

Gerakan kick-starts its polls drive on TV and radio

MalaysiaKini.com

January 24, 2012

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Prime Minister Najib Razak is yet to dissolve parliament but Penang Gerakan has already launched its election campaign by broadcasting advertisements showcasing its achievements during its 18-year rule.

The broadcasts appear to be one of the party's earliest election strategies against the Pakatan Rakyat, which has been criticising BN's "ineffective" administration in Penang.

But Gerakan leaders are denying that the adverts recently seen on TV and heard over the radio are the party's doing, saying instead that it was planned by their supporters with Media Prima, the country's leading integrated media group.

NONThe adverts, which list the party's and state BN's past achievements in Penang, reportedly cost between RM1 million and RM2 million.

Gerakan president Koh Tsu Koon (right) said the adverts were arranged by supporters, after a series of attacks from the DAP-led Penang administration claiming he did nothing for the state during his term as chief minister.

Koh, who is a federal minister, said that Gerakan did not have to fork out a single sen for the adverts, adding, that it was all paid for by the party's supporters.

"I don't know the details, or even how much it cost or how long the advertisements would be broadcast. The duration is only 30 seconds, I do not think it is as expensive (between RM1 million and RM2 million)," he told reporters at the state BN open house in Penang today.

Koh, however, admitted that the party's central working committee had discussed and accepted it as a "good offer".

Unesco World Heritage status

"We just had to supply the producers with information. We met the production team about three times, they came to interview me and learn more about what we had done for Penang in the past.

"They pre-screened a sample and we thought it was not bad at all. However, the impact of the adverts on the public is up to the audience to judge," he stressed.

The 30-second adverts feature an Indian-looking senior citizen saying in Hokkien that Penangites have much working opportunities, including the state's achievement in being awarded the Unesco World Heritage status.

gerakan chinese new year advertisement 240112 02It then shows a couple shopping with the lady, reminding the audience that Penang had been ranked one of Asia's top 10 places to live since 1995, before featuring the Lim Chong Eu (Jelutong) Expressway, which was completed by 2006.

Before the advert ends with the BN's and Gerakan's logo on the screen, it says "we have worked together, let Gerakan continue to walk with you".

Penang Gerakan chief Teng Hock Nam repeated that the adverts were not paid by the party, which he said merely "assisted in terms of context".

gerakan chinese new year advertisement 240112 03Teng, who is state BN working committee chief, said

the adverts will be screened until the date of the forthcoming general election.

Meanwhile, Media Prima group advisor (Chinese language content) Goh Hin San said the group is a private business company, whose main income comes from advertisements. "We treat this Gerakan adverts as from a normal client," he said.

As for the duration of the adverts, Goh said it would be decided by the clients who will arrange the matter with the group's customer centre.

Goh, however, declined to comment about the identity and purpose of the clients, saying only that the adverts are related to the customer's election strategy.

"The adverts are screened publicly, so the context and message is more important," he added.

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