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New TV station told to promote unity through shows

SHAH ALAM, Tues. - Datuk Seri Dr Mahathir Mohamad said the mass media should play an active and honest role in disseminating information which could spur and encourage the people towards achieving excellence.

Dr Mahathir said those with information held an advantage as they could use them to devise strategies in facing challenges and ensuring success.

The Prime Minister said this in his message in the souvenir programme in conjunction with the official launch tonight of the country's latest free to air television station, ntv7, at its broadcast centre at the Hicom-Glenmarie Industrial Park.

Besides entertainment programmes, Dr Mahathir said it was hoped that ntv7 would play a role in helping to develop a society which was knowledgeable, creative, innovative and progressive.

"It is important that ntv7, through its programmes, help enhance unity and integration between the people of Sarawak, Sabah and the Peninsula, which is one of the objectives of its establishment."

Dr Mahathir hoped ntv7 would produce quality local programmes besides upgrading the skill and expertise of Malaysians in the multi-media and broadcasting technology.

The highlight of the opening ceremony was a musical themed Konsert Antara Dua Irama, which was a tribute to the late Tan Sri P. Ramlee who boosted the Malay film industry in his varied roles as actor, director, singer and musician.

Among the artistes who performed were Erra Fazira, Siti Nurhaliza, Ziana Zain, Ning Baizura, A to Z and Camelia, with special appearances by Aziz Satar and S. Shamsuddin, two of P. Ramlee's closest friends in the film industry.

Later, Dr Mahathir launched ntv7's Buy Malaysian Campaign at the News Studio where he was interviewed on the station's evening English news bulletin.

In the interview, Dr Mahathir urged Malaysians to buy local goods as they were of high quality. He added that by doing so, they would help the country's economy to recover.

He said very frequently, goods bought in various places in the world were produced in Malaysia, and they were of world quality.

The station is owned by Natseven Sdn Bhd, a wholly-owned subsidiary of Sarawak-based Encorp Group Sdn Bhd.

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