

HONG KONG STANDARD  
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## All-action ads woo recruits

**P**OTENTIAL crime busters are being wooed by the prospect of danger, violence and movie-style action in a multi-million dollar police recruitment drive.

In a dramatic departure from advertising campaigns of past years, the police recruitment office is enticing young people to put on a cap and badge to fight crime the no-frills way.

Almost half the \$8 million police recruitment advertising budget has been spent on TV and cinema commercials, which have been running since the end of last month.

Using all the ingredients of a gung-ho Hollywood movie, they depict young officers hunting Hongkong villains

amid scenes of street chases, accidents and shoot-outs.

Acting recruitment chief Stephen Lo defended the campaign, saying many young people were looking for an active lifestyle and the police commercials were appealing to that market.

"We used to do commercials showing graduate passing-out parades and that sort of thing, but it was boring," Lo said.

"Action attracts young people and with these commercials we are sending a message that the job is not boring and often involves danger and excitement."

Lo did not agree the ads might attract recruits with violent tendencies.

"Our screening process is

thorough and we will not be taking recruits simply on the basis of their wish for a life of action," Lo said.

But he said parents of some potential recruits were talking them out of signing on because the commercials showed the job was highly dangerous.

"But all the commercials basically say, 'If you feel you have the courage to join the police force - do it'," Lo said.

He said the commercials were developed by a group of advertising experts with input from the police psychology unit.

Upon graduation, a junior constable can expect to receive a salary of about \$10,000 a month.