

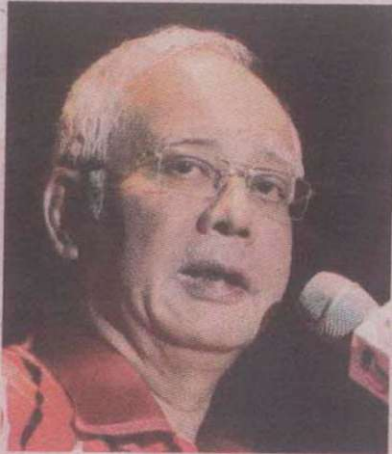
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Najib's **healthy** guidelines for the press

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> The prime minister spells out five criteria for reporting news

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KUALA LUMPUR: Media practitioners in the country were yesterday advised to follow healthy guidelines in reporting.

Speaking at the Premier Media 2015 Night, Prime Minister Datuk Seri Najib Abdul Razak (*pix*) spelt out five criteria the media industry, including the social media and local bloggers, should follow.

They are:

- Responsible and professional reporting;
- Providing constructive views and criticism and avoid destructive reporting;
- Always report based on facts and not by assumption;
- Moderation in reporting - avoid highlighting racial and hatred elements; and
- Foster attitudes and ethics of true journalism.

He said the government has always looked upon the media practitioners in the country as a role model in shaping society.

"The media has an important role in educating the rakyat besides being the mediator between citizen and government. I say this because the public can have their medium in understanding the government's decision-making process," he said.

Najib also said at the moment, "we are facing a new reality where the reporting style has changed in which people accept the modern trend of delivering news".

"People are attracted by short news, in other words, (going) straight to the point.

"The reason I point out this is that almost 140% of the people in our country are updated by news reports through smart phones and social media," he said.

Also present at the event were the prime minister's wife, Datin Seri Rosmah Mansor, Transport Minister Datuk Seri Liow Tiong Lai, and Communications and Multimedia Minister Datuk Seri Ahmad Shabery Cheek