

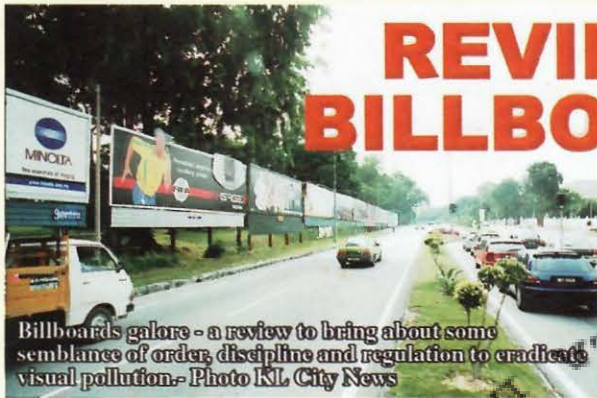


City News

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KUALA LUMPUR CITY HALL

REVIEW ON OUTDOOR BILLBOARD ADVERTISING



Billboards galore - a review to bring about some semblance of order, discipline and regulation to eradicate visual pollution. - Photo KL City News

Kuala Lumpur City Hall will carry out a comprehensive review and detailed study on the issue of outdoor billboard advertising media to ensure a healthy and disciplined growth of the advertising media that is equitable and fair to all parties. The Mayor of

Kuala Lumpur, Datuk Mohamad Shaïd bin Mohd. Taufek stated this to City News after meeting with a 20 year old outdoor advertising agency, which was one of the first pioneering advertising agencies in the country.

The review will also take into consideration visual pollution, overcrowding of billboards, aesthetic presentation of an area. He also advised industry players to conform to public interest, growth of the advertising industry, equitable distribution of billboards application, fair play, moral and social responsibility of advertisers among other criteria.

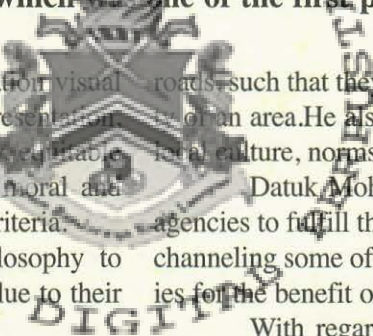
The Mayor stated that it was his philosophy to 'enrich the people of Kuala Lumpur' and add value to their economic activity and quality of life.

The RM 3 billion advertising industry has played a vital role in the active economy of the country. Local players in the industry must be given all the support possible to help the industry grow. The outdoor billboard advertising industry has a turnover of about RM 40 million – 100 million.

City Hall to be fair, will give opportunities to the small and big players who are locals. Bumiputras will also be helped to play an active role in procuring business.

Datuk Mohamad Shaïd also revealed that there were companies that had obtained approvals to put up billboards, but sold their licence/permits to others for a quick profit. The review, he added, will take all these aspects and false representations made to City Hall to remedy the Ali Baba business. A thorough check will be conducted on all applications.

Whilst the outdoor advertising industry is growing with innovative and creative approaches it should ensure that the city is not cluttered and made messy by too many billboards on/near some of the protocol and main



roads, such that they spoil or deface the scenic view or beauty of an area. He also advised industry players to conform to local culture, norms and religious values.

Datuk Mohamad Shaïd also appealed to advertising agencies to fulfill their social and corporate responsibility by channeling some of their profits to sports and charitable bodies for the benefit of the young and the needy.

With regards to grievances and problems faced in licencing the Mayor invited industry players facing problems to meet him personally during the bi-weekly "Client's Day" held on the 29th Floor of City Hall Kuala Lumpur, Jalan Raja Laut on working Saturdays. He assured complainants of his personal attention and immediate resolution to problems.



Billboards - Attraction or distraction? - Photo KL City News



From the Mayor's Desk

PRACTISING INTROSPECTION – LEARNING BY INQUIRY AND QUESTIONING

It was the Greek philosopher Socrates who stated “You will know yourself – search yourself”. Some 2,400 years ago this teacher of Plato, who went on to teach Aristotle, teacher to Alexander the Great, propounded the Socratic Method – learning by questioning. His method is often described as the maieutic method. It is the art of intellectual midwifery, which brings other men's ideas to birth. It is also known as the dialectical method or the method of elenchus.

Out of the five readily distinguishable characteristics of the Socratic Method, four characteristics stand out prominently i.e it is :

- a) Conversational
- b) It is conceptional or definitional
- c) Empirical or inductive and
- d) Deductive

I had for long analysed this Socratic Method and had waited for an opportunity to try it out. Then the opportunity came in 1982-1987 when I was in Kluang as Director of the INTAN Southern Region.

Bringing all Heads of Departments and their subordinates together in a multi-cross departmental brainstorming sessions, was a move in the right direction. It provided an opportunity for the planner and the implementor to understand the ‘common’ problem and methods to implement to overcome or resolve the problem.

The conversational approach employs dialogue not only as a didactic device, but as a technique for the actual discovery of opinions amongst men, where there are truths which all men can agree upon.

In Socrates situation, he proceeds to unfold such truths by discussions or by Q and A. Differences in approach and implementation can be overcome by sincerity and commitment. This needs much introspection and self inquiry and analysis – to accept what is right and reject that is wrong.

But first of all, we must remove our mental blockages, preconceived notions, prejudices and have the humility and greatness in us to accept other people's ideas if they are sound and practical. I saw that similar approach could be applied to City Hall.

Datuk Prof Dr Fadhillah Kamsah in a motivational talk at City Hall on 22 April 2004 organised for the staff, “hit the nail on the head” when he repeatedly stated that a paradigm shift is vital as the way forward.

City Hall officers and all categories of staff, if they adopt the “Solution Kluang” will definitely go forward in performing their duties better, and take City Hall to a higher plane.

PROBLEM SOLVING THROUGH THE ‘SOLUTION KLUANG’

Resolving problems and issues in the City will be done introducing a new approach termed as the ‘Solution Kluang’ which introduces a new paradigm in thinking and doing in solving problems utilizing the group technique.

This terminology is used as a battle cry to trigger the minds of the officers and even to solve a problem with the end objectives or outcome in mind.

The Mayor of Kuala Lumpur, Datuk Mohamad Shaid Bin Mohd Taufek stating this to City News said that he first introduced this approach while he was the Director of the National Training Institute (INTAN) Southern Region in Kluang, Johor. And it worked.

The concept of this new approach is to:

- * Create a close and united working atmosphere among officers and staff of different departments to eliminate the inter-departmental rivalry.
- * Discuss a problem on the spot to arrive at a fast decision.
- * Realise the achievement of a common objective.
- * Maximize all resources that are available and solve problems and issues collectively.
- * Have open and sincere discussions to arrive at the best ideas.
- * Encourage officers to be open minded, regardless of status, title or position in the organization.
- * Focus on overcoming problems on the spot or situation (in situ).
- * Follow or adhere strictly to achieving the end product or output.
- * Communicate correctly and accurately while understanding and comprehending the same problem objectively, and focus on the outcome in a shared manner.
- * All officers and workers take ownership and responsibility for a problem with common shared values.

Datuk Mohamad Shaid said that top senior officers only played the role of a facilitator and catalyser, but not constipate or restrict freethinking. There is a time limit for completion of a job.

The ‘Solution Kluang’ was introduced to about 240 officers and junior staff at the end of a 2 day workshop held in Port Dickson from 15 – 17 April 2004. Officers were told to scrutinise the concept in depth and attack the problem in Kuala Lumpur area by area in a sincere and committed manner. They were also requested to get rid of limitations, mind set and fossilized and Jurassic thinking. He reminded them that this ‘Solution Kluang’ required a total change in paradigm, thinking and doing. They were to report back in two weeks.

Datuk Mohamad Shaid also stated that the ‘Solution Kluang’ was not only applicable to city cleanliness but could be applied to the hawkers, licencing and squatter problems in a planned and concerted manner.

He reiterated that it involved all officers and workers in City Hall in the implementation of the new concept and sought their cooperation in making Kuala Lumpur City Hall the leading Local Authority in taking the City to greater heights and transforming it into a World Class City. At the end of the workshop, the “Clean and Beautiful Kuala Lumpur Declaration 2004” was adopted by all participants.

"SOLUTION KLUANG" IN ACTION

The delay in implementing the cycling track from Brickfields – Mid-Valley to the Perdana Lake was resolved utilizing the "Solution Kluang".

Irrked by the year long delay in implementing the project the Mayor, Datuk Mohamad Shaïd bin Mohd Taufek got together all the players in the project namely City Hall, KL Monorail (ERL), Federal Territory Drainage and Irrigation Department, Mid-Valley Megamall, Public Works Department and the Landscape and Urban Cleanliness Control Department to solve the problem on the spot.

The cycling track, about 3 1/2 – 4 metres wide will have safety features including railings and barriers at relevant stretches to prevent motorcyclists from encroaching into the cycling track. With all technical problems resolved, it is hoped that the cycling track project will take off soon with the support of a private sponsor who has offered to fund the project.

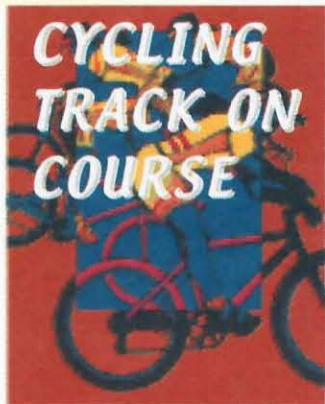
CLIENTS MEETING DAY

Approximately 700 clients have met the Mayor, Datuk Mohamad Shaïd Bin Mohd Taufek personally in 34 sessions to seek solutions to their problems and grouses.

The "Meet the Client" sessions held on working Saturdays see various people from differing socio economic backgrounds, who not only present their problems but also put forward suggestions and ideas to make Kuala Lumpur a liveable and living city, with a habitat that is people friendly and sustainable. For simple cases clients are advised to see the Department Head who also holds 'meet the clients' sessions at the ground floor of the main building.

The meetings, which were first initiated in January 2003 and held until late evenings, most often are also attended by the relevant senior officers of City Hall. An immediate solution or resolution to problems is the main objective of the "Meet the clients day".

The public are requested to contact **Mr James at 03 2617 9013 or Encik Samad at 03 2617 9010** or via email **noorida@dbkl.gov.my** to fix appointments. The public can also walk in on the day the clients meeting is held, but may have to wait in



The proposed cycling track linking Mid-Valley Megamall, Masjid Jamek, Dataran Merdeka, Central Market and finally the Tasik Perdana (Perdana Lake) Kuala Lumpur is back on track after a year long delay.

Problems arose due to new developments in the area and restricted space in some parts

of the proposed track near Brickfields. In some stretches, the cycling track will utilize the pedestrian walkway. It is understood that a cantilever will be built at some stretches lining the Klang River reserve.

This win-win solution was arrived at after the intervention of the Mayor, Datuk Mohamad Shaïd Bin Mohd Taufek when he visited the proposed cycling track route near Brickfields on 21 April 2004 to look into the delay in implementing the project.

City News understands that a well-known developer and philanthropist has agreed to bear the cost of building the cycling track. Once completed the cycling track will link the Mid-Valley Megamall to the heritage trail in the centre of the City right up to Jalan Parliament and the Perdana Lake near Parliament where most tourist sites of interest are located.

Other areas which will have cycling tracks are a linkage between Taman Tasik Perdana to Taman Tasik Titiwangsa. Studies are being conducted by the Landscape and Urban Cleanliness Control Department as there are numerous obsta-

cles to overcome.

Another proposal is to link Bandar Baru Sentul with Taman Tasik Titiwangsa, which is about 5 kilometres long. The population catchment in this area route is big and will have greater participation from the residents. Other areas are also being identified for more cycling tracks to be built in the City.

A branchchild of the Mayor, Datuk Mohamad Shaïd Bin Mohd Taufek, the project is unique in that it will incorporate jogging tracks, pedestrian walkway and the cycling track with a multiple function.

Tourists will not only have an innovative way of discovering the City and its various attractions, but will also have access to the 'out of the beaten track' tourist attractions in the City, in a more affordable and healthy way.

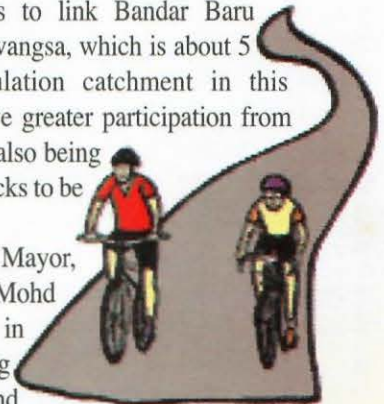


Photo shows a part of the proposed route for the cycling track near the Klang River, Brickfields. Photo KL City News