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(TV news)

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A NEW TV3 programme called 3R will make its debut on Aug 6 over TV3. An acronym for Respect, Relax and Respond, the 26-episode programme, which will be aired every Sunday at 7pm, is targeted at young women.

Programme executive producer Datin Paduka Marina Mahathir said: "Instead of the usual fashion and beauty features, 3R aims to provide young women with information on how to lead independent lives, live healthily and stay safe."

Consisting of five segments, 3R is presented mainly in Bahasa Malaysia with one or two segments in English.

The segments are divided into the main features of the week including interviews with women personalities, information technology and health tips.

Some issues which will be delved into include Living On Your Own, Sexual Harassment, Non-traditional Careers, Body Image, The Woman Traveller, Self Defence and Managing Finances.

The 3R production team consists of individuals who are passionate and committed to women's issues. The producer, directors and writers are all women who have vast knowledge in issues pertaining to women.

3R is produced and directed by Lina Tan of Red Communications and is hosted by three women who are new to television - Azah Yazmin Yusof, 25, Rafidah Abdullah, 25, and Low Ngai Yuen, 24.

"The hosts play a very important role as they are representative of the target audience and they (the hosts) can relate to the issues raised in the programme.

Therefore, they speak to the target audience on the same level, without being sounding condescending or preachy. Information is also presented in various styles from role playing, music video formats to interviews with relevant individuals," said Tan.

More information on the programme may be obtained from its website www.3R.com.my.

The programme will also be repeated every Friday evening at 9pm on Astro Ria beginning Aug 11.

(END)