

ANNEX 2: LIST OF MAJOR PUBLIC EDUCATION AND PUBLICITY ACTIVITIES FOR YEAR 2007-2008

Commencement Date	Activities
2 April 2007	Launched a 6-week TV advertising campaign. TV Announcements in the Public Interest (APIs) of the DPS were broadcast on major TV channels.
7 April 2007	Launched the DPS roving exhibition programme for 2007-08. A total of 48 weekly exhibitions titled "Know Your DPS Day" were held at public housing estates during the year.
8 April 2007	Launched the first series of educational comics. A total of 8 weekly episodes were published on Apple Daily.
9 April 2007	Launched a 7-week on-line advertising campaign. On-line advertisements were issued on mass appeal portals and through e-news letters.
14 May 2007	Radio Television Hong Kong launched a radio educational series on the DPS. A total of 9 weekly episodes were broadcast on Radio Two.
21 May 2007	Launched a 4-week print advertising campaign on newspapers. Advertisements of the DPS were put on selected newspapers, including free dailies.
21 May 2007	Launched a 12-week bus body advertising campaign. Advertisements of the DPS were placed on the body of double-decker buses.
14 June 2007	Launched an 8-week MTR advertising campaign. Advertisements of the DPS were displayed at LED panels inside MTR cart apartments and broadcast on TVs at MTR stations.
10 September 2007	Launched the second TV advertising campaign for the year, lasting for 5 weeks. TV APIs of the DPS were broadcast on major TV channels.
24 September 2007	Hosted a media luncheon to mark the first anniversary of the launch of the DPS.
27 October 2007	Launched a 6-month print advertising campaign on publications of labour unions. Advertisements of the DPS were put on the monthly or bi-monthly member newsletters of major labour unions.
29 October 2007	Launched the second print advertising campaign on newspapers for the year, lasting for 4 weeks. Advertisements of the DPS in form of educational comics were put on selected newspapers, including free dailies.
4 November 2007	Launched the second series of educational comics. A total of 5 weekly episodes were published on Apple Daily.

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7 December 2007	Launched the second bus body advertising campaign for the year, lasting for 6 weeks. Advertisements of the DPS were placed on the body of double-decker buses.
13 December 2007	Launched the second MTR advertising campaign for the year, lasting for 7 weeks. Advertisements of the DPS in form of educational comics were placed inside MTR cart apartments.
2 January 2008	Launched the second on-line advertising campaign for the year, lasting for 4 weeks. On-line advertisements were issued on mass appeal portals and through e-news letters.
4 January 2008	Launched a 4-week bus seatback advertising campaign. Advertisements of the DPS in form of educational comics were put on bus seatbacks.
18 February 2008	Launched the third TV advertising campaign for the year, lasting for 6 weeks. TV APIs of the DPS were broadcast on major TV channels.
	Launched the third print advertising campaign on newspapers, lasting for 4 weeks. Advertisements of the DPS in form of educational comics were put on selected newspapers, including free dailies.