

DAP needs a full-time PR team
Malaysiakini.com
Mar 31, 2008
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Now that all the euphoria has settled, let me remind DAP that their was hard-earned so don't squander the opportunity. Never make our Malay brothers and sisters feel alienated now that DAP is in control of Penang. MCPX

DAP must go down directly to the people now, especially the Malays, to show its sincerity that no race will be marginalised. Great efforts must be exercised to ensure that DAP is for all the races. The last few statements from DAP sounded kind of unsettling. All DAP leaders must watch what they say in public - any sign of arrogance and insensitivity will result in DAP paying dearly in 2013.

The special rights of the Malays must be maintained and DAP should concentrate and opt for implementation of a fairer distribution of the state's wealth with direct benefits to the general Malay populace and implement equal distribution among the races. The non-Malays in this country surely can identify the feelings of the Malays as we have gone through and lived with these kind of uncertainties ourselves for the last few decades. It is a disturbing feeling and creates insecurity. And we definitely are wiser not to do the same to our fellow countrymen and women.

DAP should also know to hire an experienced PR team to ensure the perception of fairness, transparency, etc whilst walking the talk. Perception is so vital and will determine DAP's fate in the next election. It is vital that this team be assembled full-time and they should be the ears and eyes of the state's leadership at the populace level - kids, students, families, policemen, mothers, workers etc to provide feedback all the way to the top.

DAP should also now seriously considering merging with PKR to truly form a multi-racial party - one party not an alliance. No more communal parties along racial lines. We have had enough. DAP must now be benevolent enough and swallow its ego and work for the better good by being absorbed into PKR. Then bigger things are possible.

History will remember the day the communal politics died and the emergence of a truly multi-racial party for all because DAP had taken the initial first step. Who knows, the next deputy prime minister will be a non-Malay.

By the way, DAP can and never will be perceived as multi-racial especially to the Malays. Let's be realistic about it. I sincerely wish DAP-PKR-PAS will work well together for the good for all, no more racial rhetoric comments and they will truly raise the people's standard and quality of living. Good luck. See you all at the next elections.