

ANNEX 2 LIST OF MAJOR PUBLIC EDUCATION AND PUBLICITY ACTIVITIES FOR YEAR 2011-2012

Month	Activities
May 2011 - March 2012	Co-operated with different NGOs to organise talks in community centres located in various districts to promote the DPS. Eight talks were held during the year.
June - July 2011	<p>The first TV advertising campaign, lasting six weeks, was launched on major paid and free TV channels to promote the DPS.</p> <p>The first print advertising campaign, lasting four weeks, was launched in different newspapers, including free dailies, to reinforce public understanding of the key features of the DPS. Two different formats were adopted – top banners for the display of key messages, and advertorials to provide detailed explanation of key messages.</p> <p>The first radio advertising campaign and the first internet advertising campaign were launched, both lasting three weeks. Radio APIs (Announcements in the Public Interest) were also broadcast on major radio stations.</p>
June 2011 - March 2012	A short drama performance in secondary schools and events organised by the offices of district councillors were launched. Twenty shows were held to spread the DPS message. Reference materials were also provided to teachers of participating schools for use as teaching aids in Liberal Studies.
July - September 2011	Published print advertisements in the form of advertorials in different NGO publications to reach niche groups (including blue collar workers, teachers, and civil servants).
July 2011	Press release issued on the publication of the Annual Report for 2010-2011 on 13 July 2011.
July - August 2011	<p>A bus shelter advertising campaign, lasting six weeks, was launched to reinforce public awareness of the DPS. In addition to placing traditional format posters at different bus stations, a special creative design was adopted in two high traffic bus stations located in Causeway Bay and Tsim Sha Tsui to drive home the DPS messages.</p> <p>The first MTR network advertising campaign, lasting three weeks, was launched to promote the DPS, especially its key features, and included in-train stickers in rail compartments running on various MTR lines.</p>

Month	Activities
September - December 2011	A three-month-long taxi network advertising campaign highlighting the main aspects of the DPS, was launched featuring 3D taxi tops to attract public attention to the campaign's theme stickers on the taxis.
September 2011	A media luncheon was hosted on 20 September to mark the fifth anniversary of the launch of the DPS.
October - December 2011	Sponsored a radio quiz programme on the DPS on the RTHK Radio 2.
November - December 2011	<p>The second TV advertising campaign, spanning four weeks, was launched to remind the public about the major features of the DPS. APIs were also broadcast to expand the reach of the messages from December 2011 to January 2012.</p> <p>The second print advertising campaign, running for three weeks, was launched in a range of print titles, including the free dailies.</p>
December 2011	<p>The second radio advertising campaign was broadcast over a period of three weeks.</p> <p>The second MTR network advertising campaign, also spread over three weeks, covered high-traffic MTR lines.</p>
December 2011 - January 2012	The second internet advertising campaign, lasting three weeks, was launched on mass-appeal portals.
February - April 2012	Sponsored a radio quiz programme on RTHK's Putonghua channel to promote greater understanding of the DPS' key features.