

Steering Committee on Review of the Urban Renewal Strategy

Publicity Plan for the Public Engagement Stage

1. BACKGROUND

- 1.1. During the Envisioning Stage of Review of the Urban Renewal Strategy (URS), a total of 20 focus group sessions were planned and held. Those invited include academic and professional groups, advocacy groups, businesses, affected groups, political groups, the general public, as well as statutory and advisory bodies. Much as the URS review website and an API were staged, this first stage has been a warming up period for the whole exercise. Views collected during these focus group sessions, alongside views collected through direct submissions and learnings from the study on the six Asian cities, are being analysed for consideration in compiling the agenda and issues for the broader, more full-blown Public Engagement Stage which starts in February 2009.
- 1.2. The Public Engagement Stage is at the core of the two-year URS review public engagement exercise. With issues and agenda firmed up, this will be the time to reach the wider public, to probe and to seek and to shape consensus around the future URS. This Stage is therefore designed to include a strong programme of publicity to ensure the right level of visibility, views and recognition in the community.
- 1.3. The following publicity masterplan is drafted to facilitate mainly the Public Engagement Stage activities with conscious lead into the Consensus Building Stage.

2. OBJECTIVES AND STRATEGY

- 2.1. As the publicity masterplan is mainly to facilitate the public engagement process, its objectives and strategy are largely in line with that stated in the Inception Report for the whole project. The focus is on both

breadth and depth of reach.

3. PROGRAMMES

The key programme elements are discussed below. A project management chart showing the timeframe for all initiatives is attached at **Annex** to provide an at-a-glance read.

3.1. Idea Shop

3.1.1. Other than the conventional format of public engagement, a new, additional approach was recommended and approved to augment reach and depth of engagement targets - a novel deployment of vacant shop premises of the URA is to be piloted to provide a visible and usable venue for community activities related to the URS review. The opening of the Idea Shop at Tai Yuen Street, Wan Chai is scheduled for February 2009 to kick off the Public Engagement Stage of the review. It will serve as a community-based hub for the public to express and exchange views towards the URS review. Government officials and members of the Steering Committee can pay visits and listen first hand to the views of the public. It will also be used by partnering organizations or the Steering Committee in organizing work meetings, workshops, forums and related activities. The Idea Shop will be opened to public from Tuesday to Sunday from 11:00am to 9:00pm throughout the Public Engagement Stage. An Opening Ceremony with SDEV's presence is proposed and the media will be invited.

3.2. Sponsored radio programmes and information segments

3.2.1. In order to arouse public interest, educate the public and obtain more opinion submissions from the community, a local radio station will be commissioned to produce radio programmes for broadcast from March to July 2009.

3.2.2. To tie in with the public forums, topical discussions and road show roving exhibitions, hence optimizing visibility, views and media exposure, it is planned that starting from early March, on a daily basis, four 90 seconds info-segments will be scheduled from Monday to

Sunday for 4 weeks. After that, a weekly half-hour sponsored programme will be scheduled for 10:30 – 11:00 p.m. on Friday for 10 weeks. Another 4 weeks of info-segment broadcasts will follow thus achieving 18 weeks of radio publicity on the URS review. The info-segments are designed for public education while the sponsored programme is an opinion forum hosted by a radio public affairs anchor with guests.

3.2.3. The programmes could also be a channel to publicise the public forum, topical discussions, as well as the road show roving exhibitions.

3.3. Road Shows, Public Forums & Topical Discussion Series

3.3.1. A series of eight road shows (featuring exhibitions on the URS review), five public forums and 10 topical discussion sessions will be organized as the backbone programmes in the Public Engagement stage.

3.3.2. With an aim to generate as much informed deliberation as possible, the public forums will tie in and dovetail the road shows in four regions: Kowloon West, Hong Kong Island, Kowloon East and Tsuen Wan, with each region featuring two road shows before a public forum and topical discussion sessions are held, hence warming up the community as appropriate. The last public forum is intended for a sum up session the location of which is to be considered. A coffee corner may also be featured during the road shows in case visitors wish to sit down and spend more time to chat. Structured interviews by the Hong Kong Institute of Asia-Pacific Studies, CUHK will be conducted at the road shows. The theme of the road show exhibition will be the URS review, with particular reference to the agenda for discussion at the Public Engagement Stage, having regard to the views collected in the Envisioning Stage and the learnings from the six Asian cities studied by the policy study consultant. A dedicated pamphlet will also be produced and distributed to viewers for feedback.

3.3.3. This series of road shows, public forums and topical discussion sessions are scheduled to start in mid-April 2009 and will last till November 2009. Each road show will span some 5 days in duration (tentatively from Thursday to Monday, with opening hours from

11:30a.m. to 8:30p.m.).

3.3.4. As regards the topical discussions, these would be on specific topics (e.g. compensation and rehousing, people-centred approach) and will be held between the road shows and public forums to ride on the publicity benefit while setting the scene for the public forums. More in-depth and focused discussions are expected in the topical discussions.

3.3.5. The road shows and public forums series will be advertised on newspapers and the radio so that all who are interested may join. The information on the coming events will be uploaded to the URS Review website.

3.3.6. Government officials and members of the Steering Committee may wish to visit the road show exhibitions and meet members of the public face-to-face. These occasions cannot be planned as such but may lend themselves to ad hoc media exposure.

3.4. Computer game

3.4.1. This is an educational and youth-appeal tool which is designed again to broaden the reach of the engagement and to elicit participation from some members of the public. The game may be designed as a computer game and serves to educate the public on the many reasons and considerations behind urban renewal. The key is to instill a sense of balanced consideration on the part of the players.

3.4.2. An inter-university or inter-school competition is being contemplated as a direct way to engage students and to enhance publicity. The game will be accessible from the URS review website. The computers at the Idea shop will be used as a venue for game launching.

3.5. Partnering Organization Programme

3.5.1. The introduction of the URS Review Partnering Organization Programme is also aimed to broaden the reach to the public and encourage active participation in the Review. It is a pull

communication and involvement strategy.

3.5.2. District Councils, professional bodies, tertiary institutes, secondary schools and community organizations are invited to take part in the programme to maximize the interests of the community. Suitable media publicity will be staged once the Partnering Organisation activities are identified.

3.6. Announcement of Public Interest (“API”)

3.6.1. This is part of the media strategy and complements radio sponsorship, print advertising etc. The first API was broadcasted in early December 2008. A second API may be considered to build another peak of TV and radio publicity to call on all to participate in the public forums, road shows and topical discussions etc. at the Public Engagement Stage.

3.6.2. If the second API is to be produced, it is suggested to be launched in the second half of 2009 to tie in with the planned series of road shows and public forums to promote public awareness of the coming events, plus re-runs later as the public engagement activities reach its peak.

3.7. General media strategy and media relations facilitating the entire Publicity Programme

3.7.1. Various media publicity tools will be employed to maximize the publicity effects and invite the most participation and expression of public views on the URS review. However, as the Secretary is the public face and voice championing the review, media activities have to be coordinated with and, to certain extent, constrained by her media schedule.

3.7.2. Other softer approaches will also be used, e.g. leveraging on the key programmes proposed, media will be invited to cover the opening of the events such as the Idea Shop, the road shows and visits, if known in advance, of senior government officials and Steering Committee members to the road show and Idea Shop.

3.7.3. Informal press briefings would be arranged before regular progress reports of the URS Review are discussed at the LegCo Development Panel. Government officials and Steering Committee members may also hold briefings for the media on the progress of the review, where appropriate.

3.7.4. Targeted commentators and columnists would be briefed on the key issues and progress of the URS Review and encouraged to write about the URS Review and air their views.

3.7.5. DEVB officials would be arranged to appear in different media programmes such as the City Forum and other public affairs TV and radio programmes, where appropriate. Feature interviews will also be arranged in due course.

4. ADVICE SOUGHT

Members are invited to comment on the publicity plan for the Public Engagement Stage and the programmes highlighted in paragraph 3 above.

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