

02/08/2000

3R way to promote awareness among women

Eirmalasang Bani

A NEW television programme called 3R, which stands for Respect, Relax and Response, was launched recently for women in Malaysia. The programme will be aired on TV3 on Sunday evenings at 7pm beginning August 6.

The magazine programme, which consists of 26 episodes, will also be repeated every Friday evening at 9pm on Astro Ria beginning August 11.

The new dynamic programme seeks to promote greater awareness of opportunities, endeavours and achievements for women. It is filled with a variety of topics that will keep the audience enthralled throughout its 30-minute slot.

"Instead of the usual fashion and beauty features, 3R aims to provide young Malaysian women with information on how to lead independent lives, how to live healthily and stay safe," 3R's executive producer Datin Paduka Marina Mahathir said at the launching of the new programme in Kuala Lumpur last week.

Marina, who is also the president of Malaysian Aids Council, expressed her hope that 3R's target audience, namely young women, would be empowered by the information available on the programme.

3R's production team comprises individuals who are passionate and committed to women's issues. The producer, directors and writers are all women who are knowledgeable in such issues, having worked with women's groups and various non-governmental organisations.

The programme is produced and directed by Lina Tan of Red Communications and hosted by new faces - Azah Yazmin Yusof, Rafidah Abdullah and Low Ngai Yuen. It is also shot entirely on location and not in a studio, to provide a more realistic setting.

Consisting of five segments - issue of the week, interviews with women personalities, activity, information technology and health tips - 3R is presented mainly in Bahasa Malaysia with one or two segments in English.

A website has also been created at www.3R.com.my to provide more information about the issues, topics and places mentioned in the programme.

Corporate sponsors for 3R are TV3 and Astro Ria, while principal sponsors are Siemens, Southern Bank Direct Access, Nestle, Organics Shampoo and Maxis. Subsidiary sponsors include British India, Guess, Nike, MAC Cosmetics, EMI, Positive Tone and Perusahaan Otomobil Nasional Bhd.

Meanwhile, Siemens said one of the main topics discussed in the programme will be on mobile telecommunication products and devices.

"We hope to enrich the lives of young and dynamic Malaysian women by empowering them with the latest information on mobile and communication technology," said Siemens Malaysia vice president of Information and Communication Mobile, Mr Alex Wong.

Speaking to reporters after the launching, Wong said the company believes that young women in the country will play a dominant role in the usage of modern mobile communication devices, such as the mobile phone.

Siemens has positioned three new W@P or WAP (wireless application protocol) enabled mobile phones targeted at today's women.

The first model called 3508i was created to meet the demand for information and entertainment features on mobile handsets. It includes new features such as Picture Messaging and Calling Faces, and is ergonomically designed to appeal to the age sector of 16 to 30.

The second model, 3518i, revolutionises the mobile phone concept with

its rugged outlook and integrated antenna. The phone is also resistant to water, dust and shock.

Meanwhile, the third model, 3568i, is sleek and weighs only 99g. It is targeted at the professional and mobile businesswomen, and offers a comprehensive organiser and W@P browser.

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