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Mohamed-Campaign

EXPLANATORY CAMPAIGN ON MEASURES TO STIMULATE ECONOMY

KUALA LUMPUR, Dec 8 (Bernama) -- The Information Ministry will mobilise its entire broadcasting and information machinery as well as the print media to explain to the people measures taken by the government to stimulate the economy.

Information Minister Datuk Mohamed Rahmat said he would meet top officials of the government and private broadcasting stations, information officers and owners of the print media on Friday to seek their cooperation to carry out the campaign.

" We are preparing to launch the campaign immediately to enlighten the people on the measures so that they will understand the problems faced by the country better,

" Hence, we hope the people will give their cooperation to the government," he told reporters at the Sultan Abdul Aziz Shah Airport in Subang, near here, after seeing off Prime Minister Datuk Seri Dr Mahathir Mohamad who left for Tehran to attend the Organisation of Islamic Conference (OIC) leaders' summit.

In view of the fact that the measures required sacrifices from people of all walks of life, the government felt that it was crucial to give them a thorough explanation, he said.

Mohamed said some of the measures might not be popular among the people as they might require them to sacrifice their comfort.

He also said the involvement of private broadcasting stations and print media were important to carry out the campaign as the problems besetting the country were national issues which required the sacrifices from all parties.

" I think they also have a responsibility. I will invite them to play their role to implement the campaign," he said.

On the 18 per cent cut in next year's government expenditure as announced by Deputy Prime Minister Datuk Seri Anwar Ibrahim on Friday, Mohamed said he had directed RTM to limit the purchase of local and foreign broadcast materials to RM160 million beginning next year, a move which would enable the government to save RM40 million a year.

Asked on the government's plan to buy advertisement space in the foreign media to promote Malaysia's image overseas, he said officials from his ministry and Culture, Arts and Tourism Ministry were studying the proposals.

He said the government proposed to buy the space in a package at a reasonable price from leading broadcasting stations such as the Cable News Network (CNN), magazines like the Times and influential newspapers.

Many countries used the major media networks in the world to promote their countries which had resulted in good impact.

" Such advertisements are important if we want to boost our image and restore confidence in our country among foreigners," he added. -- BERNAMA

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