

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 2022 CE Election, the EAC and 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, the EAC held a media session on 7 May 2022 for members of the media to view the interior set-up of the main polling station, especially the measures in place 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 Chairman and the two Members of the EAC visited the main polling station prior to the commencement of the poll. Afterwards, they met the media and appealed to the EC members to arrive at the main polling station to vote according to the suggested time slots for their respective EC sectors and reminded 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 also 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 Departments Concerned

9.5 The Government, making use of radio APIs, advertisements in newspaper, at MTR stations and bus shelters, and posters, etc., launched a comprehensive publicity programme for the 2022 CE Election with a view to reaching out to the EC members as well as the general public. The publicity programme was launched with the assistance of the CMAB and ISD. Besides, the concept of “patriots administering Hong Kong” was featured in the publicity programme for this election, with a view to enabling the public, through various channels and means, to clearly understand the necessity and superiority of the improved electoral system, so as to implement the principle of “patriots administering Hong Kong” further.

9.6 The ISD assisted in launching a dedicated election website for the 2022 CE Election where information relating to the election was available for public browsing. The ICAC had also set up a thematic website on clean election, organised briefing sessions on the concerned legislation, produced an information booklet, a reminder leaflet, and published newspaper feature articles, etc. to bring the key points of the relevant legislation to the attention of the candidate, his campaign team and supporters, as well as EC members.