

Goh Hin San to be the PM's new Chinese pol sec
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Goh Hin San, the Chinese content adviser of the country's largest media conglomerate Media Prima, is tipped as the new Chinese political secretary for Prime Minister Najib Abdul Razak to help the premier win back the support of Chinese community while the ruling coalition is gearing up for a possible snap poll this year.

The post was vacated at the end of last month after Najib's first Chinese political secretary Oh Ei Sun's term expired.

According to various media sources, Goh (left) will be seconded to the Prime Minister's Office around the middle of this month or the beginning of next month and the secondment will be effective for two years.

However, he will still retain his post at Media Prima.

Sources also said he is looking for two personal assistants to help him cope with his heavy duties.

It is widely expected that Goh will be tasked to regain the deteriorating support from the Chinese community by focusing on mobilising the Chinese mainstream media to change the negative perception among the community.

Second secondment from Media Prima

This is also the second secondment from Media Prima's management to the Prime Minister's Office this year.

Earlier this year, Media Prima television chief Ahmad Farid Ridzuan was seconded to the Prime Minister's Office to help in promoting the prime minister's concept of 1Malaysia.

When congratulated and asked for comments by Malaysiakini through a text message yesterday, Goh, who is now overseas, did not deny the news.

"(I am) still overseas and will be back tomorrow night. Thanks."

Goh is also the president of the Malaysian Translators and Creative Writers Association.

Preventing embarrassing mistakes

Some observers are of the opinion that his appointment might help the government to prevent any embarrassing mistakes in Chinese translation, as had happened during the visit of Chinese Premier Wen Jiabao in April.

It is also understood that he is part of the Prime Minister's media advisory circle, which is led by Media Prima group chairman Johan Jaafar, to monitor the country's media.

He was also seen as one of the favourite candidates for the PM's Chinese political secretary's post two years ago, but it was taken up by Oh, an academician from Sabah.