

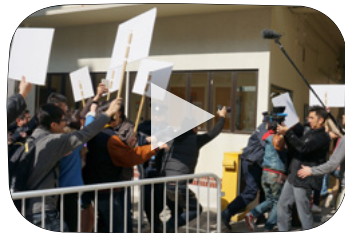
監警會 通訊

IPCC NEWSLETTER

監警會開拓社交媒體 加強公眾認知度



The IPCC Enhances Public Awareness Through Social Media



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封面故事 Cover Story p.2-4

p.5-12 Recent Activities 最新動態

監警觀點 Viewpoint from IPCC p.13-14

p.15-16 Real Complaint Case 真實投訴個案

開拓社交媒體加強公眾認知度

YouTube「監警會頻道」啟動與Now TV製作《監警透視》

Enhancing Public Awareness Through Social Media

The IPCC Channel on YouTube and
The IPCC Perspective on Now TV

YouTube
IPCC Channel



為了積極履行《監警會條例》增進市民對監警會角色的認識，監警會在YouTube設立「監警會頻道」（IPCC Channel），以及與Now TV合作，製作《監警透視》電視節目，提升會方透明度。

監警會自2009年6月1日隨《監警會條例》的生效，由一家在幕後默默耕耘，審核警察投訴個案的單位，蛻變為全方位監察警察投訴

Setting up an IPCC Channel on YouTube is one action taken by the Council as part of its responsibility under the IPCC Ordinance (IPCCO) to promote public awareness of its work. Another initiative is its collaboration with Now TV to produce a TV programme, *The IPCC Perspective*. Both are efforts to enhance the transparency of the IPCC.

Since the IPCCO went into effect on 1 June 2009, the IPCC has transformed from a “back-seat” review and monitoring body to a multi-faceted independent police complaints oversight organisation. Not only has it strengthened its engagement with the Police and stakeholders

封面故事

Cover Story

工作的獨立法定機構。除了就公眾關注的議題和警方及持份者加強聯繫外，亦加強對外傳訊工作，包括將《監警會通訊》由半年刊轉為季刊、定期舉行新聞發佈會、安排傳媒訪問，及製作迷你電視劇集《監警有道》等。設立「監警會頻道」及製作《監警透視》電視節目，將進一步加強公眾對監警會角色的認識，增強大眾對投訴警察制度的信心。

在YouTube的「監警會頻道」為監警會的影片庫，保存及載列了監警會不同時期的影片，以供公眾觀賞。此頻道的設立標誌著會方逐步開拓社交媒體與公眾聯繫的努力，以影片來介紹監警會的職能及角色，務求讓市民更容易了解監警會的工作。

目前該頻道載列了多條監警會的影片，包括2012年與香港電台聯合製作的迷你電視劇集《監警有道》、監警會主席及秘書長出席的傳媒訪問及公開活動的片段等。為了進一步加深公眾對監警會的認識，特別是會方成為法定機構前的資料，頻道亦特意收錄了警監會時期的影片，如2003年與香港電台電視部聯合製作的企業影片、2008年製作的企業影片，以及2001至2002年香港電台電視部聯合製作的電視劇集《警監特輯》。會方將適時更新頻道內容，增加會方透明度，加深公眾對投訴警察制度的認識。

「監警會頻道」載列兩輯電視劇集《監警有道》及《警監特輯》，為會方與香港電台聯合製作的劇集，雖然製作時間屬監警會成為法定機構前及後的作品，但故事內容以真實投訴個案改編，生動及現實地反映警民的日常衝突及投訴發生的情況，並藉此向觀眾深入淺出地介紹香港投訴警察制度的運作以及監警會的工作。

透過電視劇集介紹會方的角色及職能，不但簡單易明，而且更能吸引大眾的興趣，故此監警會亦於今年與Now TV合作，拍攝《監警透視》電視節目。《監警透視》乃一集30分鐘的互動電視節目，共分真實投訴個案改編故事，以及解答公眾疑問兩大部份，並加插監警會的歷史、角色、職能、監察程序、服務承諾，以及介紹香港投訴警察兩層架構等內容。



on issues of public interest, the IPCC has also expanded its external communications, including converting the *IPCC Newsletter* from a biannual publication to a quarterly publication, holding regular press briefings, conducting media interviews and producing a mini TV series, *The IPCC Files*. The setting up of the IPCC Channel and the production of *The IPCC Perspective* were further steps toward boosting public confidence in the police complaints system.

The IPCC Channel on YouTube allows the public to view archived footage of the IPCC from different periods. It reflects the IPCC's intention to increasingly make use of social media to introduce its work and functions and to communicate with the public, especially through videos.

At present the channel's videos include *The IPCC Files*, a mini TV series produced in collaboration with RTHK in 2012, and footage of media interviews conducted with the IPCC Chairman and public activities attended by the Secretary-General. To extend viewers' understanding of the IPCC, the channel also includes footage from before it became a statutory body, such as a 2003 corporate video produced with RTHK; a 2008 corporate video; and *The IPCC TV series* co-produced with RTHK from 2001 to 2002. The Council will regularly update the channel to improve its transparency and keep the public informed of its activities.

封面故事

Cover Story

《監警透視》這個互動電視節目特別之處，在於與大眾交流聯繫，四個以真實投訴個案改編的故事，剪輯成約30秒的濃縮版本，已率先於2月在 Now TV 各頻道播出，30秒的濃縮版本設有觀眾提問環節，以收集市民大眾對故事內容的意見，及現實遇到類似情況的疑問等。在綜合市民的提問後，監警會代表會在節目中向觀眾作出解答。

而四個詳盡版本的真實投訴個案故事，將會連同解答環節，以及其他監警會相關的重要資訊，組合成為30分鐘的電視節目於3月18日晚上9時30分至10時Now觀星台播出。

《監警透視》將於播出後上載於YouTube的「監警會頻道」，方便觀眾重溫。

YouTube 的「監警會頻道」網址為<http://www.youtube.com/user/ipccchannel>，或可透過監警會網頁 (www.ipcc.gov.hk) 連結瀏覽。



Although the two TV series made in collaboration with RTHK – *The IPCC Files* and *The IPCC TV series* – were produced in different eras (before and after the IPCC became a statutory body), both were adapted from actual complaint cases and reflect the type of conflicts that lead to complaints against the Police. Both series enlighten viewers about the police complaints system in Hong Kong and the operations of the IPCC.

The TV series have been effective in introducing the role and functions of the IPCC in a way that is both easily understood and attracts public interest. This year the IPCC will collaborate with Now TV to produce *The IPCC Perspective*, a 30-minute interactive TV programme divided into two segments: complaint cases adapted from real life, and a Q and A segment. These will be interspersed with information on the IPCC, including its history, role, functions, complaint procedures, performance pledges and Hong Kong's two-tier police complaints system.

The IPCC Perspective is distinctive in its interactive capacity to engage the public. Four stories adapted from real cases were edited into 30-second video clips and are being introduced on various channels of Now TV in February. Following the videos, viewers are invited to submit questions and opinions regarding the cases or queries about similar situations. IPCC representatives will then answer the consolidated questions in the programme.

Detailed versions of the four complaint cases with the Q and A segments, as well as related IPCC information, will be broadcast as a 30-minute programme on 18 March from 9:30pm to 10:00pm on Now Entertainment. *The IPCC Perspective* will then be uploaded to the IPCC Channel on YouTube.

The IPCC Channel on YouTube can be found at <http://www.youtube.com/user/ipccchannel>, or accessed through the IPCC website (www.ipcc.gov.hk).

