

PM to hit airwaves again - this time on Chinese One FM
Malaysiakini.com
June 17, 2011

Prime Minister Najib Abdul Razak is scheduled to appear on Chinese One FM radio station's Morning Kaki programme on June 23.

This was confirmed in a post on the programme's Facebook page by deejays Jack and Jane (left).

Najib's appearance on One FM follows a similar appearance on Malay radio station Hot FM on May 6.

Industry sources have said before that Najib would be carrying out an airwave blitz over Malay, English and Chinese radio stations between May and July.

He is the first prime minister to embark on such a strategy, appearing on a time slot that attracts urban audiences commuting to work.

During his Hot FM appearance, Najib promoted his administration's plans for the youth, but kept it light, touching on many apolitical topics such as the English Premier League, which has a strong local following.

The DJs are very excited

Industry sources have told Malaysiakini before that Najib's scheduled appearances on all three radio stations are part of a elaborate arrangement by its, owner Media Prima Bhd.

It is understood that Media Prima's television division chief, Ahmad Farid Ridzuan, who was seconded to the Prime Minister's Department earlier this year, is instrumental in helping the premier's publicity efforts.

Meanwhile, the two Morning Kaki deejays wrote on their Facebook page that they were very excited with the prospect of interviewing the premier.

"Make no mistake. It is the prime minister. Jack and Jane will interview the premier... What should we do? We are very excited," the duo wrote.

The posting has been met with enthusiasm from fans, who urged them to maintain their composure.