



YES JOM 就是要 UBAH!

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YES

A Pictorial Journey of the 2011 Sarawak State Election
Editor-in-Chief Wong Ho Leng 主編 黃和聯

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'Sarawak for Change'

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A Pictorial Journey of the 2011 Sarawak State Election 2011年砂拉越州選圖片特輯
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- Design & Content Format by 封面与排版设计 / GENTA MEDIA
- Published by 出版 / The Rocket
Blok A, Tingkat 2,
Wisma Wenworth Hotel KL,
Jalan Yew, Off Jalan Pudu,
55100 Kuala Lumpur. Malaysia.
- Printed by 印刷 / Vinlin Press Sdn Bhd (25680-X)
No.2, Jalan Meranti Permai 1,
Meranti Permai Industrial Park,
Batu 15, Jalan Puchong,
47100 Puchong, Selangor Darul Ehsan.
- First Edition 版次 / August 2011 初版第一刷 2011年8月
- Perpustakaan Negara Malaysia Cataloguing-in-Publication Data

Yes jom ubah! : a pictorial journey of the 2011 Sarawak State Election = 就是要ubah! :

2011 年砂拉越州选图片特辑 / editor-in-chief Wong Ho Leng 主编黄和联

ISBN 978-983-9820-43-0

1. Elections--Sarawak. 2. Sarawak--Politics and government. I. Wong, Ho Leng.
324.959522

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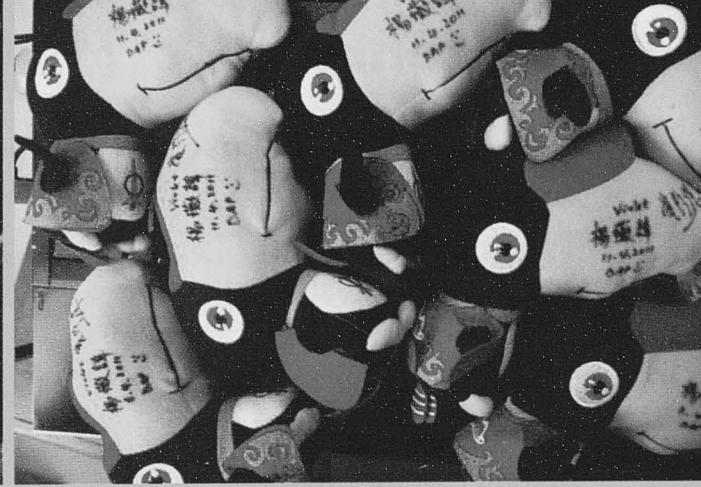
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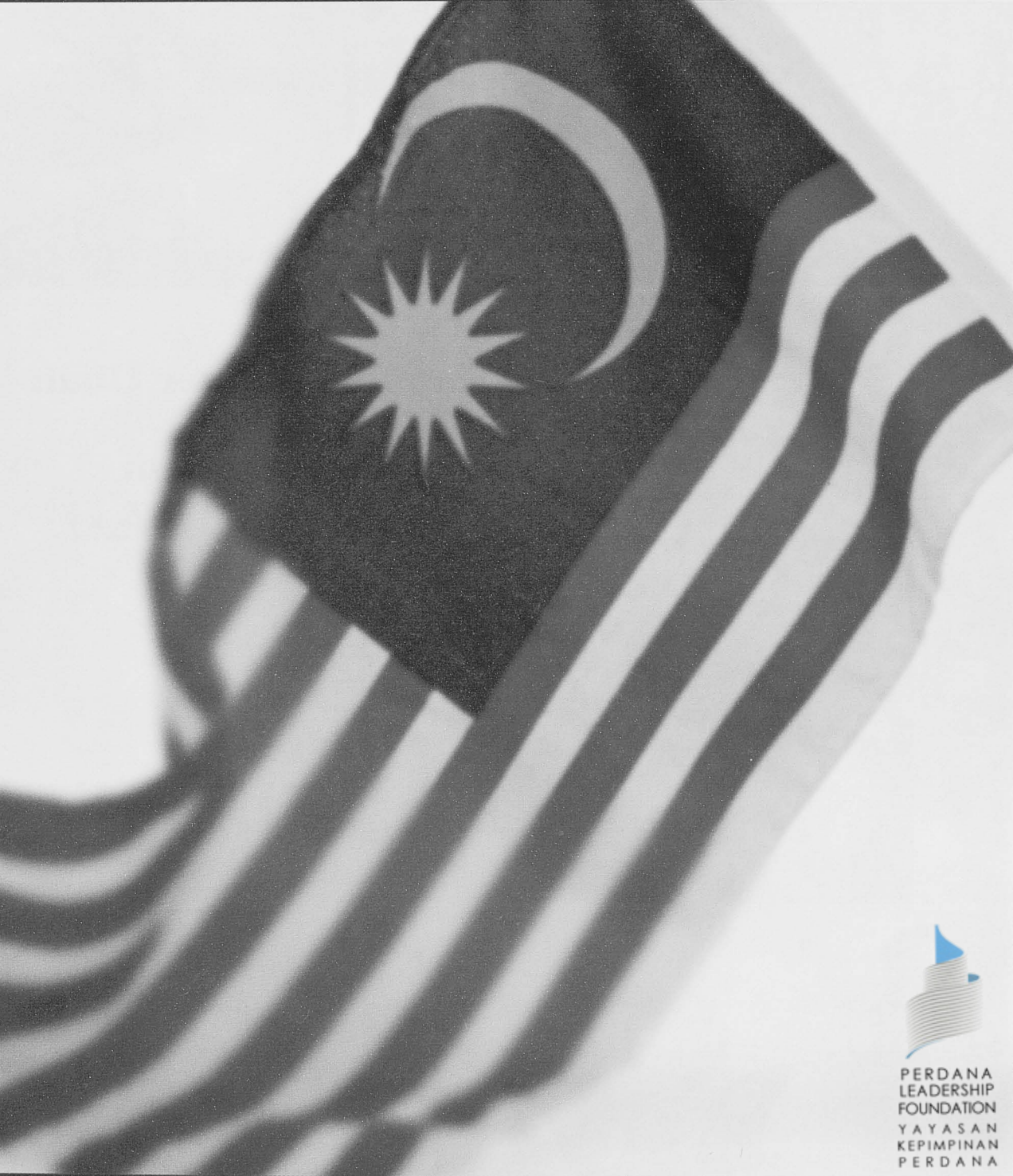
**Going Crazy Over Ubah
For Change
For Improvement
We Want UBAH!**

为乌巴疯狂
因为求变
因为求好

我们想要UBAH!

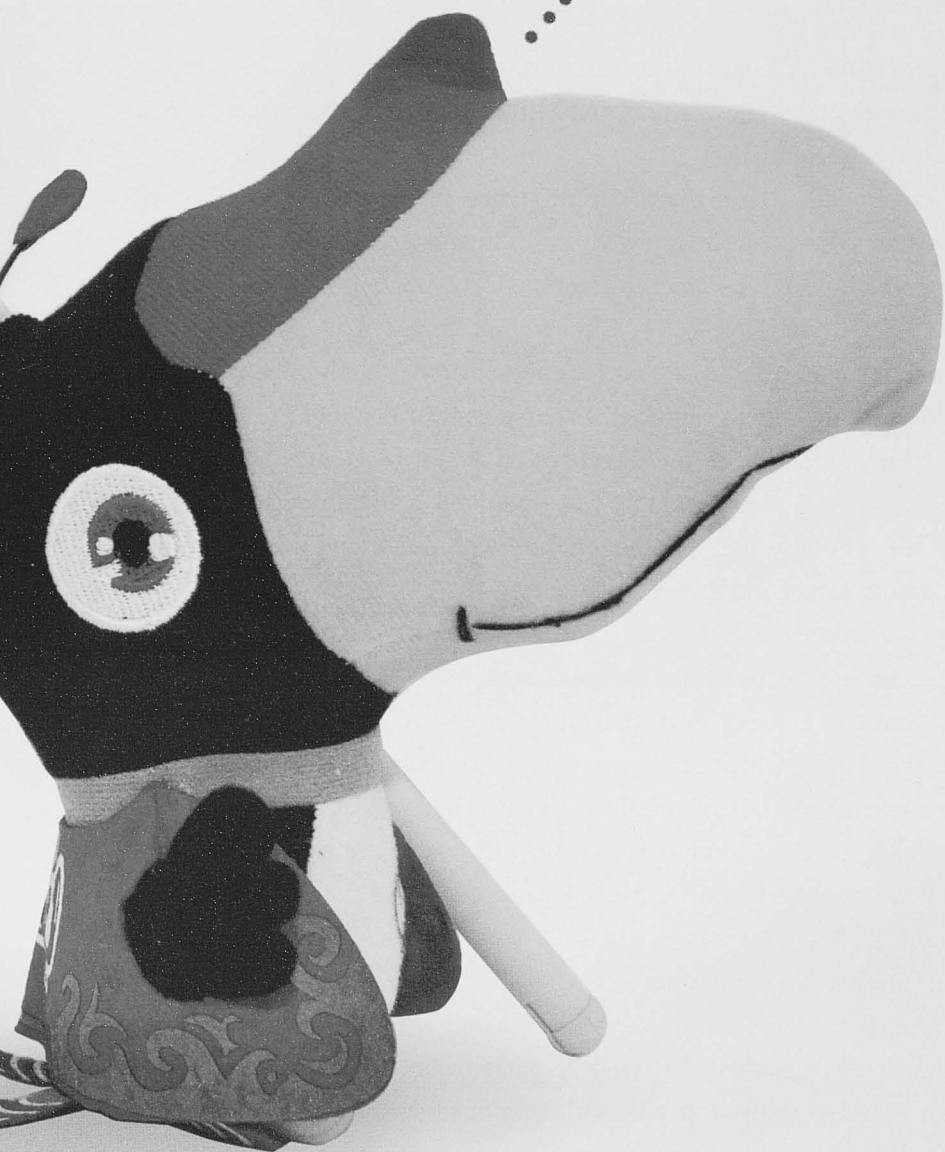


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Prologue

A wrinkled piece of paper was placed in front of him during the press conference at Paramount Hotel, Sibu. Lim Guan Eng (DAP Secretary General and the Chief Minister of Penang) had his finger pointed at No.13. “If we get Piasau, we will win 13 seats!”

That was a day before polling in the 10th Sarawak State election. We were by then able to gauge the election temperature from Miri generated by the unprecedented huge crowd at the nightly ceramah.

I nodded in agreement, not for the first time, when the reporters looked at my direction. It wasn't an impossible dream. After all, dreams are good. I had wanted to tell how, 14 months before the General Elections of 2008, a few of us (Lim Kit Siang, Lim Guan Eng, Chow Kon Yeow, Chong Eng, Teresa Kok, Anthony Loke and myself) had sat at a corner table of a coffee shop at Cameron Highlands, and we buried our heads discussing how to capture the state power of Penang! From barely 1 seat then, it was unthinkable that we could realize our dream 14 months later.

Long before the Sarawak state assembly was dissolved, a strategy was already in place to get what we set out to get. Seat negotiation with our friendly parties might have been slow, but our target and mission were clear.

The Election Committee was formed. The battle plan was quickly drawn. I suggested a mascot for the election – the Sarawak state bird – the hornbill. Ooi Leng Hang started the design in earnest. Two weeks later, we were shown two drafts. We chose the cute design. Chong Chieng Jen gave it a name – “Ubah”. It turned out to be a best seller. It became a household symbol for electoral change.

At the DAP Headquarters 3 months before the election, I had a long discussion with the Election Committee. I told Dr. Hew Kuan Yew (DAP campaign publicity unit chief), “I want 12. Nothing less. I will treat you empurau”. Not many of our headquarters' staff knew what empurau is.

We were confident in defending those seats we had won in 2006. Piasau was the fortress of the SUPP President, Dr. George Chan, who was the Deputy Chief Minister. But we wanted to crack it. It was No. 13 in our list, showing the degree of difficulty. [Our complete list according to winnability: 1. Bukit Assek; 2. Padungan;