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PROJECT IMAGE OF MALAYSIA, PR PRACTITIONERS TOLD

KUALA LUMPUR, Nov 16 (Bernama) -- Public relations (PR) practitioners should complement government leaders' efforts to project accurately and positively the nation's image at home and abroad, Information Minister Tan Sri Khalil Yaakob said today.

He said that the relentless efforts by the country's leaders especially Prime Minister Datuk Seri Dr Mahathir Mohamad to give Malaysia a good name would be more successful with their help.

"The untiring efforts by our leaders...should be complemented by effective public relations. I believe that he should not be alone in these efforts," he said in his keynote address at the National Corporate Relations Forum 2000, here.

The text of his speech was delivered by his deputy, Datuk Mohamed Khalid Yunus.

Khalil also said it was important for the industry to equip itself with the required knowledge and information in order to be effective.

"The failure of trained public relations practitioners to acquire the required knowledge is frequently cited by management as the reason for hiring someone who does, such as an engineer or accountant, and teach them public relations," he said.

He also said PR practitioners should prepare themselves to face the challenges brought by globalisation in which some issues would become borderless and thus public opinion must be monitored globally.

About 100 participants from various sectors attended the one-day forum.

-- BERNAMA

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