

# HKUPOP

## Student Research Project

Project DC09 Sha Tin District  
Council Tai Wai Constituency  
Final Post-election (Group 2)

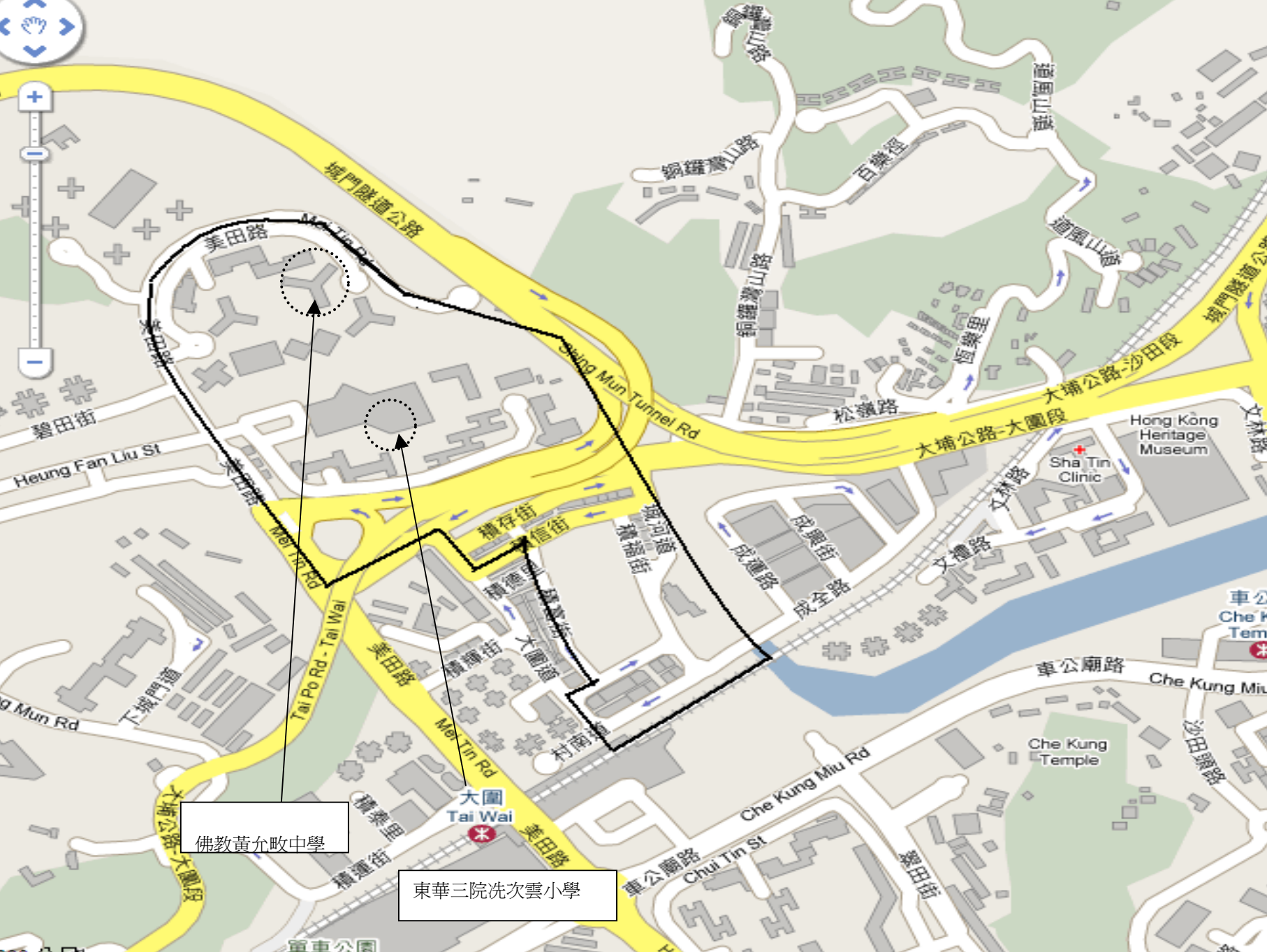
# Topic: The effect of different campaign activities

Group 2:

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東華三院洗次雲小學

# By-election of Tai Wai Constituency

- Candidate No.1: Lee York Fai
- Candidate No.2: Leung Wing Hung (*Win!!!*)
- Candidate No.3: Chau Chi Pong
- Candidate No.4: Yuen Kwai Choi
- Candidate No.5: Chan Wai Man

# Candidate No.1 Lee York Fai

- Age:41
- Occupation: Doctor
- Political Affiliation: Nil
- Before:
  - (a) an ex-Sha Tin District Councilor
  - (b) an ex-Liberal Party member
  - (c) 3 times in the election of Sha Tin District Council  
→not success!



# Candidate No.1 Lee York Fai

- This time:
  - (a) A new comer to Tai Wai Constituency.
  - (b) Took part in the by-election of Tai Wai Constituency → without Liberal Party's endorsement.
  - (c) Result: lost in the by-election too.



# *propaganda: posters*

- Pre-election day
- 28/3/09
- Election day
- 29/3/09





# *propaganda: posters*





# *propaganda: posters*



# *propaganda: posters*

- Many posters set around Mei Lam Estate.
- E.g. (a). Chinese Medicine & Healthcare Centre at Shop 47 in Mei Lam Commercial Complex.
- E.g. (b) Cambridge nursing home.
- Has a large size of Number One.
- The main color is red and yellow.
- Slogans: “美滿生活攜手創, 健康生活齊共享, 請投李躍輝醫生一票”

# *propaganda: banners/flags*

- 2 kinds of easy pull-up banners with contents.
- e.g .(a) “黃宏發 全力支持”



# *propaganda: banners/flags*

- e.g. (b) “美城街坊,中大校友陳耀武,全力支持”
- →to show support from an ex-legislative councilor



# *propaganda: banners/flags*

- e.g. (c) “生活興趣班”
- →to show candidate No.1's political programs





# propaganda: leaflets

- Free health brochure.

美林街坊商戶及職工福利會 第二版

# 1. 定最好

# 329

## 招健康秘訣



作者 理依新  
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街坊最愛的選擇 1. 定最好

美林街坊商戶及職工福利會會網 329記得健康

1.	<b>健康問題 你我關心</b> 成立全區醫療關注組，關注居民健康，為居民提供免費健康服務，包括：打流腦針、心電圖檢驗、白內障檢驗、量度血糖（糖尿病風險檢測）、血壓量度、灰甲檢查、中醫義診、贈醫施藥。 其他會員福利包括：醫療現金卷、定期請來專家舉行健康講座——例如高流感、老年病等，務求做到「健康生活在美林」。
2.	<b>免費持有者在</b> 沙田區內，凡持有沙田區內居民身份證，均可申請此項服務。
3.	<b>子女學業或成長關注</b> 為沙田區內小學一至六年級學生提供健康服務，包括：視力檢查、牙齒檢查、身體檢查、心理輔導等。
4.	<b>生活與健康</b> 提供生活健康資訊，包括：健康講座、健康檢查、健康諮詢等。
5.	<b>舊病新患提醒</b> 提供舊病新患提醒服務，包括：糖尿病、高血壓、心臟病、哮喘、癌症等。
6.	<b>健康大行動——健康</b> 提供健康大行動服務，包括：健康講座、健康檢查、健康諮詢等。
7.	<b>增進區內健康關注大聯盟</b> 提供增進區內健康關注大聯盟服務，包括：健康講座、健康檢查、健康諮詢等。
8.	<b>會員專車到關心</b> 提供會員專車到關心服務，包括：健康講座、健康檢查、健康諮詢等。
9.	<b>設立不平則鳴服務站</b> 提供設立不平則鳴服務站服務，包括：健康講座、健康檢查、健康諮詢等。

附註：普遍街坊認為選擇 1. 是最有用，街坊的選擇亦是本會工作的選擇。

# *propaganda: leaflets*

- Helpers of No.1 candidate → distributed brochures & carrier bags → outside the building near May Shing Court & at the backdoors of the Mei Lam Commercial Complex.
- Those helpers did not tell the residents → whose material they distributed.
- They just said “Hello, that’s a free health brochure, please take one.”
- Result: people ,especially the elderly & women, picked up the brochure → might think it was something about health.





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無論是飽和脂肪或是飽和脂肪，所含的熱量都是等的，多吃同樣會使人發胖，所以選擇食物時要小「隱藏」及「半隱藏」脂肪的食物，如豬扒、鴨、芝士類、雪糕、朱古力、各式沙律醬及各種果仁花生等小食。營養師建議每天攝取脂肪所提供的熱不應超過總熱量的百分之三十；而飽和脂肪提供熱更應在百分之十以下。



只要以均衡飲食為基礎，少肉多菜，去肥剩瘦為原則，再配以適當的烹調方法，便可大大降低脂肪的攝量。煮食時應戒去「走油」的習慣，而醃肉時亦不隨手加入生油，可盡量使用蒸、炆、燜、烩、滾、灼、少油快炒的方法，更可用微波爐及易潔具來減油量。若果真的要煎炸食物，便應避免用慢火去炸，以免增加食物的吸油量。

**1 定期料**  
329記得健

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食物纖維是一些植物元素，雖然它不會被人體直接吸收，卻是維持健康的一種要素。

食物纖維大致可分為

**1 定價好**  
329記得健康

1 定額制  
329 記憶術

## 運動前須知

**1 定原料**  
329記得健康

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## 長者方面

若體能勝任，可幫手做家務、煮飯及購物，令身體保持靈活。

與三五知己一起晨運做早操。

多參與長者中心或社區所舉辦之活動，如旅行或太極等。

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培養一些動態的興趣，如跳舞、耍太極等。

火樹的選擇

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◎ 俗文化語彙 · 08

### ● 目的与意义

THE UNIVERSITY OF CHICAGO PRESS

「我們有經驗豐富的電力、供水、通訊、電力、鐵路、港口和航空等專業服務，能為客戶提供全面的工程服務。」

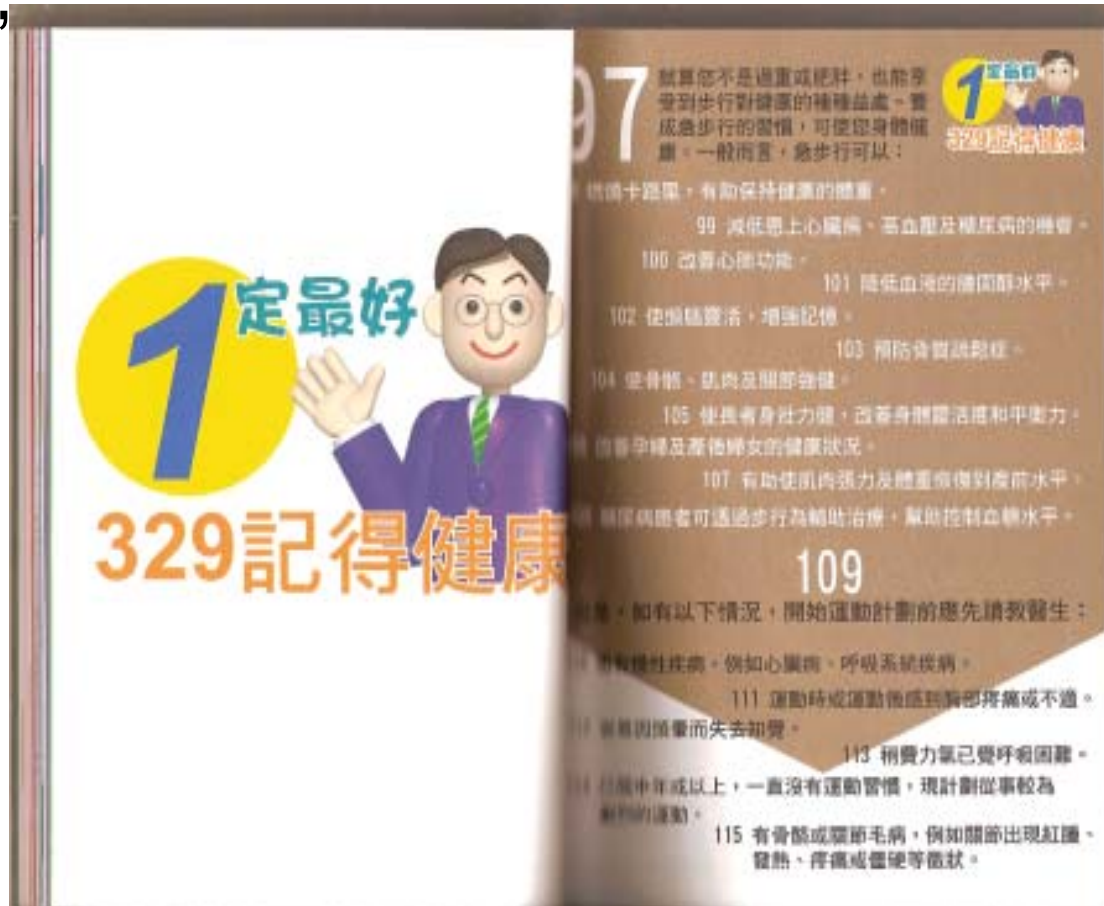
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# *propaganda: leaflets*

- The brochures have written “一定最好”
- → remind the residents to vote candidate No.1.
- “329記得健康”
- → remind the residents of by-election day.



# *propaganda: on-street broadcast*

- Candidate No.1 focused on battling propaganda & campaign polling station of Buddhist Wong Wan Tin College.
- Date: by-election day (29 March 2009),
- Time : 5:40p.m.
- Place: Tai Po Road (Tai Wai section)  
Eastbound
- What happened? A girl was hit by a white car.





# *propaganda: on-street broadcast*

- Lee York Fai gave a first aid treatment.
- A helper of candidate No.1 shook hands with residents.
- Somebody took photos and videos for the accident.
- Somebody shouted “it is so lucky for the girl because there is a doctor around.”
- That helper even shouted loudly: “Dr. Lee is great, it is good for Tai Wai residents.”
- Result: Lee York Fai went back to the estate & smiled to the residents.



# *propaganda: on-street broadcast*

- The reporters of Oriental Daily & AM730 interviewed him.
- One of his helpers shouted: “We are doing neither a drama nor show. Dr. Lee gives up shouting slogans and saves people’s life immediately.”
- “if the car screen was broken like this for an accident without instant death, we should be really lucky to be able to invite an acrobat to play it.”
- Used a TV screen & repeatedly→ showed the process of the first aid for the girl.

# *propaganda: on-street broadcast*



# propaganda: free services + travelling



**Promise 承諾在美林**  
**九大會親**  
**健康問題**  
**你我關心**

成立全港社區服務中心，服務居民健康問題  
為居民提供多種健康服務  
務求做到「健康生活」在美林

**美林街坊商戶及職工福利會**

- |  |  |  |  |
|--|--|--|--|
| <p>1. 免費注射流感針</p> <p>由美林街坊商戶及職工福利會主辦，為美林街坊商戶及職工福利會會員提供免費注射流感針服務。</p> | <p>2. 免費健康檢查</p> <p>由美林街坊商戶及職工福利會主辦，為美林街坊商戶及職工福利會會員提供免費健康檢查服務。</p> | <p>3. 免費牙科檢查</p> <p>由美林街坊商戶及職工福利會主辦，為美林街坊商戶及職工福利會會員提供免費牙科檢查服務。</p> | <p>4. 免費眼科檢查</p> <p>由美林街坊商戶及職工福利會主辦，為美林街坊商戶及職工福利會會員提供免費眼科檢查服務。</p> |
|--|--|--|--|

## 免費注射流感針

日期：3月23日至28日

美林街坊商戶及職工福利會

美林街坊商戶及職工福利會為配合「健康防疫健康大行動」，會員可向美林街坊商戶及職工福利會索取表格，於本月23至28日美林街坊商戶及職工福利會提供行動服務，只為美林街坊商戶及職工福利會會員及親戚朋友。會員的家人及親友亦可向美林街坊商戶及職工福利會索取表格，於本月23至28日美林街坊商戶及職工福利會提供行動服務。

## 美林街坊商戶及職工福利會(康樂活動)

海天一色赤柱海濱長廊，

古歐陸建築-美利樓，

二百年歷史-赤柱天后廟

**有利海鮮酒家(香江風味宴)一天遊**

出發日期：2009年3月21、28日(星期六) - **名額有限**

集合時間：上午 10:00

集合地點：美林廣場 33 麵包甜品店

**請預早訂位**

團費：會員 \$20 / 非會員 \$100 (一人一票，大小同價)

團費包括：全日遊兩餐(美利樓、有利海鮮酒家(香江風味宴))，75歲以下每10萬元平安保險(75-85歲每5萬元平安保險)。

行程介紹：

★美林廣場 33 麵包甜品店集合，乘坐豪華旅遊車出發。

★(赤柱廣場)由三座風格獨特的建築物組成，包括購物中心、美利樓及美利樓。購物中心是個全新概念的商場，綠洲五層，採全天然開放式設計，遊人在購物消閒之餘，更可享受藍天碧海的自然景緻。這裡設有大型超級市場、各色商店、中西食肆、設施齊全。

★(美利樓)建於1845年，原址位於金鐘花園道(即中國銀行舊址)，當時用作駐港英軍的宿舍，是香港少數保存的古老歐陸式建築之一，極具歷史價值。1992年拆卸時，建築師劃見地將它遷移，把大樓三千多件花崗石搬移，1998年舊址原址重新興建，在舊址興建美利樓，內部則開有高級衣廊，遊人可在此觀賞古蹟，細覽昔日時光。

★(赤柱天后廟)赤柱天后廟建於1967年，一食大廟灣廟，村民曾在廟內遇過戰火，自此便遷徙到赤柱。3月23日天后廟例會，遊人可親身參與。

★有利海鮮酒家品嚐(香江風味宴)及欣賞歌舞活動。

★乘涼湖中風涼船游湖，約於下午4時30分返回赤柱碼頭。

行程之先後次序及時間可能會有所變動，以當天導遊安排為準。

行程	時間
集合地點	上午 10:00
赤柱廣場	上午 10:30
美利樓	上午 11:30
赤柱天后廟	下午 1:30
有利海鮮酒家	下午 2:30
湖中風涼船游湖	下午 4:30
返回赤柱碼頭	下午 5:30



*propaganda:*  
*free services + travelling*

- Candidate No.1 → free services + travelling + free gathering.
- Free services → “免費注射流感針”
- Travelling → “赤柱一日遊, 包膳食”
- Free gathering → “美林村居民優惠價聚餐”
- Stop other candidates to sweep the floor

# By-election day~travelling







二零零九年一月十六日

美城苑業主立案法團

# 美城苑業主立案法團

總辦事處：美城苑商場地下大堂單位 電話：2361 3333

傳真號碼：2361 3334

## 有關區議會選舉事宜

由於區議會選舉活動由引促法管理組織就候選人及原居民其他方面作宣傳活動，事件已決定按通知選舉事務處。業主立案法團經考慮後會於2007年10月11日(星期三)下午二時至四時在業主立案法團之日常生活，聯絡處設一臨時辦事處，以便候選人進入該處進行登記活動，包括領取、顯示及貼選舉廣告及在進行選舉廣告等。該處在2007年10月11日(星期三)下午二時至四時設在「美城苑商場地下大堂」(即美城苑商場地下大堂)。

關於選舉活動候選人應在在告示其他方面行選舉宣傳活動，可查詢有關區議會選舉事務處2007-1001號之選舉事務處查詢選舉事務處主任處，或向選舉事務處查詢。



美城苑業主立案法團  
秘書處 陳國強 啟

二零零九年一月十六日

Stop other candidates to sweep the floor



# *Propaganda of Candidate No.1*

- *The formula of candidate No.1 did this time:  
free services+ cheap travelling+ low price of gathering+ on-street broadcast ( gave the girl a first aid treatment)*
- *→ is he corruption?*

# The most effective campaign activities

is *free community services*

- **Pros V**

- many residents know candidate No.1.
- many residents enjoy his preferential.
- many residents may be vote him.
- increase his well-known.
- let more people know his clinic.

- **Cons X**

- → doubt as a bribery.
- → ICAC arrest & investigate
- → lost the by-election
- → his honest has been query

# 選民吃喝玩樂 專車接送投票

## 李躍輝涉賄選被捕

01/04/2009(太陽報)

- 沙田區議會大圍補選爆出賄選醜聞後，廉政公署昨晨展開行動拘捕候選人李躍輝，懷疑他於星期日補選中涉嫌賄選，至昨日深夜仍未落案起訴。消息指，廉署在今次補選共接獲十宗舉報，繼而在補選翌日，即前日早上到大圍美林 大舉調查，在李躍輝醫務診所內檢走一部電腦及幾箱文件，至昨晨展開拘捕行動。消息指，專責調查選舉舞弊案件的廉政公署執行處X組，在前日早上八時許，派出二十多名調查員，分成八組到美林 展開調查，檢走大批證物，其中有五
- 至六名調查員曾進入李躍輝的診所，檢走一部電腦及幾箱文件，並把相關人士帶署協助調查，直至昨晨才拘捕李躍輝。據悉，廉署於上周日舉行補選前，已接獲有關舉報，並展開調查。
- 街坊會晚宴均出席**  
本報記者昨午曾到李躍輝位於美林 商場診所，診所照常營業，惟李躍輝沒有應診，與他合夥的其中一名楊姓女中醫則在場應診，但拒絕接受訪問，另一位何醫生則已下班，診所護士則指李躍輝仍是診所醫生之一。診所隔鄰的茶餐廳負責人鮑女士及代表商戶的美林商戶聯會負責人，前日早上均目擊廉署調查員到診所調查的經過。
- 據悉，職業為醫生的李躍輝為部署參加大圍補選，本年二月初與另外兩名醫生合夥在美林 商場開設診所，並成立美林街坊商戶及職工福利會，以提供福利吸引街坊做會員。有街坊指出，街坊福利會連月在商場一間酒樓舉辦十多次聯歡晚宴，每個星期舉辦兩次，每次均筵開數十席，估計每位成本一百五十元，但會員只需繳交象徵式的二十元。據該酒樓員工透露，每次晚宴李躍輝均有到場。

# 選民吃喝玩樂 專車接送投票

## 李躍輝涉賄選被捕

### 01/04/2009(太陽報)

- 義工掛彩帶變助選  
直至星期日投票，有團體出動九輛旅遊巴接載選民郊遊，分別到鑽石山志蓮靜苑、鯉魚門食海鮮及迪士尼樂園遊玩，旅程完畢後再送到美林 佛 黃允畋中學投票站，一名義工與下車的選民逐一握手，選民再自行步入票站投票。其後該名義工則掛上候選人李躍輝的彩帶助選。
- 該名義工昨日堅稱，他只是為李躍輝做義工助選，其他問題一概不清楚。被問及是否在選舉後與李躍輝全無關係，該義工說：「到呢一刻仍然是好朋友。」美林 商戶聯會昨日在 內張貼告示，澄清該會與美林街坊商戶及職工福利會完全無關。
- 李躍輝原是自由黨成員，但因強行參加補選而被逐出黨。黨主席劉健儀強調，補選前已逐李躍輝出黨，故任何有關他的言行，與自由黨無關，該黨是根據黨員的地區工作及勝算來決定是否批准參選，但李躍輝到大圍區工作只有兩個月，勝算不大，但李躍輝堅持參選，又不肯退黨，於是黨中委通過將他逐出黨。

# 李躍輝涉賄選被捕 (新報)4月1日

- 前自由黨黨員李躍輝前晚被廉政公署以涉嫌賄選為由拘捕，在本報截稿前，李仍被拘留在廉署北角總部。李躍輝上周日與另外四名候選人角逐沙田區議會大圍選區補選。有人在補選當日，拍到李躍輝及其助理，向出發到大嶼山一日遊的街坊送行，有地區街坊懷疑有關旅行團與他們有關。而該等批旅行團的街坊下午原車折返，被直接接載去投票。以旅遊巴接載街坊參加本地遊後到票站投票。而李躍輝亦在投票日的前六日，即3月23日至28日期間，免費替選民注射防流感疫苗。
- 樹仁大學二年級學生梁芷靈在本星期日，目擊李躍輝早上為街坊旅行團出發送行，並在下午三時許，迎接團友返回美林邨接近投票站。她向本報稱，當日上午七時許到達現場美林邨，拍攝區議會補選情況。她說發現李躍輝及其助理正為一批前往大嶼山旅行的街坊送行，並近距離拍攝他們。梁同學被李躍輝指責，「我有肖像權，但我唔會告你」。站在李躍輝旁的助理亦曾對她說，「點解要影我哋」。梁同學稱當時感到有被恐嚇感覺，但自己毫不懼怕。梁芷靈稱，到了下午三時許，在黃允畝中學投票站附近，見到有關旅遊巴原車折返，當中約有十輛旅遊巴，涉及人數或有500人。她說當時只是拍攝投票選舉過程，不是專門等這些旅遊巴，但旅巴在距離票站十米停下來。她續說，旅巴在轉彎時，已見李躍輝跟旅巴上的街坊揮手。旅巴停下來時，亦見到李的助手與街坊握手。

# 李躍輝涉賄選被捕 (新報)4月1日

- 樹仁生拍到迎團友投票

梁芷靈稱，當時見到不少剛下車的街坊，都手持一個印有1號標誌（李躍輝候選號碼是1號）的環保袋。未幾，現場有不少民主黨及民建聯的支持者中，就有人高聲叫「賄選，犯法□」。同一時間，則有李躍輝的支持者在旁說，「唔駛驚，照投票啦」；而李躍輝當時則站在投票站外10米，向路經的街坊豎起手指公及揮手。

另外，據指，有關旅行團是由美林街坊商戶及職工福利會舉辦。梁同學稱，現場有街坊向她出示宣傳單張，指有關團體「也有叫我哋去旅行」。梁同學稱當日稱還看到單張，是來自福利會的，當中印有李躍輝的同款競選單張，但就遮去他的樣子，但一個1字又非常明顯。另一方面，根據選舉（舞弊及非法行為）條例規定，任何人在選舉中作出舞弊行為，即屬犯罪，如循簡易程序審訊，一經定罪，可罰款20萬元及監禁三年；或如循公訴程序審訊，一經定罪，可處罰款50萬元及監禁七年。

## 自由黨黨籍早已遭凍結

而疑是李躍輝的兩名女助選團成員在選舉當日亦有報警，指被到場為民主黨梁永雄助選的立法會議員張文光非禮。張後來指，自己只是為一張單張，「被屈」賄選，找李躍輝等人理論，自己當時被一眾人士圍着，沒可能非禮。

自由黨主席劉健儀接受本報查詢時表示，李躍輝在個多月前仍有協助自由黨的健康小組進行地區活動，但期後因他一意孤行要參與今次區議會補選，自由黨早已凍結了他的黨籍。自由黨常委讓李躍輝在本月23日的會議上解釋參選原因，常委亦隨即在當日革除他的黨籍，李現時已跟自由黨沒有關係。劉健儀指，李躍輝在自由黨時並非活躍會員，一向在沙田區進行地區工作。劉又說自己接任主席才數個月，對這人認識不深。

# POP's exit poll findings

According to POP's exit poll findings, it showed that people who vote for Lee seems to.....

-which channel do u recognize this candidate?

-candidate No.1:

63% propaganda materials

25% meet with candidate personally

12% newspapers and leaflets

→showed that candidate No.1 Lee York Fai's the propaganda materials which is more useful for Tai Wai residents to know him.



According to POP's exit poll findings, it showed  
that people who vote for Lee seems to.....

- When do u decide to vote this candidate?
- Today (29/3/2009)  
14%
- Two days ago 14%
- Within two weeks  
29%
- by-election day  
morning & afternoon
- travelling and  
gathering from him!



# According to POP's exit poll findings when do u decide to vote this candidate?

	Candidate No.1	Candidate No.2	Candidate No.3	Candidate No.4	Candidate No.5
Today(29/3/09)	14%	5%	0%	6%	0%
Two days ago	14%	0%	0%	0%	0%
Within a week	0%	7%	100%	0%	0%
Within two weeks	29%	7%	0%	0%	0%
Before by-election	14%	52%	0%	72%	100%

## According to POP's exit poll findings

- Many voters chose candidate No.1  
→ usually 29/3/09 → is related his free  
services + low price ( \$20) gathering +  
travelling!!!
- 40-49 years old → 38%
- 50-59 years old → 38%
- Under primary school (education) → 38%
- Secondary school (education) → 25%
- Housewife → 38%

## According to POP's exit poll findings

- → it means that a group of resident who are 40-59 years old, lower education, housewife → cast a vote for candidate No.1
- → because they have participated those activities such as free services / gathering / traveling
- → even their helpers told them cast a vote for candidate No.1

# Candidate No.2: Leung Wing Hung

- Age: 49
- Occupation: Funeral Consultant
- Political Affiliation:
- The Democratic Party
- Before:
  - (a) Won the Tai Wai Constituency Election twice (99 & 03)
  - (b) Beaten by DAB Yuen Kwai Choi in the pervious election
  - (c) Has had a legal battle with Yuen over the definition of “Full-time Councilor”



# Candidate No.2: Leung Wing Hung



- This time:
  - (a) Listed as a Funeral Consultant instead of “Full-time Councilor”
  - (b) With endorsement from the Democrat Party.
  - (c) Result: Finally Won



# *propaganda: posters & banners*

## Pre-election day (28/3/09)

Slogans: “公道已彰顯，  
只差您票” & “永不放棄，  
雄心實幹”



- Major color: green & white
- Green words such as “堅定可信” gave people a feeling of comfortable and energetic



# *propaganda: posters & banners*

## Pre-election day (28/3/09)

Leung projected himself as a honest, down-to-earth family man



- Endorsement from the Democrats

# *propaganda: posters & banners*

## Election day (29/3/09)

- More vehicles with posters and banners were cruising all around the constituency





# propaganda: leaflet

永不放棄 雄心實幹

選宣言

人梁永雄於2000年至2007年間擔任沙田區議員，在2007年區議會換屆選舉時被人抹黑，最終僅以83票之差落敗。本人其後向法院呈請，要求推翻選舉結果，以彰顯正義。

法院於2008年12月18日宣判，2007年區議會選舉（大圍選區）的選舉結果無效。判詞強調，當時對手派發宣傳單張有失實及誤導成份，屬選舉舞弊行為。

過去一年，本人抱著永不放棄的精神，繼續在地區工作：處理市民求助、量血壓及驗小便等。今次的補選得來不易，希望得到你們的支持，能夠重返議會，服務市民。29日（星期日）投票日，懇請各位投我梁永雄一票。謝謝！

(front)

Leung stressed very much on the support from his family, which intended to move the voters in a sentimental way

(back)

## Main Edition

- Learnt from the pervious defeat, Leung clearly listed himself as a funeral consultant this time.

個人資料：  
姓名：梁永雄  
參選行政區：沙田  
參選選區：大圍(美林/美城)  
性別：男  
年齡：49  
職業：餐館顧問  
婚姻狀況：已婚，育有一女



患難與共 無言感激

過去一年，是困難的一年，除要面對公司的精神壓力外，亦要尋找經費來維持事務的運作，以繼續服務市民。期間部份的家庭開支要由太太負擔。在此要多謝民主黨及居民對我的支持外，感激太太的鼓勵及無怨無悔的支持。

永雄承諾，在今次補選中，會盡最大力爭勝，希望各位在認同本人過往10年區工作的同時，繼續投票給我，我亦會動員區內的親朋戚友一起支持我，重返議會，再一次服務大家，多謝！



梁永雄

二零零九年沙田區議會

# propaganda: leaflet

## Special Edition

### 捍衛公平選舉

如果出現下列的選舉行為  
您會否感到憤怒呢？

提供免費食物及舉行超低價的飲宴活動，而有候選人在該些活動出現及拉票～可能觸犯選舉及選舉（舞弊及非法行為）條例第12條～在選舉中向他人提供茶點或娛樂的舞弊行為

提供遠低於合理成本價格的旅遊價旅遊活動～可能觸犯選舉及選舉（舞弊及非法行為）條例第12條～在選舉中向他人提供茶點或娛樂的舞弊行為

提供免費或低於成本的醫療服務，且以明示或暗示方式誘使他人投票～可能觸犯選舉及選舉（舞弊及非法行為）條例第11條～在選舉中賄賂選民或其他人的舞弊行為

根據選舉事務處規定，每名候選人的選舉經費上限為\$48,000，若超出上限，該候選人會被檢控。～可能觸犯選舉及選舉（舞弊及非法行為）條例第24條～候選人招致超過訂明限額的選舉開支的非法行為

大灑金錢換取支持的選舉  
文化，不應在香港出現！

 **梁永雄 ②**

2006年沙田區議會大圍（美林／美城）選區候選人

籲您憑良心、憑候選人  
政綱及工作往績投票。



- Leung implied that Candidate No. 1 might have been violated the law by emphasizing the illegality of excess of election budge as well as other bribing activities in his leaflets

(back)

# propaganda: leaflet

## 投票絕對保密 無懼有人威脅

近日，不少長者投訴，謂有候選人的助選員向他們拉票時，表示「您曾參加某次的聚餐及旅行活動，如果你唔投 x x x，我們是會知道的，所以你一定要投 x x x」。我們對此表示遺憾，選民不應因曾受某些物質恩惠而投票，如此威脅長者的言論，嚴重損害選舉的公平性。我們強調「投票是絕對保密，沒有任何人會知道您投誰人一票」。

另外，若證實有人因收受利益而投票給某候選人，是觸犯《選舉(舞弊及非法行為)條例》，一經定罪，最高可被判罰款\$500,000及監禁7年。

收受利益  
投票給某候選人  
同樣犯法

## 梁永雄選情告急

最新民意調查顯示，梁永雄以微弱票數落後，在曾投票給梁永雄的2768位選民，請您一定要再投票給永雄。我們估計，勝負只在數十票內，每一票都是勝負關鍵，懇請大家

「全投 ② 民主黨梁永雄」。



## Special Edition

- These accusations were proven to be the case days after the by-election.

區會賄選案拘李躍輝6人  
(明報)2009年4月2日 星期四 05:10

【明報專訊】證實，已就周日（29日）大圍選區補選的案件拘捕6人，包括候選人李躍輝及一名協助李氏的現任區議員，懷疑他們涉嫌違反《選舉（舞弊及非法行為）條例》下的舞弊及非法行為……（下略）

(front)



# *propaganda: on-street broadcast*

## Pre-election day (28/3/09)

Two election tents were set up by Leung's camp in front of the main entrance of Mei Lam Commercial Complex

- Self-made cardboard advertisement and loud-hailers were the main tools of Leung's campaign team





# *propaganda: on-street broadcast*

Pre-election day (28/3/09)

Democrat Legislator  
Kam Nai Wai was  
campaigning for Leung

- Folks in support of Leung was carrying self-made cardboard advertisement and working hard on their pom-poms, without an abundant budget.



# *propaganda: on-street broadcast*

## Election day (29/3/09)

The Democrats put out an emergency appeal for voters to back Leung



# propaganda: on-street broadcast

## Election day (29/3/09)

One of the tents we have seen the day before  
relocated at the main exit of the Tai Wai Rail Station



- The leaflet below was handed out from the tent





# *propaganda: on-street broadcast*

## Election day (29/3/09)

We have seen Leung in person twice on the election day, he was very friendly.

Each time we saw him, he was all smiled, shouting his slogans, posing a gesture with his hand which indicated victory and his candidate number (2)



# *propaganda: on-street broadcast*

**Election day (29/3/09)**



- Leung with Democrats Wong Sing Chi & Cheng Kar Foo, waving to us as campaigning along the street

# The most effective campaign activities

- Leung was the only candidate who used Sentimental Appeal by stressing the support from his family, which proved to move voters especially those has family to raise



患難與共 無言感激

過去一年，是困難的一年，除要面對打官司的精神壓力外，亦要尋找經費來維持辦事處的運作，以繼續服務市民。期間，大部份的家庭開支要由太太負擔。在此，除要多謝民主黨及居民對我的支持外，還要感激太太的鼓勵及無怨無悔的支持。

永雄承諾，在今次補選中，會盡最大的努力爭勝，希望各位在認同本人過往10年地區工作的同時，繼續投票給我。我亦請各位動員區內的親朋戚友一起支持我，冀能重返議會，再一次服務大家，多謝！

民主黨

梁永雄

二零零九年沙田區議會  
大圍(美林/美城)選區補選候選人



# The most effective campaign activities

Leung tried to ensure the voters how reliable & energetic he was through the color GREEN, green also further reinforce his image as “Mr. Clean”

**永不放棄 雄心實幹**

參選宣言

人梁永雄於2000年至2007年間擔任沙田區議員，在2007年區議會換屆選舉時被人抹黑，最終僅以83票之差敗。本人其後向法院呈請，要求推翻選舉結果，以彰顯正義。

等法院於2008年12月18日宣判，2007年區議會選舉（大圍選區）的選舉結果無效。判詞強調，當時對手派發宣傳單張有失實及誣導成份，屬選舉舞弊行為。

去一年，本人抱著永不放棄的精神，繼續在地區工作：處理市民求助、量血壓及驗小便等。今次的補選得來不，希望得到你們的支持，能夠重返議會，服務市民。

329日（星期日）投票日，懇請各位投我梁永雄一票。

個人資料：  
姓名：梁永雄  
參選行政區：沙田  
參選選區：大圍（美林/美城）  
性別：男  
年齡：49

實幹

個人資料：

# The Most Effective Campaign Activities

Self-made cardboard advertisement, pom-poms and loud-hailers were the main tools of Leung's campaign team, which spoke out loud the illegal excess of election budge of his opponent



# POP'S Exit Poll Findings

According to POP's exit poll findings,  
it show that people who vote for  
Leung seems to.....

show a tendency of idealism over social issues  
(society, community, livelihood)

→ The slogans and color of Leung's posters and  
banners have ensured voters a vision of  
stability

consider the political affiliation of the candidate  
as a decisive factor

→ Endorsements from the Democrats do work

# POP'S Exit Poll Findings

According to POP's exit poll findings,  
it show that people who vote for  
Leung seems to.....

believe in the impression they got by meeting  
the candidate in person → Leung appeared to  
be friendly every time we met him

ponder much on the past performances of the  
candidate thus decide their vote as early as the  
candidate decide to take part in the election

→ Although Leung campaign without an abundant  
budget, his past performances gained him the  
victory

# Candidate No.3: Chau Chi Pong

- Age: 30
- Occupation: Community Worker
- Political Affiliation: Nil

- Before:  
Background Unknown

(Believed to be a previous DAB member)



# Candidate No.3: Chau Chi Pong

- This time:
  - (a) Some said he was incited by candidate No.1 Lee York Fai aiming at deterring others from winning
  - (b) With nearly non campaign activity
  - (c) Result: Lost





# propaganda: leaflet

## Main Edition

Chau's leaflet might be regarded as a sheer smear tactic against the Democrats & DAB at first glance since there were sentences like

--- “有街坊親眼目睹袁XX配帶著肩帶在某旅遊車前拉票, 此外又有街坊看到民主派張XX同業配帶著梁XX的選舉肩帶在另一活動中進行拉票. 重覆了袁XX的行爲。這就有人所指的舞弊行爲嗎?”



資料來源: 1998年1月28日 (星期六)

選舉活動 (九龍區) 旅遊巴士前 羅智聰 (front)

# propaganda: leaflet

## Main Edition

After Observation,  
Chau believed to be  
in line with Candidate  
No. 5 Chan Wai Man

Leaflet from No. 5 Chan Wai Man

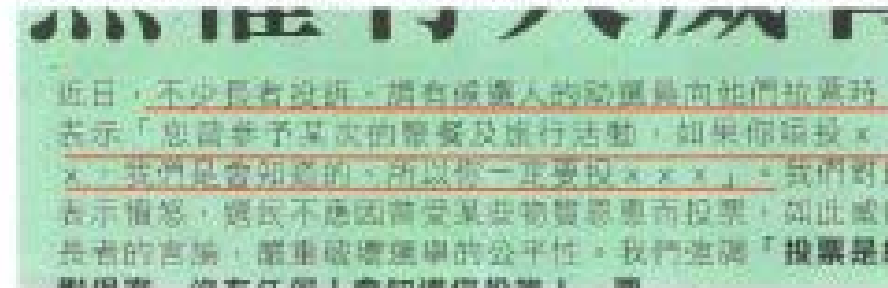


Chan and Chau: The Suspicious Two---  
leaflets from the two were remarkably similar

2012年10月，選舉區  
區議會補選「六國語」候選人 鄭智松

## 做個負責任的候選人

近日有街坊問我：「你是否冇權拒絕選舉條例？」我當時還以為香港這街坊是我叫他拿出證據來，他遞來一張民主黨張XX的傳單，我看完後十分



傳單內容指有候選人出錢一些款項活動及拉票，本人雖然首次參選區選但是選舉條例是絕對清楚，此有賴香港政府的電視宣傳，所以我絕對會守法用，對於有人蓄意抹黑其他候選人，這行為是絕不能容。  
相友有街坊親眼目睹我XX配帶著同黨在某旅遊景點中，在旅遊車內此外又有街坊看到民主黨張XX同黨配帶者黨XX的選舉傳單在另一處進行拉票，重覆了我XX的行為，這就是俗話人所說的「舞弊」行為嗎？作為一個「負責任」及有「榮信」的候選人，應該對事件的描述漸漸，更影響其他候選人，而且會XX定會抹黑我的感受，切勿把不愉快的事現美神、美膩。

一位負責任的人，會對自己的言行負責，一位有心服務區區的人，只會功建立，不會破壞及攪亂。希望大家選出一位能夠代表你的人。

(book)

# propaganda: leaflet

## Special Edition



- Leaflets of smear tactics arrived at voters' mailbox, Chau's counterpart Chan also sent a similar version of these to the voters



# *propaganda: Nearly Non*

## Election day (29/3/09)

- Chau was standing intimately beside Chan. they had no intention to show their identities - they were both wearing dark-tone clothing.



They watched the Buddhist Wong Wan Tin College Polling Station Chaos with folded arms



# POP'S EXIT POLL FINDINGS

According to POP's exit poll findings,  
it show that people who vote for  
Chau seems to.....

Vote merely to fulfill the Civil Obligation

Form the voting decision no more than a week

Make it clear that it was only because there  
were no greater choice

→ Chau was regarded as “a choice of no choice”  
by voters

# Candidate No.4 Yuen Kwai Choi

- Age:53
- Occupation: District Service Worker
- Political Affiliation: Democratic Alliance for the Betterment and Progress of Hong Kong (DAB)
- Before:
  - (a) Appointed councilor of the Shatin District Council
  - (b) A Shatin District Councilor (Tai Wai Constituency 1999-2003, 2003-2007, 2007-2009 )





# Candidate No.1 Lee York Fai

- This time:
  - (a) Yuen Kwai Choi defamed Leung Wing Hung is dishonest and cheated the trusts of Tai Wai residents in 2007 District Council election
  - (b) According to the court result, re-election
  - (c) Result: Lost



# *propaganda: posters*

- Pre-election day
- 28/3/09



- Election day
- 29/3/09



# *propaganda: banners/flags*

- Usually find in Community Services places.
- → The Tai Wan Village office and outside temple. ↓





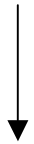
# *propaganda: banners/flags*

- → Other political party supportive. “公民力量，全力支持”
- 工聯會沙田地區服務處 ↓



# *propaganda: banners/flags*

- Flag with “公道 由你主持”





# *propaganda: posters*

- Many posters set around Mei Lam Estate.
- E.g. (a). Mei Lam's Shops
- E.g. (b) Community Services places
- The main color is blue and name in red.
- But share with other candidates on posting posters.
- Slogans: “服務從未停步，只會做得更好”

# *propaganda: leaflets*

- Leaflets teaching voters to how to vote and also vote him.



# Own party supportive

大園(美林/美城)區候選人

**民建聯 DAB**

投票日期：3月29日

**④ 袁貴才**

<http://hk.myblog.yahoo.com/yshyuenic>

## 劉江華呼籲 請投④袁貴才

各位大園區、美林邨、美城苑的老友記，大家好！本月29日是補選的投票日，我誠意向大家推薦④袁貴才。我認識才哥(袁貴才)接近20年，他是一個老實人，多年來盡心盡力服務社區，才哥長期紮根本區，全天候、全職、全心、全意為您們服務，值得您們信任。

才哥如今選情告急，我想請您們支持④袁貴才，還才哥一個公道！您的每一票都好重要！請您與及家人及親友，投票支持④袁貴才，讓才哥可以重返議會，繼續為社區、為您們服務！

全家總動員，  
支持民建聯，  
投④袁貴才一票！



選舉廣告：由民選聯盟及票站的機器印製 附註：大園村地區4號11座 11座：09763392671 09763392671

**譚耀宗**  
立法會副議長

袁貴才勤力又細心，待人真誠、認真，長期植根社區，值得您投佢信任的一票！

**張學明**  
立法會副議長

我與袁貴才相識四十載，他一直真誠服務社區，值得信賴！

**陳克勤**  
立法會副議長

袁貴才全身投入社區工作，全心全意服務街坊，值得您支持！

**陳婉嫻**  
工聯會副會長

袁貴才出身基層，一向行正路、辦實事、講真話，請您投票支持佢！

# *propaganda: leaflets*

- According to problem of last election, DAB campaign lack of using leaflets, show much careful this time.
- Most helpers are the residents, good community relationships and local power.
- Full support from the own party and other friendly parties, many political stars show up to support.
- Emphasize his history on the local.

# *propaganda: Cartoon figure*

- Using cartoon figure to show he can be representative of youngth.





# POP's Exit Poll Findings

According to POP's exit poll findings,  
it show that people who vote for  
Yuen seems to.....

Agree on his social services and history in Mei Lam

➔ The slogans are about “continue” to service people

Shatin local relationships like indigenous inhabitants of Heung Yee Kuk

➔ Indigenous inhabitants buildings only have his posters and political stars support.

# POP'S Exit Poll Findings

According to POP's exit poll findings,  
it show that people who vote for  
Yuen seems to.....

Base on his political position to vote

➔ Yuen is Pro-government Camp

Focus on the past performances of the  
candidate thus decide their vote as early as the  
candidate decide to take part in the election

➔ Yuen had been more than two times as district  
councilor

# Candidate No.5 Chan Wai Man

- Age: ?
- Occupation: Tin Shui Wai District Service Worker
- Political Affiliation: Nil
- Before:
  - (a) Work in Tin Shui Wai as District Service Worker
  - (b) Anchor
  - (c) Maybe ex-Democratic Party member



# Candidate No.5 Chan Wai Man


- This time:
  - (a) No campaign activities on the Saturday.
  - (b) Sunday found some dubious cheapen poster focus on Candidate No 2. And the same type of posters from Candidate No 3 focus on Candidate No 4.
  - (c) Result: Lost



# *propaganda: leaflets*

- He said he was an journalism and anchor, he really want to help people by election.
- “事實:從主播開口”
- 批評 = 改善

**美林點解會係咁？**  
**批評 = 改善**  
**事實，從主播開口！**



自從在電視台工作擔當主播一職，對不公平事定必有一種反應 - 不吐不快！  
今次補選，根本就是从爭議引起，我是一個不喜歡輸打贏要的人，但亦認同有人蓄意抹黑對手的方式是欠大將之風。所以有不少街坊問到誰是誰非，我只有講：兩個都有改善空間。廿多年的美林，試問又有幾多街坊滿意？簡單  
的街坊論壇內，收集到很多社區問題，但過去多年所謂服務地區的工作者，又  
有否勇氣面對？可知道缺席論壇真的錯失了大好機會，街坊又再在場內見到過  
去兩位平日口口聲聲話為街坊爭取的人，居然直行直過叫都唔望，試問又點會  
唔失望呢？莫非擔心論壇是一面「照妖鏡」，把自己的問題一一反射出來？  
正所謂墨守成規，當領導者對生活上沒有「要求」沒有「目標」，這個區  
便自然會沉著下去。其實大家要求美林可以更好、更美，只要社區簡單化，少  
了政治的爭拗，我們相信定必更和諧、更完美。

沙田【大圍】選區候選人 - 陳偉文



# *propaganda: leaflets*

- Dubious cheapen poster focus on Candidate No 2 campaign.
- Same design type of leaflets also find in candidate no 3
- Focus on political star “民主黨張文光”
- “賊喊捉賊 知法犯法？！”



# POP's Exit Poll Findings

According to POP's exit poll findings,  
it show that people who vote for  
Chan seems to.....

Made a third or forth choice for people

Chance of non-political party candidate and  
whom dislike Democratic Party

It can mean give up votes

Pure local services worker but not take part in  
political matters

➔ Chan was regarded as “a choice of no choice”  
by voters

~THE END~

*Thank you for your attention!*