of high performance athletes who can compete in major international sports events competitively and become role models of our youth. Both of them are important to the society.
 - v. 5th episode: Sports Education
Physical education is "to educate students through physical activities". It aims to develop students' physical competence and knowledge of movement and safety, and their ability to use these to perform in a wide range of activities associated with the development of an active and healthy lifestyle. Students receiving education in kindergartens, primary

(Translation)

schools, secondary schools, tertiary and special education institutions are generally interested in sports activities. What should be emphasized in designing and organizing the curriculum for physical education?

- vi. 6th episode: Community Sports
Development of district sports development not only provides recreational and sports activities for enjoyment of the public, but also enhances the sense of belonging and social solidarity.
- vii. 7th episode: Stories/ Beautiful Life of the Athletes
Hong Kong athletes have made tremendous progress in recent years. This episode in the form of “sentimental portrait” reveals the sweet and bitterness of being outstanding athletes or sports stars.
- viii. 8th episode: More about Sports
Experts will be providing answers and smart advice to commonly asked questions like frequency and intensity of exercise, the appropriateness of certain sport for each individual, and simple issues such as the prevention and treatment of blisters.
- ix. 9th episode: Modern Sports Careers
Sport has given rise to several sciences, including sports researches, sports science, sports psychology, sports administration and sports economy. They are significant subjects for the present and future of the society.
- x. 10th episode: Sports Events
It includes the Beijing Olympics and its equestrian events in Hong Kong in 2008, and the East Asian Games in Hong Kong 2009. How will the whole community of Hong Kong face and undertake the organization (e.g. participation of volunteers) of these major events? Besides, how to position Hong Kong in sports collaboration and exchange with the Mainland and the overseas? How to realize “One world, one dream” in the motto of Beijing Olympics?

(Translation)

4. Broadcast time of the 1st series of Glamour of Sports
 - a. The first series is scheduled to broadcast during the prime time of local TV stations by late 2006. Simultaneous broadcast will be available at the website www.rthk.org.hk. (Rerun will be provided afterwards).

5. Production Schedule of the 1st series of Glamour of Sports
 - a. Early 2006 Information collection
 - b. Mid 2006 Interview and Shooting
 - c. Late 2006 Publicity and Broadcast

6. Sponsorship for Glamour of Sports
 - a. Sponsorship for this series is \$950,000.

7. Notes
 - a. The remaining two series is subject to revision according to the situation.
 - b. The form of the programme will have direct implications on production cost and sponsorship.

6 October 2005