

The Star rejects advert from DAP

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By Thiam Khean Hah

DAP has accused The Star of barring the party from publishing advertisements in the daily.

The party had produced an advertisement in response to a series of MCA advertisements claiming that a vote for DAP is a vote for PAS.

According to DAP publicity chief Tony Pua, his party had produced an advertisement in the same vein, claiming that a vote for MCA is a vote for Umno, and thus a vote for Perkasa.

NONEA mock-up of the advertisement depicted Perkasa president Ibrahim Ali and the group's vice-president Zulkifli Noordin.

"We have no media access even if we want to pay... even if our content and theirs (MCA's) is quite similar," he said.

Pua (right) said that The Star had initially rejected the advertisement on the basis that Ibrahim was holding a keris.

"We compromised and submitted another advertisement without the keris. Within an hour, the advertisement was rejected," he told a press conference in Klang today.

Two other newspapers - Harian Metro and Kosmo! - refused to even provide a quotation, stating outright that advertisements from opposition parties will not be entertained, said Pua.

Pua lamented that Pakatan Rakyat had no access to English and Malay media, but thanked the Chinese dailies for allowing DAP to publish their advertisements in full.

Of late, Star Publications (M) Bhd - which is owned by MCA - had been receiving brickbats over a series of MCA advertisements on The Star and radio stations, RedFM and 988.

Meanwhile, The Star refuted Pua's allegation, stating the DAP adverts were aired on 988 and RedFM, while the print advertisement was rejected as DAP had refused to put its logo on it.

According to The Star Online, a spokesperson claimed there were concerns that the print advertisement would violate Malaysian Code of Advertising and Home Ministry guidelines, as it appeared to incite racial sentiments.

Even DAP, the spokesperson said, could not explain the significance of the keris, but by the time the party agreed to remove it from the ad, it had already past the daily's booking and printing time.

"It looks like the DAP planned all this to have its advertisement rejected, before submitting a so-called compromised version, and to attack The Star," he said.

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