

**Legislative Council
Panel on Constitutional Affairs**

Publicity for the 2019 District Council Ordinary Election

Purpose

This paper invites Members' views on the proposed publicity programme for the sixth District Council ("DC") Ordinary Election to be held in late 2019.

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 2019 until the polling day. We intend to 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 week before the polling day.

Phase One (clean elections)

4. We expect that people who intend to stand for the election would have started preparation well before the nomination period commences. The experience of the Independent Commission Against Corruption is that it is important for prospective candidates and their agents to understand from early days what constitute lawful or unlawful electioneering activities.

5. Therefore, we intend to launch the first phase of publicity in August. We intend to 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 plan to launch posters as well as TV and Radio Announcements of

Public Interest (“APIs”) in early September to reinforce the clean election 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, in correspondence to the subsequent nomination period. 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 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 intend to 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.

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 also plan to step up our publicity efforts through various channels, including TV, radio, digital media, 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 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, we plan to continue with the publicity initiatives stated in paragraphs 5 and 8 above. Count-down clips will also be screened on TV to heighten the atmosphere for the election.

Financial Implications

10. The estimated cost of the publicity programme described in paragraphs 3 – 9 above is about \$7.5 million. REO has reserved sufficient provisions in the draft estimates for 2019 - 2020.

Advice Sought

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

Constitutional and Mainland Affairs Bureau
Registration and Electoral Office
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