

## **Advertise more in Utusan, Najib tells gov't depts, GLCs**

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**By Kow Kwan Yee**

The prime minister has urged government departments and government-linked companies (GLCs) to advertise more in Umno mouthpiece Utusan Malaysia so as to ensure the Malay daily's capability to compete in the long run.

Najib Abdul Razak said it was important for the 75-year-old newspaper to be sustainable in the current media landscape.

NONENajib, who was delivering his speech during Utusan's new building launching ceremony on Jalan Enam, off Jalan Chan Sow Lin today, also announced that the street name is to be changed to Jalan Utusan.

"This Jalan Enam had no meaning, right? So let's name it Jalan Utusan," he announced, drawing loud applause from the guests.

Najib was responding to an earlier inquiry by the daily's executive chairperson Hashim Makaruddin if the government was willing to rename the street as Jalan Utusan.

In his speech, Najib said he understood very well that in the journalistic world, it was difficult to separate the success of a newspaper from commercial support.

"I am aware that newspapers rely on daily circulation and advertisements to generate revenue.

"Hence, I hope all government bodies, GLCs and private companies, especially those owned by bumiputeras, will advertise more in Utusan.

"I believe this is one of the possible ways to push Utusan to a higher stage," he said.

NONENajib also lauded Utusan's effort to be a national asset in preserving the federal constitution as the supreme law of the land.

Meanwhile, in his welcoming speech, Hashim (left) expressed his concern that certain quarters had misunderstood Utusan by throwing a negative label and perception on it.

"They hope that Utusan's influence will disappear and they want the people's confidence in Utusan to be reduced," he said.

Hashim added that the role of Utusan is to be the voice of united Malays and to instil the spirit of nationalism among the people.

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