



北美風沙

The North American Lasallians

DECEMBER 2021



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Letter from La Salle Foundation Chairman

Shiu-hung Pau (60)

Dear Fellow Lasallians,

I am delighted to have the opportunity to say a few words in the North American Lasallians newsletter in the start of the 90th Anniversary Year of our Alma Mater. In the earlier two issues of the newsletter, Brother Thomas and Mr. Tong have separately touched upon the 90th Anniversary of La Salle College, recent achievements of the students and what is in store for the development of the college in the coming years reaching up to the centenary. As Chairman of the La Salle Foundation, I wish to give you some more details of the coming Fund Raising Drive and in what ways you can support La Salle.

La Salle Foundation will start launching the 90th Anniversary Fund Raising Drive in December 2021. Like in previous fund raising drives, Foundation relies on donations not from the general public but from old boys, parents and supporters of La Salle. For the past 30 years, Foundation has collected some HK\$100 million. The money was subsequently used to help College sustain her name and fame, not only in academic achievements but keeping the campus in top shape with extra and modern facilities.

Foundation has prepared a Fund Raising Drive pamphlet and donation forms. They will be distributed to current students and parents, past donors and supporters of La Salle and members of the OBA and PTA. The target is to collect HK\$40 million to meet the needs of the college in the coming 10 years. 7 projects were selected for the Fund Raising Drive. The information is contained in the Foundation website. There are in place a series of celebratory events for this year stretching from September 2021 to end December 2022. A dedicated 90th Anniversary web site www.lsc90.hk is created to keep us all informed about the year's Anniversary events, including some real time broadcasts. I take the opportunity now to update you on the date of the Gala Dinner originally intended for 14th May 2022 is now deferred to 5th November 2022 when hopefully the Covid 19 situation will allow it. If it can be done, we expect it to be a big bang event, more so than the 75th Anniversary Gala Dinner. There will be 180 tables to accommodate all old boys and friends. Pray that Covid 19 would have been gone and not in the way by then.

I now wish to highlight a few of the 90th Anniversary projects so that you have a better understanding of them...

- The artificial turf soccer pitch and the 6 lane all weather running track of the sports ground have been replaced twice since the school was opened in 1982. It is expected that a third time replacement is due in 2-3 years. The money needed is about HK\$12 million.
- La Salle has pioneered a “smart classroom” for her Form 1 boys last year. Basically it is to modernise the classroom with IT facility, new furniture and teaching aids and reconfigure the layout out of students’ desks and chairs. It has proved to be successful in enhancing students learning. The “smart classrooms” will be extended to all the classrooms in stages. The cost of one “smart classroom” is HK\$200,000. La Salle has 42 classrooms.
- Over the 40 years, the school hall has served La Salle well for general purpose functions. However, it is not good enough for performance of the school orchestra, symphony, concerts and performing arts. Provision of better acoustics for music is necessary to match the playing of music for which La Salle has won many prizes in recent years. The cost for upgrading the acoustics and A/V equipments of the hall is HK\$3.5 million.

- A new and larger Heritage Centre is in the making, for showcasing the story of La Salle, her missions of providing quality education and heritage artefacts. The Centre will be used as a learning space for students and visitors. The budget is HK\$2.5 million. [Note, If you have in your possession items of heritage value e.g. your report cards, student life photos, school books, reference letters, bus tickets etc. do let us know. One easy way is for you to scan them and send them over by email.].
- Upgrading the IT environment in the school, building a new e-library for students, at a budget of HK\$3.0 million, The IT environment will go hand in hand with the “Smart Classrooms”
- Acquiring extra teachers for academically weak students and non-Chinese speaking students to get better results in Chinese language proficiency. This would enable them to be admitted to local universities which is currently a requirement for admission. This initiative has been going on for a few years. The result is satisfactory. Admission rate to local universities this year is a happy 85 % for our graduates. The cost is HK\$1.2 million annually.

You see therefore La Salle has as always, tried her best to provide the best of facilities and top quality education for her students. The line in the school song “....and strive that her fame may grow” is an ever running slogan. La Salle has faithfully kept it up. The name and fame is a legacy of La Salle. We wish to keep it ever forever.

There are various ways for you to donate, They are listed in the Foundation website. I would highlight the following for overseas donations,-

- You can donate as an individual or in a group (as in your class year). Tax exemption is applicable for donations made in Hong Kong and not overseas.
- Donations in any amount over HK\$1000 is always welcome
- Donations over HK\$100,000 are categorised in Silver, Gold and Platinum classes. A permanent recognition will be given to them within the school campus.
- Small sum donations can easily be made through an ATM of HSBC, or cheques drawn from a HK bank or simply by credit cards.

Foundation website is <https://lasallefoundation.com/web/>. There is a Q&A column for you to ask questions. Feel free to use it.

Stay healthy and with warm wishes,



PAU Shiu-hung (1960)
Chairman, La Salle Foundation

Sharing the Joy across the Seas

Overseas Network Group



On Wednesday October 6 evening, the LSCOPA team in Hong Kong met representatives from overseas chapters, getting together online to celebrate the 90th Anniversary of our Alma Mater.

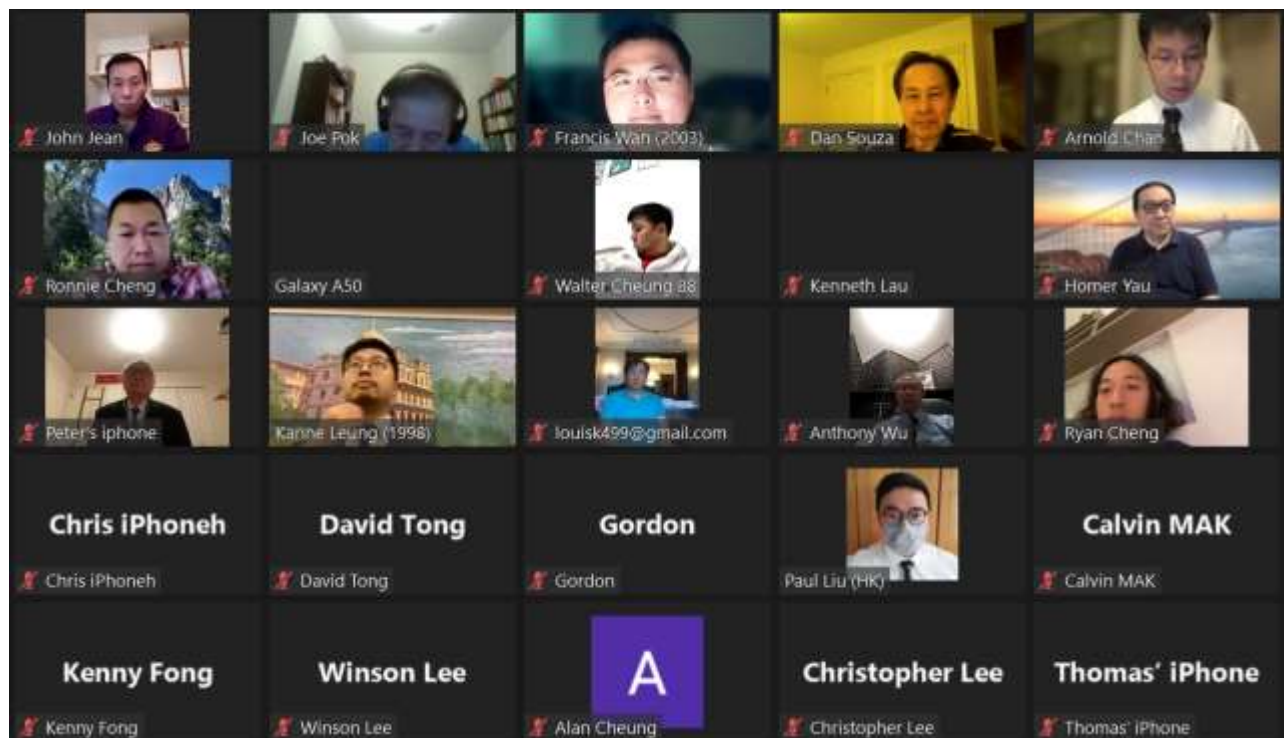
We are honoured with the presence of Brother Thomas, Principal Mr. Tong and Mr. Pau Shiu-hung (1960), Chairman of the La Salle Foundation. Old Boy representatives from 11 chapters and cities around the world attended.

The gathering started with a prayer and an opening speech by Brother Thomas. Principal Mr. Tong went on to introduce the proposed celebration activities in the coming year and the School's upcoming development plans from STEM to sports and culture.

Mr. Pau then introduced the La Salle Foundation's mission to sustain and support LSC and LSPS and its special role in the Lasallian community. As a fully audited, recognized charitable organization, the Foundation provides donors with a channel to provide financial support to our Alma Mater which is tax deductible in Hong Kong.

The Old Boy representatives shared updates in their respective local chapters. Many are seeing encouraging growth. We are all pleased to learn that our overseas communities are staying safe and vibrant, and remain dedicated to support our Alma Mater in Hong Kong.

We may be apart in distance, but not in heart. The sun never sets on the Lasallian community.



奧運場上的喇沙仔- 喇沙書院舊生運動示範日

喇沙舊生會

喇沙書院一直重視學生全人發展，包括運動與學業，過去亦一直培養了不少精英運動員。例如於今屆東京奧運創出佳績的香港運動員中，就有喇沙書院舊生。適逢喇沙書院慶祝九十週年校慶，為此特於十月二十八日舉辦運動示範日，邀請得曾代表香港出賽的喇沙書院舊生運動員回校，與師弟們分享及切磋，亦邀請傳媒了解本校對運動的培訓，和薪火相傳的喇沙精神。

運動員嘉賓包括：

王敏超，BBS，JP（墨西哥城奧運及慕尼黑奧運港隊游泳代表）

黃永棋（倫敦奧運港隊羽毛球代表）

李晉熙（里約熱內盧奧運港隊羽毛球代表）

林兆恆（東京奧運港隊乒乓球代表）

蔡俊彥（東京奧運港隊劍擊代表）

其中黃永棋、李晉熙、林兆恆、蔡俊彥更會向喇沙書院校隊學生示範及切磋。全程可以到 <https://youtu.be/QFVKUHYeUM> 重溫。



五位曾經踏足奧運場的師兄與同學分享運動生涯的苦與樂，和征戰奧運時的熱血時刻。其後，黃永棋、李晉熙、林兆恆、蔡俊彥亦向現役校隊代表和在場人士示範運動技巧，並與同學同場對賽。在分享環節，五位運動員均認為，喇沙體育硬件充足，固然有助學校從小發掘及培訓同學成為精英運動員，但推動他們在運動場上追求卓越的，是母校傳承的「喇沙精神」。其中「永不言敗」四字，激勵

喇沙仔堅毅不屈、精益求精。母校亦特別強調團結及對團體的歸屬感，培養學生的奉獻精神。這些價值從小在運動員心中植根，並在困難時刻激發他們的鬥志。

在總結活動時，喇沙書院校長唐煥星表示：「喇沙書院秉承全人教育理念，讓學生在學習過程中體會『信德、服務、團體』的喇沙教育價值。我們對舊生運動員在東京奧運代表香港做出好成績深感欣慰。喇沙書院一直致力鼓勵學生發展在體育方面的潛能。舊生和社會各界的支持，對推動喇沙為本港培育體育精英，功不可沒。我們希望通過今次活動，鼓勵舊生及公眾繼續支持喇沙書院，為本港體育以及其他領域，培養優秀人才。」



喇沙書院運動員舊生與校方代表合照（左起）：喇沙書院體育發展顧問委員會主席陳擷盈先生、喇沙舊生會前會長、和富慈善基金主席李宗德博士，GBS，OStJ，JP、王敏超先生，BBS，JP（墨西哥城奧運及慕尼黑奧運港隊游泳代表）、黃永棋先生（倫敦奧運港隊羽毛球代表）、喇沙書院校監譚馬士修士、喇沙書院校董會成員百德修士、喇沙書院校長唐煥星先生、李晉熙先生（里約熱內盧奧運港隊羽毛球代表）、林兆恆先生（東京奧運港隊乒乓球代表）、蔡俊彥先生（東京奧運港隊劍擊代表）、喇沙書院副校長陳潤杰先生、喇沙舊生會會長劉錦德先生



Two Thanksgivings?

John Jean (76)

(A continuation of the Two Easters series)



Roasted whole turkey



Butterflied grilled turkey



Typical thanksgiving dinner

What!? In addition to two Easters, there are two Thanksgivings in the World? Yes, there are more than one.

Thanksgiving is a day to give thanks to God and to those we treasure and a family gathering. Even though it is a North America festival, similar practices exist in other cultures and religions. Usually, it is celebrated at harvest time to give thanks to God or to the Earth.

Thanksgiving is widely celebrated in North America, the Caribbean and other parts of the world. Even though Thanksgiving has historical roots in religious and cultural traditions, it has long been celebrated as a secular holiday as well.

Putting legends and stories aside, it is believed that the first Thanksgiving was celebrated when thirty-eight English settlers reached James River, in what is today's Virginia State on December 4, 1619. Upon landing, a religious service was held and declared, "that the day of our ships arrival at the place assigned for plantation in the land of Virginia shall be yearly and perpetually kept holy as a day of thanksgiving to Almighty God."

Other traces of the origin of Thanksgiving were given to the Pilgrims settling in Plymouth, today's Massachusetts, following a good harvest in 1621, and French settlers in search of New France.

Historically, Thanksgiving was celebrated on different dates by each region. Canada and US have long been celebrating Thanksgiving days, and also in other countries.

It was officially declared in Canada on 1879 to be celebrated on November 6 and moved to the second Monday in October in 1957.

In the 1860s, US President Abraham Lincoln declared Thanksgiving to be celebrated in the last Thursday in November and changed to next to last Thursday in November in 1939.

Thanksgiving is now celebrated more as a family gathering instead of religious reasons. In US, Thanksgiving week is the heaviest travel day in the year. Usually, a Thanksgiving turkey is served together with other items including pumpkins.

- *The author welcomes any comments from schoolmates.*

人生抉擇

歐陽焜 (67)

原文刊於 *Lasallite* 得作者同意轉載

人生是不斷的抉擇，歐陽焜 Danny 說。但是抉擇是跟隨時代方向、生活環境和機遇，而有不同決定的。



Danny 的父母於日本侵華時輾轉到越南，又於五十年代帶著六個子女，移居香港，而 Danny 在小四開始入讀喇沙。他的母親成長於一個書香世代的家庭，傳承深厚的國學涵養，對子女言教身教，所以 Danny 一直對中華文化懷抱深情，童年便開始閱讀三國演義，水滸傳，西遊記等中國古典名著。中學畢業後，他入讀中文大學商學院，感受傳統文化的人文氛圍。

大學畢業後，Danny 在香港從事保險業，客戶是專業人士、公司高管、企業家等，業務拓展得很快。當時他的兄弟姐妹已帶同母親，陸續移民美加。

1976 年 Danny 遵從母親的要求，也移民加拿大了，繼續從事保險和投資顧問的工作。剛開始時，是做市場調查員，因為已有保險業的經驗，公司讓他訪問行政人員，而得以建立一張人際網絡。

Danny 在一間加拿大頂尖的投資公司任職投資顧問多年，於 1983 年突破公司白人壟斷的傳統，成為首名華人的分行主管，當時那分行還未有華人職員。

Danny 很熱愛他的專業。金融投資必需要宏觀天下大事，鑑古知今，又測望未來，不斷挑戰眼光和智慧，於經濟金融的潮起潮落中，為客戶作出精明的抉擇，那份滿足感，讓他樂此不疲！現在他的眾多的高端客戶中，非華人佔多數，他欣慰的，是很多客戶已成為好朋友，無所不談，有些客戶更送給他一些精心挑選的禮物，例如用生肖郵票裱成的掛畫，把後院倒下的大樹樹幹做成的圍棋棋盤等。而圍棋，象棋，踢足球，哥爾夫球，閱讀和旅遊，是 Danny 喜歡的工餘興趣活動。

Danny 在加國生活，轉眼四十多年了，他接觸了很多主流和各族裔的人士，對不同風土文化，有相當深刻的了解。作為一個典型的西方國家，加拿大主流的思考方式，和資訊角度，是與東方不同的。西方文化看事物比較直觀，速下判斷，而東方文化較為深思熟慮，仔細琢磨才評定。這往往也反映在國際間的時事、經濟及文化上。

現在不少在香港中學畢業的同學，考慮來加拿大升學，若想了解西方的政治、經濟模式和社會制度，加拿大是一個很好的模型。同時，在眾多西方國家中，加拿大人情味比較濃厚，族裔相對和諧，社會安定，居住環境比較舒適，人民甘於平淡的生活。加拿大風光優美，幅員廣袤，社會福利保障不錯

的，所以在這裡長大的年青人，性格比較清純，沒有很強烈的物質生活的追求。近年有好幾位香港小姐，質素很好的，都是來自加拿大的呢！

加拿大的天然資源豐富，但經濟結構單薄，收入主要依賴出口天然資源，IT 科技也稍有成就，然而其他工、商、金融行業，發展空間不大，政府也未有致全力提高在全球的競爭力，所以優秀的人才，往往都被默默埋沒了。二戰後，加拿大設計出 AVRO 噴射戰鬥機，遭美國禁止製造，加拿大是一直受美國壓制，某程度上是美國附庸，不能完全自主發展的。安省在八十年代已經擁有相當於香港八達通的技術，但被公車局的工會因為害怕職位流失，提出強烈反對阻撓，結果這先進的技術被束諸高閣，不見天日了。

加拿大的稅率高，很多在職人士不求發奮的，甘於普普通通的生活，華裔是屬於上進的一群的了。社會上種族歧視並非不存在，華人的升遷，仍然有一個無形的玻璃頂。加拿大國家、城市的基礎建設，在觀念上和現實上落後於中國和香港。而定居下來的，經過兩、三代人，中華文化便會失傳，這是十分讓人傷感的。值得注意的是，近十年來的傳媒，或受股東指示，或為了吸睛，往往對各種事情，作出偏頗不實的報導，佔據了 Google 等搜索引擎的前數頁，營造出障眼的輿論，所以看資訊時，需要從更高的思想高度，多找不同觀點的論述，獨立思考，小心辨別，掌握世界真正的發展脈理與趨勢，對人生前途的決定，是非常重要的。

對於香港的年輕人，在加拿大進修學業，了解西方模式，增加國際視野，當然是好的。但若想以加拿大為家，就要權衡一下了。Danny 認為，今天世界的最大發展機遇，是在東方，他看好香港的長遠機遇，若能夠以正能量視之，可供發揮的行業、職位，選擇豐富得多。前瞻看，香港其實仍然是很有活力的，稅率低，發展空間大，同樣的努力，在金錢上和精神上之付出與回報，也更值得的。

如果留學的同學，想在加拿大找工作，Danny 提醒說，謙虛內斂，不是加拿大的職場文化，所以見工時要積極介紹自己的優秀與能幹；年底也要勇於提出加薪的要求，否則上司會認為你不需要加薪，也不會為你爭取的了。華人在加拿大努力而事業上到最高管理層的，為數不多，Danny 的弟弟，便擔任了一家上市國際公司的總裁，但畢竟這種機率是少數的。



歐陽焯(中)

Danny 鼓勵在加拿大進修的同學們，努力讀書，好好了解西方文化。來之前，要有思想準備，讀書只是人生的其中一個階段，更要仔細思考自己的志向、前路，懷抱一顆長遠目標的心，作出合適的抉擇，是很可能影響一生的呢。

喇沙仔在加國主要城市都有舊生會。其中多倫多市最具規模。疫情前有主辦各種文娛康樂活動。例如；除夕餐舞會，足球，高球，麻將，旅遊等。亦協助來深造，就業，移民，遊玩的喇沙仔更好充份享受，掌握本地的風土民情，在人生的交叉路作出明智的抉擇！

科網世代：霑仔講霑叔 兩代廣告路 從入屋到入心

[明報新聞網](#)

今年是已故黃霑師兄誕辰八十周年 轉載三月份明報新聞專輯

【明報專訊】「兩個就夠晒數/兩個就夠晒數/生女也好/生仔也好/兩個已經夠晒數，無謂追/無謂追/追得到也未必好/追唔到呢生壞肚。兩個就夠晒數/兩個已經夠晒數」。1975 年的家計會廣告由黃霑包辦曲詞，一聽就識得唱，入屋無難度。剛過去的 3 月 18 日是霑叔誕辰 80 周年，素來低調的長子黃宇瀚接受專訪，首度開腔談父子點滴回憶，也談廣告，原來他在 90 年代中入行，見證廣告生態發展演變，一直把老寶私底下醒他的金科玉律銘記至今：「你創意幾好，sell 唔到就有用，係自己喺度打飛機。」

香港大學香港研究課程在 3 月 18 日舉辦《俗世先驅・香江名句》紀念霑叔，邀請黃宇瀚與幾名學者，包括鑽研歌詞多年的朱耀偉、創設網站「黃霑書房」的吳俊雄及填詞人陳啓泰醫生對談，黃宇瀚前一天在專訪中透露，自己與阿爺、老寶同為「喇沙仔」，戲稱同校師兄朱耀偉為「朱腰」，架着黑色圓框眼鏡的他，說起來哈哈大笑，讓人輕易勾起記憶裏霑叔的模樣。

他生於 1968 年，有一弟一妹，妹妹黃宇詩在幕前演戲做主持，較為人熟悉，他不諱言自己低調跟童年經歷有關，當年父親與母親華娃離婚，「細個因為老寶、老媽子離婚，所有報紙攤（報章）頭版都見到他們的照片，勁到我自己怕咗，那時才 10 幾歲」。

創作看似舉重就輕 背後苦心鑽研

霑叔創作力開始大爆發時，黃宇瀚年紀尚小。算一算，家計會廣告推出時他才 7 歲。「當時只覺得很多人在街上見到他會傾偈、打招呼，影相、簽名，很多同學也知道，我細個花名叫霑仔，以前好抗拒，現在很驕傲。」他中三往外國讀書，畢業後回流香港，兩父子短暫同住過 1 年，「我那時返嚟搵工，話老寶我想做廣告，第一樣嘢話你千祈唔好介紹工畀我，還是 send cold fax 的年代，1995 年左右吧。約 1 年多後，我收入穩定就搬走」。他在黃與林廣告公司當過暑期實習生，笑說老爸曾讓他去接林青霞。

香港廣告的本土創作階段

港台 2016 年製作《黃霑・好香港》節目，引錄歌手葉麗儀在舞台上分享的片段，說顧嘉輝與黃霑這對黃金組合很愛找她唱廣告歌，「在最盛的時期，電視台一個廣告時間可能有 5 個至 6 個廣告，其中有 3 個至 4 個是我們 3 個人做」。星辰表，任你撞；星辰表，任你浸，多首充滿廣東話特色的廣告歌貼地又易唱，在同一個節目裏，時為香港廣告商會主席的黃光銳說在黃霑的一代創作人之前，香港廣告多是外國「入口」，「將英文或法文譯成廣東話」，直至出現「人頭馬一開，好事自然來」的一類廣告，「霑叔那個年代算是香港廣告第一個真正香港本土創作的階段」。

「最好是出之若不經意，舉重就輕，創作先過癮㗎嘛，嘩你舉輕若重，呵呵呵好辛苦，寫隻歌詞有咩辛苦，有幾多句咁。」香江才子對創作是如此一番豪情壯語，不過兒子黃宇瀚說：「我發現我老寶做事是很勤力，如幫《男兒當自強》改《將軍令》，是聽了好多好多，做好多 research，你唔好以為佢出一隻歌，那個 rearrange（重新編曲）要成個月去做，逐個 bar 數好 detail，出面睇唔到，但我知。他說你聽落去好似好快，我改咗好多嘢。」黃宇瀚說就算出名填得快的一首《上海灘》，老爸亦花時間研究過上海有沒有浪。

數碼營銷時代 廣告如何賣？

時代在喧嘩中移動腳步，廣告界漸漸冒出一片新天地，黃宇瀚去拓「數碼營銷」的新土，「一入行還是做傳統形式，那時萬寶路找了當時最紅的歌星，搞 **Marlboro Red Hot Hits**」，1992 年開始，有郭富城、鄭秀文、許志安、梁漢文唱《火熱動感 **La La La**》，後幾年延續系列繼續邀四大天王等歌手推出歌曲，大 **budget** 大陣仗，乘着樂壇 90 年代百花齊放之勢帶動產品的人氣。「之後開始遇上轉型，我差不多是全香港最早第一批跳出來做數碼媒體的。」

「當時的數碼營銷跟現在很不一樣。如幫電腦產品做營銷，叫 **direct marketing**，在不同的報紙登廣告會附上不同的電話，如登在《明報》財經版，後來有多少人打來查詢買電腦、通常買什麼類型，這就是最早的數碼廣告 **tracking**（追蹤）。」這就如現在社交平台背後收集大數據的雛形，從數據去看這個廣告是否只是「自己打飛機」，「從前『兩個就夠晒數』究竟有幾 **effective**，除了知道好多人聽，其實計不到有幾多人會因此去食避孕藥或做結紮手術。當然這個方法不是個個肯用，也會有公司會覺得應該給消費者一個易記的電話號碼」。

沒人可以教路，「只能不斷睇、不斷進修，自己畀心機發掘。藝術、音樂、文字什麼都看，好的廣告人不能單方面，一定要很全面，對概念、文字都要很敏銳。老竇成日叫我睇 **The Economist**，我自從出來工作到現在仍有訂閱，雖是西方觀點較多，但它寫的比較客觀，做很多資料蒐集」。父親涉足主持、廣告、音樂、電影多個領域，有時兒子也是他拉着一起熾熱探索世界的好伙伴，黃宇瀚笑說：「好驚同佢睇戲，好大聲喺度講戲，笑到哈哈聲，我一路殊、殊，笑到個個都知，啲人就望到：喂黃霑喎。他又帶我去看電影的首映午夜場，見到周潤發同我打招呼，幾開心呀。」



KOL 賣廣告「創意」地位下降

踏入千禧年代，「明星效應」的玩法已經不同。黃宇瀚參與創立一間 KOL 公司，與 YouTube 上的明星簽約推廣產品，「我們的模式是 **multi-channel network**（多渠道網絡），簽不同的 YouTuber 組成一個 **network** 賣廣告，在後台能看到很多不同的數據。如笑波子，很多少年見到他會尖叫，但傳統看電視

的人便絕不認識他。他講一句某產品好好，便好賣得。又如蛋糕品牌找阿姐在 Instagram 和微博出一個 post，翌日就全港賣斷市」。不過他說，「其實都是很靠 KOL，創意的地位低了很多」。對廣告創作人而言豈不是很悶？「係好悶囉，哈哈」，不過他強調 KOL 只是營銷工具之一，一個項目有時需靠線上線下推出才算全面。

It's never just about.....

黃宇瀚後來到上海工作過幾年，形容那是花花世界，「廣告 budget 又大，種類又多，可以使很多錢做靚個 trade show（展銷會），如 Nike 可造很巨型很像真的波鞋」。他當時為遊戲平台發展成可賣廣告的媒體平台。後來他口中的「肥生」黎智英旗下 Next Mobile 向他招手，他回到香港。「蘋果的 App 是當時全香港最多人睇，肥生是好有眼光，『嘢』一聲就去，只是維持不到。他在香港推遊戲，有失敗有成功，成功的 Barcode Footballer 每年收入億億聲，我們就幫他如何用 App 的 traffic（流量）帶動人去下載那款遊戲。他投了一個叫 Lookcery 的項目，影住個樣可把一些動畫笠在頭上，現在已被 Snapchat 買下了。那時幫他在香港推，加了王小虎的眼、李小龍、日本卡通的公主眼，在香港及台灣叫 Looka。」

媒體更多元 廣告需給觀眾價值

現在不再是人人用電視送飯的年代，他說媒體變得多元化，創意因而有轉變，「現在內容更重要，做廣告不可只有一個很 catchy 的點，要給觀眾一些價值，讓他們感覺有得着，所以唔易做啊」。他每年都會留意備受注目的 Super Bowl 盛事，「是全世界最貴的廣告時段，所以廣告商好搵錢」，是世界級的廣告競技場，當中一個啤酒廣告便讓他印象深刻，廣告開首是傾盆大雨的婚禮，新婚夫妻狼狽中碰一碰啤酒樽各灌一口，相對失笑，還有打工仔被炒、樂團練習不理想、老友在葬禮相遇等場面，最後一句「It's never just about the beer. It's about being together.」不硬銷產品，卻帶出與身邊人共度倒霉時光、有苦一齊捱的感覺，來打動人心。

別對世界失去好奇

「霑仔」名號沒令他受盡關照，多年來黃宇瀚也要走出自己的路。他坦言沒細緻研究爸爸的廣告作品，不過說到許多父子相處的吉光片羽，在人人見識到黃霑的豪邁豁達以外，這些只他看到的一面，似乎滋養出他心中做人處世之道。「他喜歡夜晚出動，喜歡夜闌人靜創作。他在 LA 搞過一隻碟，那時我從溫哥華去探佢，兩人玩了一個禮拜，他總不睡，可能與時差也有關，有一天他拍拍我，『喂仔，起身喇喂，去睇日出』，點知去到沙灘在西邊，睇唔到，哈哈。」

對世界別失了好奇，他說「共事的人覺得我好有童真，做起事上來很正經」，這點是有幾分似老爸吧。他曾與團隊為精神健康組織度過一條橋，邀請李珊珊用 Love Actually 的點子，名為「我想說一個故事」（I have a story to tell），把寫上字句的牌逐個揭開，剖白親身經歷，利用社交平台的組圖讓受眾點開一張張去看，效果不俗，為他們帶來了廣告獎，「這便是其中一個例子，做廣告要掌握不同平台的特性」。而數碼營銷其中一項最新發展，是 NFT（non-fungible token），有譯「非同質化代幣」，即數碼圖像透過區塊鏈技術產生獨有標記）。月初有區塊鏈公司買下 Banksy 一幅作品，在 Twitter 直播燒毀，化為 NFT 再以加密貨幣賣出，約值 300 萬港元。類似產品引來一波波炒賣潮，他說無論自己認同與否，都會多了解。

香港廣告業已死？

香港預算少、市場細，是否廣告業已死？黃宇瀚說「死咗好耐啦」，「但已演變出另一個生態，細公司反而可以企得住」，從前黃與林的辦公室位置設在廣告、網絡營銷公司林立的北角、太古一帶，現在他工作的地方已轉為租金較廉宜的觀塘。有說廣告已不會再為香港市場度身訂做，重回以往光景，將一些大中華都合用的廣告配個音就能照推，他聽到立時說聲「No」，「香港可能 budget 是細，如果品牌能做到大中華都可推當然好啦，連埋大灣區也更廣，但創意空間有幾大呢？很多問題好難平衡，大陸台灣的廣告就咁擺來香港一定死，文化不同，廣告是很貼身的東西，不一定 work」。

個地球係圓又圓

霑叔在他的博士論文留下一個對粵語流行曲的悲觀結尾，黃宇瀚則在這個時勢還有希望，「我覺得（香港）會好番，也想我個女在這裏長大一段時間才再到外國見識，接觸她爺爺生活的歷史背景、留下的文化遺產」。《獅子山下》幾年前有廣告重新演繹，去年聖誕亦有人重溫《慈祥鵬過聖誕》（林振強詞，黃霑唱），「慈祥鵬過聖誕，問我要啲乜嘢玩，我說畀個 passport 我」，記者提起這首 1989 年尾面世的盞鬼聖誕歌，他說：「那時聽還小，不知那個歷史性，現在聽真的覺得好犀利，唔知點解佢突然有咁嘅創意。另一隻碟他也做得好好，但有乜人知，是改編昭君出塞，將本來很慘的故事，改到塞外是世外桃源，嫁的人原來好靚仔，令件事開心番。」他說不必灰心，「香港的本土文化會變，但廣東話文化不會滅亡，點都會有香港特色，如果保持到粵語，個自由氣氛可以有番啲喺度……粵語流行曲也希望有好嘢出來，唔好灰心囉，真係唔好灰心囉，哈哈」。他把老竇另一首詞作、張敬軒的《Blessing》送給今日香港，也盡力向快滿 10 歲的女兒介紹香港獨特文化，「（黃霑執導電影）《大家樂》有首我媽唱的歌，我個女學得好似！」他唱：「個地球係圓又圓……」

Remembrance Day

十一月十四日，喇沙舊生會與校史傳承小組委員會 (Heritage Subcommittee) 代表齊集和平紀念碑前，出席悼念儀式，獻上花圈，向一眾戰士致敬。

當年守護香港的軍人許多來自英聯邦各國，以加拿大為例，一九四一年底，約二千人從 Winnipeg 及 Quebec City 出發到香港，當中許多可能從沒有聽過香港這地方。守軍包括舊生、教師。儀式完成後，小組又同赴聖約翰座堂旁，拜謁陣亡舊生 R.D. Maxwell 墳墓。

二戰爆發，風雲變色。喇沙會師生校友相率守土，挺身者眾，英風長在，忠勇足式。喇沙男兒，自應以此自豪，更應以此自勉。

香港戰役八十周年將至。值此特別時刻，讓我們一同緬懷為香港獻身的先烈。



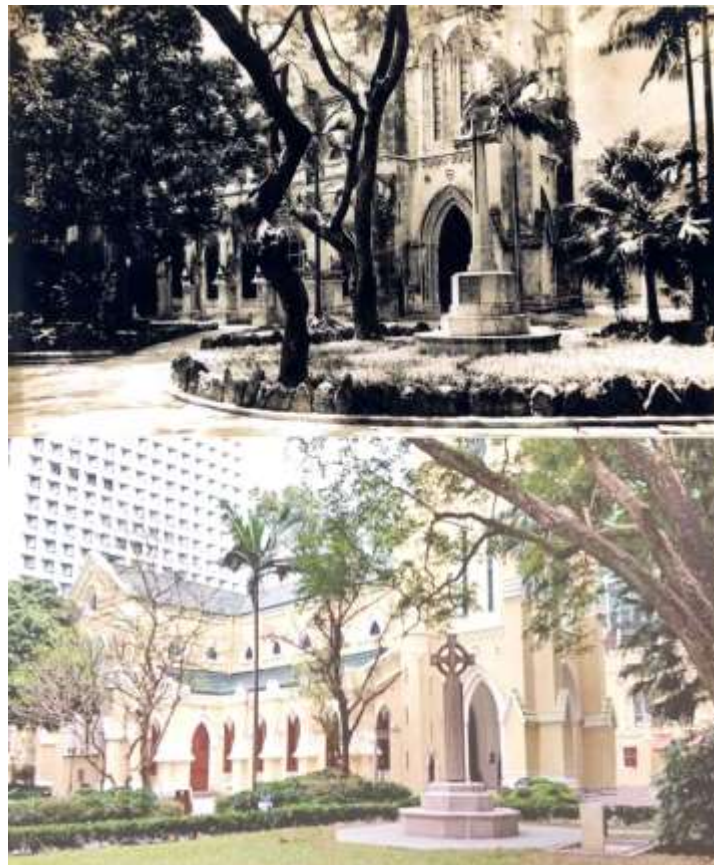
(from [Hong Kong Heritages Facebook page](#))

Ronald Douglas Maxwell was a British soldier during World War II, serving in the Hong Kong Volunteer Defence Corps. He was Catholic Portuguese and alumnus of La Salle College. Three days before the end of the Battle of Hong Kong (23 rd Dec 1941), Maxwell, aged 22, was killed in action in Wanchai. The commander of the Volunteers ordered to bury him in the nearest suitable spot. Three of his comrades took his body to the St. John's Cathedral (adjacent to Volunteer Defence Corps Headquarters) where the War Memorial for WWI was erected. After the war permission was given for Private Maxwell's remains to be left undisturbed. It is the only burial within the cathedral precinct, and a tombstone was placed on top of his resting place in 1947.



The War Memorial was unveiled by Governor Sir Reginald Stubbs in 1921 in memory of the soldiers killed in the First World War. It was damaged during Japanese occupation. In 1952, it was replaced by a Celtic cross, with an inscription added to commemorate those who had died in both World Wars. The original bronze tablet with the names of the First World War dead is held inside the cathedral, in St Michael's Chapel.

The lone grave of Private R D Maxwell, War Memorial and bronze tablet witnessed peace and war of Hong Kong.



War Memorial at St John's Cathedral

Washington DC Gathering



Old boys gathering in Washington DC. While we are not an official chapter, meeting up with fellow old boys is always just a Whatsapp message, an email, or a phone call away.

Updates from Hong Kong

HKOBA hosted the Teachers' Day (senior edition) on September 17, 2021, featuring Mr Peter Chiu, Mr Michael Leung, Mr Victor Lo and Mr Randy Woo. The video is accessible [here](#).

A funeral Mass was celebrated for late Br Lawrence Blake at St. Teresa's Church on Friday November 12 following which his body was buried at St. Michael's Cemetery, Happy Valley. He is one of the longest serving De La Salle Brothers. He was 91 years old and had been a religious for 75 years. His brother, Mark, also joined the De La Salle Brothers.

Br Lawrence Blake arrived in Hong Kong in 1958 and had various assignments, including La Salle College, St. Joseph's College, Chong Gene Hang College and Chan Sui Ki (La Salle) College as teacher, principal and supervisor.

May he rest in peace.

CV of Brother Lawrence Blake

1. Name: Lawrence John
2. Baptism Name: Thomas
3. Date & place of birth: 1-12-1929 Clonaslee, Co Laois
4. Father: Thomas
5. Mother: Mary Fitzgerald
6. Early Schooling: Clonaslee Boys National School 1935-1943
7. Early training & Formation:
 - Juniorate, Castletown 1943-1946
 - Novitiate, Castletown 1946-1947
8. Vows takes with dates:
 - Temporary 1947
 - Perpetual 1954
9. Academic & Professional qualifications
 - St Mary's Training College, Strawberry Hill, London 1949-1951
 - BA UCD Dublin 1963-1966
10. Teaching Assignments:
 - St Xavier's Institution, Penang 1951-1954 March
 - St Patrick's, Katong, Singapore 1954-1958
 - La Salle College, Kowloon, HK 1958-1963; 1966-1968
 - La Salle School, Kota Kinabalu, Sabah 1968-1975
 - St Joseph's College, 1975-1979
 - Chong Gene Hang College, 1979-1987 as Principal and Supervisor
 - Chong Gene Hang College, 1987-2008 Supervisor
 - Chan Sui Ki (La Salle) College, 1991-1995 as Principal
 - Chan Sui Ki (La Salle) College, 1995-2010 as Supervisor
 - La Salle College, 2010 Retired



Seasonal Greetings

*Merry Christmas to our
La Salle brothers in North
America and all over the
world. May 2022 be a
year of love, peace and
health for all La Sallians
united in the spirit of our
patron saint Jean -Baptiste
de La Salle*

*New York /
East Coast Chapter*



Merry Christmas & Happy New Year!

*May your holidays be full of warmth
and cheer.*

From Edmonton Chapter

Season's Greetings



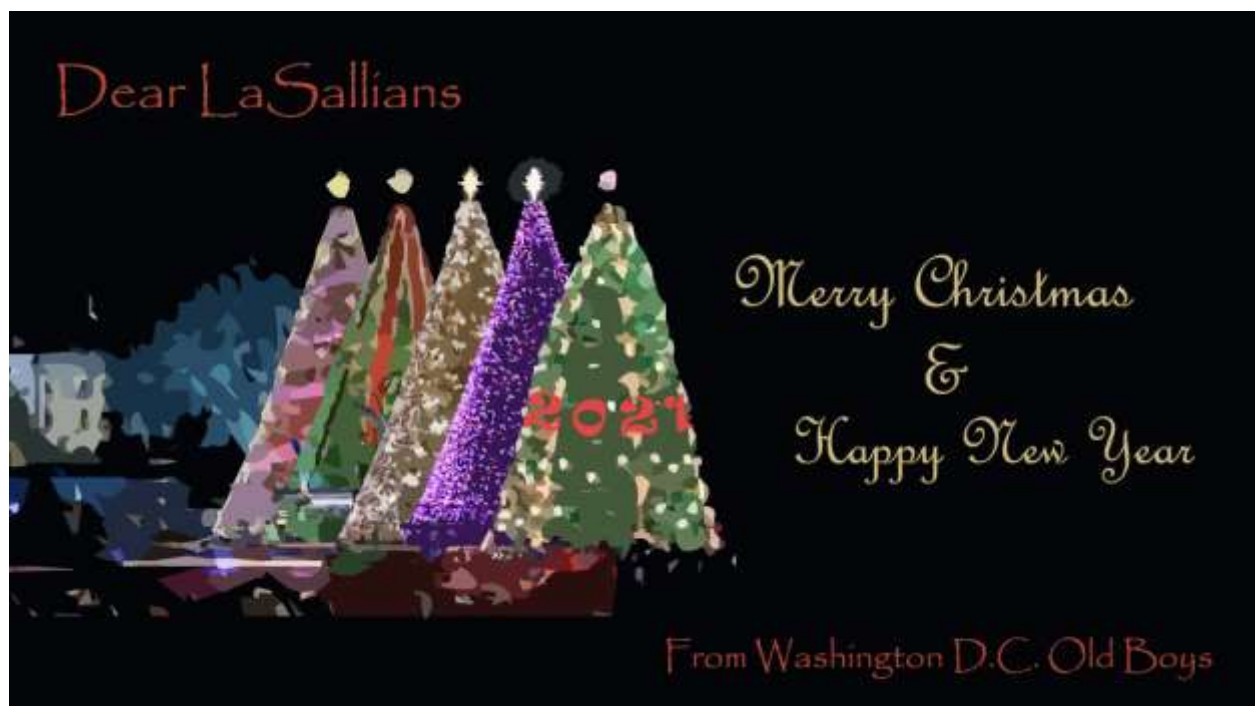
Merry Christmas and Happy New Year!

LSCOB A San Francisco Bay Area Chapter 2021

***Merry Christmas &
Happy New Year***

*Seasons Greeting from LSCOB A
Southern California Chapter*







About the North American Lasallians

This newsletter is aimed at providing an electronic platform for communication & sharing among La Salle old boys in North America. It is not meant to be used as an instrument for promoting any personal agenda.

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Previous issues of the newsletter are also available on HKOBA website at <https://www.lscoba.com/nanewsletter.php?catid=4&subid=56>

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The Chief editors appreciate Danny Au-Yeung (67) for his contribution to this issue.

Chief Editors

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Victor Leung (77)
Kevin Kwok (88)
Chris Fong (94)
Ambrose Lee (98)