

RM7.2mil spent on GTP, ETP publicity cost
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A whopping RM7.2 million has been spent on publicity for the Najib administration's Government Transformation Programme (GTP) and Economic Transformation Programme (ETP).

In a parliamentary written reply to Segambut MP Lim Lip Eng yesterday, the Prime Minister's Department said the sum was necessary to promote the two government initiatives.

The department said that it was necessary to get the public to support, participate and contribute to the success of the two programmes, which thus justifies the cost.

'Promotion and communication'

A total of RM3.7 million was spent on the "promotion and communication" of the GTP and RM3.5 million for the ETP.

"This amount is far less than what is spent for communication efforts by any major private company or multi-national companies," read the reply.

The department said that the promotion techniques includes, among others, twice a week supplements for newspapers, articles in magazines and advertising on online news portals.

It said that such attempts were necessary because it would inform the public about important developments such as the increase in coaches on the LRT and increase awareness on crime reduction efforts.