

**Call For BN Information Machinery To Adopt 4M Formula**  
**Bernama**  
**February 18, 2012**

KUCHING, Feb 18 (Bernama) -- Barisan Nasional (BN) information machinery has been advised to adopt the 4M formula - meeting, print media, digital media and electronic media in a bid to strengthen the party to face the upcoming 13th general election.

BN Publicity and Information Bureau chairman Datuk Ahmad Maslan said the formula was also a vital approach to be adopted in a bid to reach out to the people.

Ahmad, who is also Deputy Minister in the Prime Minister's Department, said BN, however, would continue carrying out efforts to hold face-to-face meeting with the people through its briefings and talks, as well as its house-to-house visits.

Apart from that, we will also distribute printed materials like books and brochures at all events organised by BN, he told reporters after attending the briefing organised by BN information bureau here Saturday.

Ahmad said the use of the new or digital media like social web pages, must also be continued as they were the preferred media choice of the younger generation.

---BERNAMA

Copyright © 2012 BERNAMA

Source: <http://www.bernama.com/bernama/v6/newsindex.php?id=646484>