

**Legislative Council  
Panel on Constitutional Affairs**

**Publicity for the 2015 District Council Ordinary Election**

**Purpose**

This paper sets out the main features of the proposed publicity programme to promote the fifth District Council (“DC”) ordinary election to be held on 22 November 2015.

**Objectives of the Publicity Programme**

2. The overall objectives of the proposed publicity programme are to encourage electors to participate in the DC election through standing for election and voting, as well as to publicise the importance of honest and clean elections.

**Proposed Publicity Programme**

3. The publicity programme will last from August 2015 until the polling day on 22 November 2015. We will adopt a phased approach in building up the intensity of the publicity. Some publicity items and activities will start in August to promote clean elections. From mid-September onwards, a series of publicity items and activities will be launched to tie in with the nomination and canvassing periods, with intensified publicity efforts in the last week before the polling day.

***Phase One (clean elections)***

4. The nomination period for the District Council ordinary election this time will run from 2 October to 15 October. We expect that many prospective candidates will make preparations for the election well before the nomination period commences. The experience of the Independent Commission Against Corruption is that it is important for people who intend to stand for election and their agents to be made aware from early days of what constitute lawful or unlawful electioneering activities.

5. Therefore, we intend to start the first phase of publicity in August. We will focus on reminding people who intend to stand for election, their agents and the public of the importance of clean elections. This message will be promulgated through dedicated website, briefings on the concerned legislation, mobile publicity vans and roving exhibitions in various districts. A series of short filmlets will also be screened on media platforms such as televisions at

government venues, government websites and infotainment channels on major means of public transport to educate the public on some of the major provisions in the Elections (Corrupt and Illegal Conduct) Ordinance (Cap. 554). In addition, we will launch posters as well as TV and Radio Announcements of Public Interest (“APIs”) in early September to reinforce the anti-corruption message. The publicity for this phase will last until the polling day.

***Phase Two (nomination and canvassing periods)***

6. The second phase of the publicity programme will be launched in mid-September before the nomination period starts on 2 October. This phase will cover about two weeks before the nomination period, the two-week nomination period and the subsequent about five-week canvassing period. The bulk of the publicity activities will be conducted during this phase. The Registration and Electoral Office (“REO”) will set up a designated election website in late September to facilitate the public to browse information on the DC election.

7. About two weeks before the nomination period and throughout the nomination period, we will roll out a series of TV and Radio APIs on the nomination of prospective candidates, as well as put up posters in districts to encourage the public to stand for election. We will also promote the message on the newspapers of ethnic minorities and on government websites.

8. After the end of the nomination period, we will launch another series of TV and Radio APIs as well as posters to encourage the public to vote. We will also step up our publicity efforts through various channels, including TV, radio, internet, government venues and websites, major public transportation networks and the newspapers of ethnic minorities, to encourage the public to vote. At the district level, we will put up banners and lamppost buntings at prominent locations. About four weeks before the polling day, we will also broadcast a series of TV and Radio APIs on the voting procedures and the points to note.

***Phase Three (one week before the polling day)***

9. The final phase of the publicity programme will commence one week before the polling day. During this period, the publicity initiatives stated in paragraphs 5 and 8 above will continue. Daily count-down clips will also be screened on TV to heighten the atmosphere for the election.

## **Financial Implications**

10. We estimate that the publicity programme described in paragraphs 3 – 9 above will cost about \$7.5 million. REO has earmarked sufficient provision for this purpose in the expenditure for 2015-16.

## **Advice Sought**

11. Members' comments on our proposed publicity programme are sought.

**Constitutional and Mainland Affairs Bureau**

**Registration and Electoral Office**

July 2015