



Kuala Lumpur Mayor Datuk Seri Maimunah Mohd Sharif (third from right) with (from left) Communications Ministry deputy secretary-general (Strategic Communications And Creative Industry) Nik Kamaruzaman Nik Husin, former 'New Straits Times' (NST) group editor P.C. Shivadas, National Press Club of Malaysia (NPC) president Datuk Ahirudin Attan, and NPC vice-president and NST group editor Farrah Naz Karim at the NPC Diamond Jubilee celebration in Kuala Lumpur on Friday. PIC BY AMIRUDIN SAHIB

'PARTNERS IN PROGRESS'

MAYOR WANTS STRONG TIES WITH MEDIA

Maimunah hopes media will act as KL City Hall's eyes and ears, ensuring stakeholders' voices are heard

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KUALA Lumpur Mayor Datuk Seri Maimunah Mohd Sharif has called for a strong partnership between the media and Kuala Lumpur City Hall.

Speaking at the National Press Club of Malaysia's (NPC) Diamond Jubilee celebration on Friday, she proposed that quarterly engagement sessions be held with the media to provide updates on facts and figures, strategic developments and community engagement programmes of the capital city.

"But we at City Hall cannot do this on our own. On your part, I call upon the media to play a leading role, to be our eyes and ears, to ensure that the voices of millions of stakeholders in Kuala Lumpur are heard," she said.

Maimunah said Kuala Lumpur's image as a vibrant and exciting city is crucial, as it would be the first introduction to Malaysia for many international visitors.

"First impressions count. This is why we must ensure that Kuala Lumpur remains a vibrant, thriving, exciting and cool city.

"City Hall will continue to work with the media every step of the way. You are our partners in progress."

Present were Communications Ministry deputy secretary-general (Strategic Communications and Creative Industry) Nik Kamaruzaman Nik Husin, NPC president Datuk Ahirudin Attan and NPC vice-president Farrah Naz Karim, who is also *New Straits Times* group editor.

Meanwhile, Nik Kamaruzaman said the Madani government remained committed to building an inclusive society capable of addressing current challenges while preparing for future changes.

To achieve this, he said the media must continue its role as the Fourth Estate.

"The media is a powerful force in shaping public opinion and promoting national unity.

"The government is dedicated to engaging with the media industry through important institutions such as NPC, particularly when it comes to media fraternity development.

"This engagement needs to be meaningful, taking into account best practices, the rapidly changing technology and the norms that we hold dear in our society.

"We must continue to work together for the ultimate benefit of the people," he said.

The NPC Diamond Jubilee cel-

ebration held at the Malaysia International Trade and Exhibition Centre honoured 17 journalists for their dedication to truth, nation-building and profound influence on the industry.

Out of the 17, four female journalists were presented the Media Luminary Award as trailblazers in the industry. They were Media Prima Television Networks and Primeworks Studios chief executive officer Nini Yusof, media consultant and journalist Datuk Nuraina Samad, Malaysian National News Agency chief executive officer Nur-ul Afida Kamaludin and Star Media Group chief content officer Datin Paduka Esther Ng.

Nini said: "I am grateful and surprised. I hope this award will open up or attract more interest among the younger generation to pursue a career in writing, journalism or news production."

It also honoured 11 veteran journalists for their lifetime commitment through the NPC Diamond, NPC President's and the Lifetime Dedication to Journalism awards in acknowledging their role in upholding integrity, fairness and truth, which has left an indelible impact on society.

They were presented the NPC Diamond Award, the NPC President's Award and the Lifetime Dedication to Journalism Award.

Former *New Straits Times* group editors P.C. Shivadas and Datuk Hardev Kaur were accorded the NPC Diamond Award and NPC President's Award, respectively.