

ASEAN: Media Must Play A Role To Form Perception Of AEC
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KUALA LUMPUR, Feb 5 (Bernama) -- The media must play an important role in building and forming the perception of the ASEAN community with regards to ties among the countries in the region, especially economically.

Malaysia-Indonesia Journalist Friendship Alliance (ISWAMI) chairman Datuk Zulkefli Salleh said ASEAN nations had a large market in the economic network, and as such, media announcements on the matter could realise the aspiration of ASEAN to shape a successful community.

Zulkefli, who is also the Malaysian National News Agency (BERNAMA) General Manager, said the role should be performed at the First ASEAN Editors Summit Conference expected to take place in Kuala Lumpur on Aug 24.

"The gathering (First ASEAN Editors Summit Conference) is very important because the plan to create an ASEAN community especially in economy should be supported by the media of the respective countries to simultaneously form a progressive and respected ASEAN community," he said.

He told this to reporters after attending a meeting of the Indonesian Ambassador with Malaysia-Indonesia Media at Desa Pandan, in Kuala Lumpur, Thursday.

The proposal of the ASEAN Editors Summit Conference was made by Communication and Multimedia Minister Datuk Seri Ahmad Shabery Cheek and unanimously supported by the representative from the ASEAN founding nations, namely, Indonesia, Malaysia, Thailand, Singapore and Philippines at a media forum in Batam, Indonesia, last February.

The summit conference, among others, was aimed at boosting cooperation and fostering the spirit in shaping the ASEAN community.

Meanwhile, Indonesian ambassador to Malaysia, Herman Prayitno said the role of the Malaysian and Indonesian media was very significant in forming the consensus between the governments and the peoples of both nations.

"Although, we are often confronted with a myriad of sensitive issues which were brought about by irresponsible quarters, the good cooperation between our media however had saved the relationship.

"I see the dissemination of true and positive information on Malaysia and Indonesia can correct rather unpalatable perceptions over both nations and boost the already good ties," he said.

Also present at the ceremony was ISWAMI deputy chairman, Zulkefli Hamzah, BERNAMA

Editor-in-chief Datuk Zakaria Abd Wahab, Indonesian Embassy Culture & Social Information Function Coordinator, Trigustono Supriyanto and local media representatives.

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