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Khalil-Media

LOCAL MEDIA URGED TO SET UP INTERNATIONAL NEWS CHANNEL

KUALA LUMPUR, Oct 26 (Bernama) -- Information Minister Tan Sri Khalil Yaakob today urged the local media practitioners to give serious consideration to the call to set up an international news channel to portray world developments from the local perspective.

He said this was necessary to balance the foreign media reports which portrayed the western perspective and to ensure that the interests of the local community in current world events were taken into account.

"The news flow of the western media is tailored according to their perspective and surely they will not represent our interests.

So, it's not surprising if they constantly misreport about us and the non-western countries," he said in his speech at the signing of a memorandum of understanding (MoU) between Bernama, the Malaysian national news agency, and Measat Broadcast Network Systems Sdn Bhd, here.

His speech was delivered by his deputy, Datuk Mohamed Khalid Yunus.

Khalil said that up to now the local media industry still depended on the foreign media to source international news although Prime Minister Datuk Seri Dr Mahathir Mohamad, who wanted the media to give a true picture of each issue, had raised the matter.

He said the time had come for the local media industry to make the proposal a reality in view that Malaysia had the expertise to do so.

In fact, Malaysia could also collaborate with other countries like the Arab countries and the third world countries, he said.

"As Malaysia is now respected as a first country in the third world, it is better for us to seriously start on this proposal and make Kuala Lumpur the news centre for this news channel," he added.

The MoU signed by Bernama general manager Syed Jamil Jaafar and Measat director Datuk Badri Masri is for a joint venture between Bernama and the Astro satellite TV station owned by Measat to broadcast news bulletins to Astro subscribers.

Under the agreement, Bernama, through its Audio Visual News Service unit, will supply 15-minute news segments in Bahasa Malaysia, Mandarin and Tamil through the Astro Ria, AEC and Vaanavil channels daily.

The Astro/Bernama Bulletin will be launched in stages with the Bahasa Malaysia and Tamil bulletins starting on Nov 14.

The Bahasa Malaysia bulletin will be aired at 11pm and repeated at 6am the following day while the Tamil bulletin will go on air at 8.30pm with the repeat at 7am the following day.

The bulletin in Mandarin will start broadcast on Dec 15 and will be on at 10.30pm and 7am the following day.

-- BERNAMA

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