

Press in December 1995

<i>Press December 14, 1995</i>	
Headline :	<i>Housing Authority Announces New PR Chief</i>
Content :	<p>The following is issued on behalf of the Housing Authority:</p> <p>The Hong Kong Housing Authority today (Thursday) announces that Mr POON Kai-tik, currently Controller of the External Affairs Division of Television Broadcasts Limited, has been appointed as the Authority's new public relations chief.</p> <p>Aged 42, Mr Poon will take on the job of Assistant Director of Information and Community Relations on January 2, 1996.</p> <p>"The new Assistant Director will advise the Chairman of the Housing Authority and the senior directorate on the most appropriate information and public relations strategies to be adopted to enhance the image of the HA and the Housing Department in the long term as well as for particular issues," said a Housing Authority's spokesman. In his new job, Mr Poon will be overseeing three functional units in the public relations division: the Complaints and Enquiries Section, the News, Marketing and Promotions Section and the Community Relations Section. "Mr Poon will set priorities, allocate resources and provide guidance to section heads of the Division on the formulation of news, publicity, public relations and information-giving strategies as well as community education programmes," said the spokesman.</p> <p>"We believe that Mr Poon is the most suitable candidate to head our Information and Community Relations Division. He has over twenty years of extensive experience in the fields of advertising, media communications, publishing and corporate affairs, and we believe that his expertise will help steer the Department's PR division towards its objectives," said the spokesman. End</p> <p>Thursday, December 14, 1995</p>

[Back](#)