

CHAPTER 9

PUBLICITY FOR THE CHIEF EXECUTIVE ELECTION

Section 1 – An Introductory Note

9.1 The 2012 CE Election was a prominent event of the territory which attracted the attention of people from all walks of life. Publicity played a vital part in enhancing the transparency of the Election. In the 2012 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 EAC Chairman's briefing with the candidates was well covered by the media. For greater transparency and publicity, an open media session was conducted on 24 March 2012 to enable members of the media to view the interior set-up of the main polling station. At the session, the Chairman met the press and explained the polling procedures in person.

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 the transparency of the CE Election, the counting process was broadcast live through the electronic 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 2012 CE Election was launched with a view to reaching out to the EC members as well as the general public, using radio APIs, newspaper advertisements, posters, etc. The publicity programme was launched with the assistance of the CMAB, ISD and ICAC.

9.6 The ISD launched a dedicated website for the 2012 CE Election where all the information relating to the Election was available for public browsing.