

CHAPTER 9

PUBLICITY

Section 1 – An Introductory Note

9.1 The 2007 CE Election was a prominent event of the territory which caught the attention of people from all walks of life. Publicity played a vital part in enhancing the transparency of the Election. In the 2007 CE Election, the EAC and other government departments concerned contributed much to publicising the related events. The media also had a wide coverage on the election.

Section 2 – The EAC and the Media

9.2 The Chairman's briefing with the candidates was well covered by the media. The polling and counting stations were open to the media on 23 March 2007, ie two days before the polling day, to let them understand the voting procedures. The Chairman personally demonstrated the polling process and met the press thereafter. There was also a guided tour to let the media know more about the set-up of the venue.

9.3 The REO issued press releases to keep the public informed of the various important events at different stages of the CE Election before and on the polling day.

9.4 To enhance transparency of the CE Election, the counting process was broadcast live through the mass media. On the polling day, arrangements were made to facilitate reporters' coverage of the event, including the use of

designated pathways and working areas.

Section 3 – Publicity Launched by Other Departments

9.5 A comprehensive publicity programme for the 2007 CE Election was launched, with a view to reaching out to the electors as well as the general public, including TV and radio APIs, newspaper advertisements and posters. The publicity programme was launched with the assistance of the CAB, the ISD and the ICAC.

9.6 The ISD launched a dedicated website for the 2007 CE Election where all the information relating to the Election could be available for public browsing.

