

**Media Need To Continue Spreading Anti-corruption Message - Rais
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KUALA LUMPUR, Nov 23 (Bernama) -- Information, Communications and Culture Minister Datuk Seri Dr Rais Yatim has urged the media to continue playing their role in spreading the anti-corruption message to society.

He said for this purpose, the national radio and television station, RTM, would be increasing the variety of input through its programmes including dramas and telemovies.

"Anti-corruption messages should be directed at school students, villagers, heads of department, politicians and others," he said after the presentation of prizes for the Anti-Corruption Public Service Announcement Video Competition and Media Appreciation Awards organised by the Malaysian Anti-Corruption Commission (MACC), here, Wednesday night.

Also present was MACC chief commissioner Datuk Seri Abu Kassim Mohamed.

Rais said the anti-corruption messages should be short and concise to be more effective, and he proposed that the media use catchy phrases from national leaders, well-known personalities or celebrities for the purpose. "We will seek new approaches so that the message delivery could be enhanced," he said.

The New Straits Times Putrajaya bureau chief Farrah Naz Karim won the Best Journalist Award and Utusan Malaysia, the Best Media Agency Award, for their coverage and positive contributions towards efforts to fight corruption, and improving the MACC's image and public confidence in it.

Universiti Malaysia Perlis student, Suhana Mohd Nor, won the top prize in the video competition, while Noor Syazwani Hillmy of Universiti Teknologi Mara won the second prize and Izzad Amir Abdul Karim of Universiti Teknikal Malaysia Melaka, the third prize.

They were among 14 undergraduates from 10 higher learning institutions in the country who took part in the competition themed, "Corruption is About Harm", which ran from July 13 to Oct 15, 2011.

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