

CHAPTER 9

PUBLICITY FOR THE CHIEF EXECUTIVE ELECTION

Section 1 – An Introductory Note

9.1 The CE Election is a prominent event of Hong Kong which attracts the attention of people from all walks of life. Publicity plays a vital part in enhancing the transparency of the election. In the 2017 CE Election, the EAC and other 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 For greater transparency and publicity, a media session was conducted on 25 March 2017 to enable members of the media to view the interior set-up of the main polling station, especially the measures implemented to ensure voting secrecy. At the session, the EAC Chairman met the press to explain the polling procedures and the rules that the EC members were required to comply with in the polling station.

9.3 On the polling day, the EAC Chairman and the two Members visited the main polling station prior to the commencement of the poll. Afterwards, they met the media and appealed to the EC members to cast their votes as early as possible and remind them of the polling procedures and the important points to note. After the conclusion of the election, the EAC Chairman and Members held a press conference to conclude the election. The REO has issued press releases before and on the polling day to keep the public informed of the various important events at different stages of the CE Election.

9.4 To enhance the transparency of the CE Election, the counting process was broadcast live by a number of media organisations. On the polling day, arrangements were made to facilitate reporters' coverage of the event, including the set-up of designated passageways and working areas.

Section 3 – Publicity Launched by Other Departments

9.5 The Government has launched a comprehensive publicity programme for the 2017 CE Election with a view to reaching out to the EC members as well as the general public, using radio APIs, advertisements in newspapers, at MTR stations and bus shelters, and posters, etc. The publicity programme was launched with the assistance of the CMAB and ISD.

9.6 The ISD had assisted in the launching of a dedicated website for the 2017 CE Election where information relating to the election was available for public browsing. The ICAC had also set up its own thematic website, organised briefing sessions on the concerned legislation, and produced an information booklet, a reminder leaflet, newspaper feature articles, etc. to bring the key points of the relevant legislation to the attention of the candidates, their campaign offices and supporters, as well as EC members.