

6

第六章 CHAPTER 6

傳訊工作及 機構形象

Communications and Corporate Image

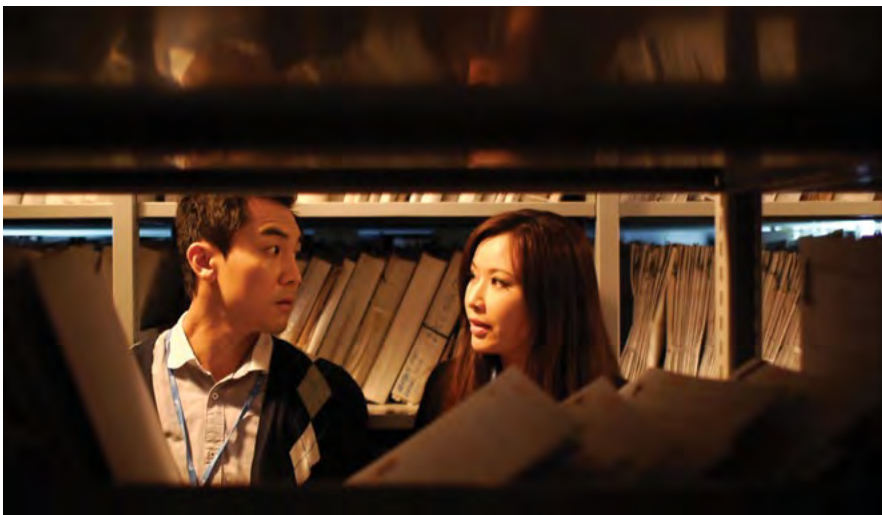
傳訊工作

Communications

監警會近年積極履行《監警會條例》第8條(1)(e)的職能，增進市民對監警會角色的認識，以及大眾對兩層架構投訴警察制度的信心。

The IPCC proactively discharged its function, bestowed by the IPCCO S8(1)(e), of promoting public awareness of the role of the Council and enhancing public confidence in the two-tier police complaints system.

監警有道 IPCC Files



監警會成為獨立法定機構後，首次和香港電台合作，聯合製作監警會迷你電視劇集《監警有道》。透過真實投訴警察個案改編的故事，介紹監警會的職能和它在投訴警察制度中所發揮的作用。

《監警有道》乃一連八集，每集五分鐘，簡單易明的迷你電視劇集。這些迷你電視劇集由真實投訴個案改編，反映警民的日常衝突及投訴發生的情況。此外，劇中亦

Since the IPCC became an independent statutory body, the IPCC for the first time collaborated with RTHK to produce a mini TV series, "IPCC Files". The series was adapted from real complaint cases to introduce the functions of the IPCC and its role within the police complaints system.

Adapted from real complaint cases against the Police, the "IPCC" Files, in eight five-minute, viewer-friendly episodes, presented various daily-life conflicts and common complaints that arise between citizens and the Police. These episodes illustrated the IPCC's efforts to ensure that complaints against the Police are handled thoroughly, objectively, fairly and justly,





反映了監警會努力確保投訴警察的個案獲全面、客觀、公平和公正的方式處理，並在提升警隊服務質素方面，向警方提出建議。而多位監警會委員和秘書處職員均在劇集中亮相，解釋監警會的角色和職能。

《監警有道》於2012年8月中在亞洲電視本港台和無線電視翡翠台播放，香港電台的網頁 (<http://ipcc.etvonline.tv/>) 亦提供節目重溫，方便觀眾選擇有興趣觀看之分集。

《監警有道》入選香港大學民意研究計劃第三階段的「2012電視節目欣賞指數調查」排名最高的20個節目之一。

while providing practical recommendations to enhance the quality of police services. To give the public a deeper understanding of the Council, a number of IPCC Members and Secretariat staff appeared in different episodes to explain the role and work of the IPCC.

The “IPCC Files” was broadcasted on ATV Home and TVB Jade in August 2012. Interested viewers may visit the RTHK Online Archive website (<http://ipcc.etvonline.tv/>) to watch these episodes.

The “IPCC Files” was selected to the top twenty list of the “2012 TV Programme Appreciation Index Survey (3rd stage)” conducted by the University of Hong Kong Public Opinion Programme.

《監警有道》分集主題 Themes of the “IPCC Files” Episodes

	第一集 搜查二重奏 Episode 1 Searching	兩層架構的投訴警察制度 Two-tier police complaints system
	第二集 突發現場 Episode 2 On the Spot	監警會審核案件的程序 The IPCC's procedures of reviewing complaint cases against the Police
	第三集 迷離搜電 Episode 3 Mobile Power	投訴調查結果的分類 Classification of investigation results
	第四集 暴力潛罪犯 Episode 4 Unclear Violence	如何處理投訴項目以外的其他不當行為 How improper conduct other than reported allegations is handled
	第五集 速遞怒漢 Episode 5 Furious Courier	監警會委員職能 The powers and duties of IPCC Members
	第六集 法外有情 Episode 6 Extrajudicial Affairs	覆核機制 Review mechanism
	第七集 公平有數 Episode 7 Justice	監警會向警方提供改善服務的建議 The IPCC makes recommendations to enhance police service quality
	第八集 漫步公平路 Episode 8 Fairness	監警會服務承諾 The IPCC's performance pledges

《監警會通訊》季刊 IPCC Quarterly Newsletter



《監警會通訊》是在2010年5月1日推出的半年刊。為了增加監警會的透明度和加強與持份者聯繫，會方在2011年11月開始將《監警會通訊》由半年刊轉為季刊，讓公眾人士更快收到會方的資訊。監警會通訊以電子刊物的形式報道監警會的最新動向、審核個案的統計數字、委員會近期工作，以及投訴警察的真實個案等。監警會通訊除了會以電郵形式寄給持份者外，還上載至監警會網頁 (www.ipcc.gov.hk)。

在報告期內，會方分別在2012年6月、9月及2013年2月出版了三期《監警會通訊》，並以副總理訪港而衍生的投訴報告中期報告、迷你電視劇集《監警有道》和副總理訪港而衍生的投訴報告最終報告作封面故事。

在發表《監警會通訊》時，會方會安排傳媒發佈會，由監警會代表向傳媒介紹通訊的內容。報告期內，會方共舉行了三次傳媒發佈會，傳媒反應熱烈，發佈會內容每次均獲廣泛報道。

A biannual "IPCC Newsletter" was launched on 1 May 2010. To improve the transparency of the IPCC and strengthen its connection with stakeholders, the newsletter became a quarterly publication in November 2011. It now provides the public with a timely understanding of the Council's work. The "IPCC Newsletter", released in electronic form, aims at informing the public of the IPCC's latest work, providing statistics on cases reviewed and examples of real complaint cases. The newsletter is distributed by email and uploaded onto the IPCC's website (www.ipcc.gov.hk).

In the three "IPCC Newsletter" released in June and September 2012 and February 2013, the cover stories were an interim report on complaints related to the Vice Premier's visit, a report on the mini TV series "IPCC Files", and a final report on complaints related to the Vice Premier's visit.

A media briefing is held upon the release of each "IPCC Newsletter", and Council representatives introduce the newsletter's contents. During the current reporting period, the IPCC has held three media briefings, which were well received and widely reported.

與傳媒聯繫 Media Liaison

(1) 傳媒發佈會 Press Conferences

除了《監警會通訊》的新聞發佈會及監警會和投訴警察課的聯席會議外，為增加透明度，會方亦會按需要舉行新聞發佈會，向公眾交代工作情況。活動詳情如下：

To improve its transparency, apart from the newsletter media briefing and joint meetings between the IPCC and CAPO, the IPCC organises press conferences when necessary. Event details are as follows:

2012
3
5月 MAY

監警會舉行副總理訪港而衍生的投訴個案審查中期報告傳媒發佈會，翟紹唐主席在朱敏健秘書長及一眾委員的陪同下會見傳媒，向傳媒代表講解報告內容。

The IPCC held a media briefing to present its Interim Report on complaint cases arising from the visit by the Vice Premier. During the briefing, Mr Jat Sew-Tong (Chairman), together with Mr Ricky Chu (Secretary-General) and Council Members, explained the report to the media.



2012
21
6月 JUN



舉行第六期監警會通訊的傳媒發佈會，由宣傳及意見調查委員會主席鄭經翰先生及朱敏健秘書長詳細講述通訊內容。

At a media briefing to release the IPCC Newsletter Issue No. 6, Ir Albert Cheng (Chairman of Publicity and Survey Committee) and Mr Ricky Chu (Secretary-General) presented the highlights of the latest newsletter.

2012
26
6月 JUN

與香港電台聯合製作的《監警有道》舉行傳媒探班活動，增強公眾對現行的兩層架構投訴警察制度和監警會職能的認識。

A media visit was arranged for the IPCC mini TV series, "IPCC Files", which was jointly produced and presented by the IPCC and RTHK.

The programme aimed to enhance public understanding of the two-tier police complaints system and the function of the IPCC in that system.



2012

9

8月 AUG

監警會與香港電台聯合製作迷你電視劇集《監警有道》並舉行傳媒試映會，旨在增強公眾對現行的兩層架構投訴警察制度和監警會職能的認識。



The media were invited to preview the IPCC mini TV series, "IPCC Files", produced and presented by the IPCC and RTHK, to enhance public understanding of the two-tier police complaints system and the functions of the IPCC in that system.



2012

6

9月 SEP

監警會舉行第七期監警會通訊發佈暨傳媒簡報會，翟紹唐主席聯同林志傑醫生、張達明先生、鄭經翰先生、馬恩國先生及鄭承隆先生出席，與傳媒交流。



The IPCC held a media briefing session to release the IPCC Newsletter Issue No. 7, attend by Mr Jat Sew-Tong (Chairman), Dr Lawrence Lam Chi-kit, Mr Eric Cheung Tat-ming, Ir Albert Cheng, Mr Lawrence Ma Yan-kwok, Ms Noeline Lau Yuk-kuen and Mr Edwin Cheng Shing-lung.



2012

19

12月 DEC

監警會向立法會提交監警會2011/12工作報告，並於同日舉行監警會2011/12工作報告發佈會暨傳媒簡報會，出席的委員包括翟紹唐主席、林志傑醫生、張達明先生、陳培光醫生、鄭經翰先生、馬恩國先生、劉玉娟女士、梁繼昌議員及鄭承隆先生。



The IPCC submitted the IPCC Report 2011/12 to the Legislative Council and hosted a media briefing session to launch the Report on the same day. A group of IPCC Members includes Mr Jat Sew-Tong (Chairman), Dr Lawrence Lam Chi-kit, Mr Eric Cheung Tat-ming, Dr Chan Pui-kwong, Ir Albert Cheng, Mr Lawrence Ma Yan-kwok, Ms Noeline Lau Yuk-kuen, Hon Kenneth Leung Kai-cheong, and Mr Edwin Cheng Shing-lung attended this event.

2012
19
12月 DEC

監警會舉行副總理訪港而衍生的投訴個案審查最終報告傳媒發佈會，翟紹唐主席在朱敏健秘書長及一眾委員會見傳媒，向傳媒代表講解報告內容。

The IPCC held a media briefing to present its Final Report on complaint cases arising from the visit by the Vice Premier. Mr Jat Sew-Tong (Chairman), Mr Ricky Chu (Secretary-General) and Council Members, explained the report to the media.



2013
7
2月 FEB



舉行第八期監警會通訊的傳媒發佈會，由宣傳及意見調查委員會主席鄭經翰先生及梅達明副秘書長詳細講述通訊內容。

At a media briefing to release the IPCC Newsletter Issue No. 8. Ir Albert Cheng (Chairman of Publicity and Survey Committee) and Mr Daniel Mui (Deputy Secretary-General) presented the highlights of the latest newsletter.

(2) 傳媒專訪 Media Interviews

監警會代表多次接受傳媒訪問，以增加透明度。報告期內，監警會主席、委員、觀察員、秘書長及副秘書長便分別接受了多家電視台、電台和報章的訪問。

Representatives of the IPCC were interviewed by the media on a number of occasions, so as to enhance the transparency of the Council. During the reporting period, the IPCC Chairman, Members, Observers, Secretary-General and Deputy Secretary-General were interviewed by television, radio and newspaper.

翟紹唐
主席
Mr Jat
Sew-Tong
(Chairman)



報告期內，翟紹唐主席分別接受了信報、星島日報、南華早報、蘋果日報、香港電台節目《千禧年代》及《星期五主場》、無線電視節目《講清講楚》、有線電視的訪問，就投訴警察相關的議題發表意見。

During the report period, Mr Jat Sew-Tong (Chairman) was interviewed by the Hong Kong Economic Journal, Sing Tao Daily, South China Morning Post, Apple Daily, RTHK's radio programme "Millennium Era" and "Face to Face", TVB's programme "On the Record" and Cable TV, on various issues related to police complaints.



朱敏健
秘書長
Mr Ricky
Chu
(Secretary-
General)



朱敏健秘書長亦分別接受了經濟日報、東方日報、明報、上海廣播電視台廣播新聞中心、香港電台節目《千禧年代》及《自由風自由Phone》、商業電台節目《左右大局》及《在晴朗的一天出發》、Now電視節目《大鳴大放》及《時事全方位》、無線電視節目《講清講楚》的訪問，介紹監警會及其工作。

Mr Ricky Chu (Secretary-General) was interviewed by the Hong Kong Economic Times, Oriental Daily, Ming Pao Daily, RTHK's radio programmes "Millennium Era" and "Open Line Open View", Commercial Radio programme "Tipping Point" and "On a Clear Day", NOW TV's "Now Forum" and "News Magazine", as well as TVB's "On the Record" on topics related to the IPCC and its work.

免費報章
監警會專欄
IPCC Column
with free
newspaper

在2012年4月及5月，監警會和免費報章合作一連六期刊登監警會欄目，訪問監警會委員及講解投訴個案，並製作相關的訪問及個案短片。這次和免費報章的合作非常成功，而此監警會欄目在該免費報章網站的瀏覽次數名列前茅。

In April to May 2012, the IPCC worked with a free newspaper to publish IPCC columns for six weeks, including interviews with the IPCC Committee Members and explanations of complaint cases. These were recorded as video clips and posted on the newspaper's website. This cooperation with the free newspaper proved very successful, given that the IPCC column received one of the highest hit rates on the free newspaper's website.



原文刊於爽報(V15) 2012年5月23日
Published in Sharp Daily (V15) on 23 May 2012

(3) 傳媒工作坊 Media Workshop

監警會舉辦傳媒工作坊，向傳媒朋友介紹會方的職能及工作、以便更準確地報道監警會和投訴警察相關的新聞故事。

The IPCC held a media workshop to introduce the IPCC to members of the press, in order to facilitate their accurate coverage of the news regarding the IPCC and police complaints.

2012
6
12月 DEC

監警會舉行了一個傳媒工作坊，由蘇幹明助理秘書長向傳媒朋友介紹監警會的工作程序、投訴調查監察過程、投訴調查結果分類、以及監警會工作的相關知識，協助傳媒朋友掌握監警會和投訴警察相關的信息。



The IPCC organised a media workshop to explain its workflow, complaint investigation monitoring process, complaint results classification, and other aspects of its work to assist reporters in accurately covering news about the IPCC and stories related to police complaint. The media workshop was hosted by Mr Henry So (Assistant Secretary-General).

公眾意見調查 Public Opinion Survey

監警會在2013年3月特意委託香港大學民意研究計劃進行公眾意見調查，此次調查是繼2009年3月（監警會成為法定機構前）及2010年3月後（監警會成為法定機構後）再次進行同類的調查。是次調查於2013年3月5日至3月12日期間，以隨機抽樣電話訪問的形式進行，並成功訪問了1,009位18歲或以上的香港居民。

未成為法定機構前，監警會前身是成立於1994年的警監會。2009年的調查數字顯示，公眾對當時成立已有15年的警監會認知度為61%，但2010年的調查數字顯示，公眾對已成為法定機構的監警會認知度僅得33%。過去數年，會方透過積極與傳媒聯繫和各項宣傳活動，成功提升知名度，於2013年調查的公眾認知度高達68%，錄得明顯增幅。

縱使機構在警監會年代時知名度甚高，但公眾在當時卻不大了解其工作及職能。調查數據顯示在這方面監警會亦有明顯的改善。公眾對監警會的職能有更多的認識和了解，由2009年的13%及2010年的26%，大幅提升至2013年的58%。與此同時，調查顯示60%有聽過監警會的受訪者知道監警會為獨立於警察部門的機構，較2009年的51%及2010年的59%，同樣錄得增幅。

此外，2013年進行的民意調查，亦特別新增有關市民對監警會及兩層架構投訴警察制度的信心問題，43%及44%的受訪者對監警會及兩層架構的投訴警察制度有信心。

透過是次公眾意見調查，讓會方明白市民對監警會的觀感，聆聽大眾的建議，並且繼續提升效率，利用更多不同的渠道加強公眾對監警會角色的認識。

監警會委託香港大學民意研究計劃進行公眾意見調查的結果已上載至香港大學民意網站（<http://hkupop.hku.hk/chinese/report/ipcc2013/index.html>）。



In March 2013, the IPCC commissioned the University of Hong Kong (HKU) Public Opinion Programme to conduct a public opinion survey, subsequent to those conducted in March 2009 and in March 2010 (before and after the Council became a statutory body). The survey was conducted by telephone interviews on a random sample between 5 March and 12 March 2013. There were 1,009 successful interviews of Hong Kong residents age 18 or above.

The IPCC became a statutory body following its establishment in 1994. Figures from the 2009 survey showed that public awareness of the Council, which had been in existence for 15 years, was 61%. However, results from the 2010 survey revealed that only 33% of the public were aware of the statutory body. In the past few years, through proactive media engagement and publicity activities, public awareness of the IPCC has surged to 68%, a significant increase.

Despite the fact that the Council was already well-known before becoming a statutory body, the public was not well aware of the duties and functions of the IPCC. The survey results reflect major improvement in this area. They show greater public recognition and understanding of the duties of the IPCC, from 13% in 2009 and 26% in 2010 to 58% in 2013, again a significant increase. At the same time, 60% of the respondents who said they were aware of the Council knew that the IPCC is an organisation independent of the Police, an increase from 51% in 2009 and 59% in 2010.

In addition, the 2013 public opinion survey introduced some new questions concerning public confidence in the IPCC and the two-tier police complaints system; 43% and 44% of the respondents expressed confidence in the IPCC and the two-tier complaints system, respectively.

Through this public survey the Council gained a better understanding of public perspectives on the IPCC. The Council has paid attention to public suggestions and continued to improve its efficiency by using different channels to enhance public understanding of its role.

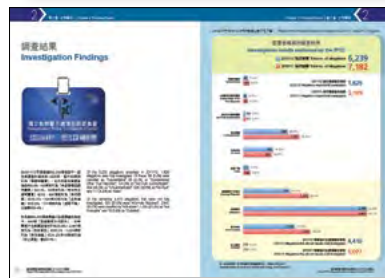
The results of the IPCC Public Opinion Survey conducted by the HKU Public Opinion Programme are now available on the HKU Public Opinion Programme website (<http://hkupop.hku.hk/english/report/ipcc2013/index.html>).

機構形象

Corporate Image

「獨立」「監察」機構形象

Promoting IPCC's Independent Nature and Monitoring Function



為了突顯監警會的獨立性質和監察職能，監警會於2010/11年的工作報告開始以「獨立」和「監察」為主題，2011/12年及2012/13年的工作報告亦繼續沿用此概念為主題，貫徹及強化機構形象。工作報告亦多以圖表來描述及解釋監警會的審核個案工作，增加工作報告的可讀性。

此外，監警會在報告期亦以「獨立」和「監察」為主題，編製《關於監警會的10個為什麼》小冊子，簡介監警會的由來、需要一個獨立法定地位的原因、委員會的組成、其職能、於香港投訴警察制度兩層架構中的角色、監察程序的運作等資訊，增加公眾對監警會的了解。

市民可於監警會位於灣仔的辦事處、各區民政事務總署諮詢服務中心、康樂及文化事務署公共圖書館和指定郵政局免費索取《關於監警會的10個為什麼》小冊子。

To highlight the independence and the monitoring function of the IPCC, starting from the reporting of 2010/11, the IPCC Report began using "independent" and "monitor" as its theme. The 2011/12 and 2012/13 Reports continued to use this theme in order to strengthen the IPCC's image. To improve the readability of the annual reports, diagrams and graphics were used where appropriate to illustrate how the IPCC reviews complaint cases.

Moreover, "10 Qs on the IPCC", a booklet based on the same theme of "independent" and "monitor", was published by the IPCC to enhance public understanding. The booklet includes a brief outline on the origin of the IPCC, the importance of its statutory and independence, the membership of the Council, its functions, its role in the two-tier police complaints system and how the IPCC monitoring procedures work.

"10 Qs on the IPCC" is distributed free of charge at the IPCC office in Wan Chai, the Public Enquiry Service Centres of District Councils, the Leisure and Cultural Services Department Public Libraries and designated Post Offices.

其他宣傳途徑 Other Publicity Initiatives

(1) 網頁 Website

監警會網頁（www.ipcc.gov.hk）是提供監警會最新消息和重要資訊的資料庫。監警會的刊物、新聞稿、公開會議的議程及會議紀錄均上載到網頁供市民查閱。

The IPCC website (www.ipcc.gov.hk) serves as an archive of news and important information concerning the Council. Publications and press releases, as well as the agendas and minutes of open meetings, are available online for public access.



(2) 刊物 Publications

各區警署的報案室均備有監警會小冊子和觀察員計劃單張，供市民取閱。市民亦可到監警會位於灣仔的辦事處索取有關刊物。此外，監警會每年均會發表工作報告，概述監警會在該年度的工作詳情。

IPCC booklets and leaflets on the Observers Scheme are available at Police Report Rooms in all districts. The publications can also be obtained at the IPCC Office in Wan Chai. Moreover, the IPCC releases its annual report each year with updated information on its work.

