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Book on Dr M the PR 'guru' launched

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KUALA LUMPUR, Tues. - A book inspired by the role played by Tun Dr Mahathir Mohamad as the "first public relations person" during his tenure as Prime Minister was launched tonight.

World Class Public Relations - Tun Dr Mahathir Mohamad was launched by Yang di-Pertuan Agong Tuanku Syed Sirajuddin at a hotel here. He was accompanied by Raja Permaisuri Agong Tuanku Fauziah.

The event was organised by co-publishers the Institute of Public Relations Malaysia (IPRM) and CD Communications Group Sdn Bhd.

IPRM president Shameem Abdul Jalil said Dr Mahathir exemplified Malaysia's remarkable standard of public relations (PR).

"The book has captured the important role Dr Mahathir played as Malaysia's first PR person from 1982 to 2003.

"IPRM is making a concerted effort to acknowledge, showcase and champion the best PR practice in the country," she said in her speech.

Shameem thanked the 15 senior PR practitioners in the country who had written chapters on Dr Mahathir's PR conventions in various areas, as well as New Straits Times for supporting the publication.

Chapters include those entitled International Relations, Public Relations and Human Rights and The First Public Relations Person of Malaysia - 22 Years at the Helm by Paddy Schubert Sdn Bhd managing director Datuk Dr Paddy Bowie, Federation of Malaysian Consumer Associations president Datuk Mohd Hamdan Adnan and Shameem respectively.

Other contributors include Kuala Lumpur City Hall public relations/media consultant Valentine Siva and Taylor's College School of Communication associate director Sharifah Rozita. The 181-page book will be sold at bookstores and at Menara Kuala Lumpur for RM200.