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\$95,000 probe is a secret

The Government has spent \$95,000 to determine the effectiveness of its Information Service - but the report will be kept in the confidential file.

The Director of the Government Information Service, Mr John Slimming, said the 100-page document will not be made public and is for internal use only.

The report, by Survey Research Hongkong Ltd, was discussed by GIS officers at a special meeting.

But according to the department, the survey indicated no need for changes in the administration or publicity campaigns and was purely an internal department exercise to help establish guidelines for future planning.

Mr Slimming said yesterday that the probe was "well conducted" and that he is "more than happy with it."

According to sources the survey covered such aspects as public relations, films, marketing, campaigns and "soft" news.

The campaigns area was subdivided into five or six separate subjects, which included narcotics, labour and fire prevention.

It is understood that police, urban services or housing areas were not included in the probe.

The survey was started in October last year and lasted until April. It took the form of three separate random samples, designed to check public awareness of specific publicity releases before, during and after exposure to the relevant campaigns.

It covered a total of 2,710 people, the youngest group aged 12 years, who were interviewed through household visits.