

政制及內地事務局  
政府總部



CONSTITUTIONAL AND MAINLAND AFFAIRS BUREAU  
GOVERNMENT SECRETARIAT  
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HONG KONG

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26 April 2010

Clerk to Legislative Council Panel on Constitutional Affairs  
(Attn : Miss Flora TAI)  
Legislative Council  
Legislative Council Building  
8 Jackson Road  
Hong Kong

Dear Miss Tai,

**Legislative Council Panel on Constitutional Affairs  
Follow up to the meeting on 19 April 2010**

**Voter Turnout Publicity in Electronic Media for the  
2010 Legislative Council By-election**

At the meeting of the Legislative Council (“LegCo”) Panel on Constitutional Affairs on 19 April 2010, a Member requested the Administration to compare the voter turnout publicity in electronic media for the 2007 LegCo Hong Kong Island Geographical Constituency By-election (“2007 LegCo By-election”), the 2008 LegCo General Election (“2008 LegCo Election”) and the 2010 LegCo By-election. This letter follows up on the Member’s request.

For the 2007 LegCo By-election, we produced television (“TV”) and radio announcements of public interest (“APIs”) on the polling date. The APIs started to be broadcast 14 days before the polling day on 2 December 2007, i.e. 19 November 2007.

For the 2008 LegCo Election, we also produced TV and radio APIs. The APIs started to be broadcast in phases 51 days before the polling day on 7 September 2008. Since the 2008 LegCo Election is a general election, the scale of publicity is not comparable to by-elections.

For the 2010 LegCo By-election, TV and radio APIs started to be broadcast in phases 21 days before the polling day on 16 May 2010, i.e. 26 April 2010. The length of the APIs would be the same as those for the Government's other publicity, and the timing and frequency of broadcast would be proportional to the relevant arrangements for the 2007 LegCo By-election.

Yours sincerely,

A handwritten signature in black ink, consisting of a large, stylized initial 'I' followed by a cursive 'C' and a few trailing strokes.

( Ivanhoe CHANG )  
for Secretary for Constitutional and Mainland Affairs