

UMS Corporate Communications holds Media Appreciation Night

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KOTA KINABALU: Universiti Malaysia Sabah (UMS), through its Corporate Communications, held a UMS Media Appreciation Night to recognise the contribution of the media in promoting UMS.

The event was held at Star City on Friday Night. Themed 'Fabulous Glamorous 2011', was officiated by UMS vice-chancellor, Prof Datuk Seri Panglima Dr Kamaruzaman Hj Ampon.

He said in response to the media's support, UMS is committed in pro-

ducing the latest global news items. "UMS has served up news items of research results that will benefit the nation and the world community."

"Through media coverage, it has also contributed to the development of the community. This is obvious when the progress of knowledge in UMS is followed by many levels of society in the nation including rural communities," said Dr Kamaruzaman.

He hopes the relationship between UMS and the media will continue the drive of excellence in knowledge especially in Sabah and Malaysia in general.

Meanwhile, UMS Corporate Com-

munications director, Dr Mokhtarudin Hj Ahmad said the media plays an important role in channelling information and the latest issues to all levels of society.

"The responsibility is not an easy task because the news and information delivered has to be based on facts that are authoritative, accurate and truthful."

"Other than putting it into terms that can be easily understood by the public, the media also has to sacrifice time and energy to produce the latest and informative news," he added.

The event saw a vote for King and Queen of The Night, a lucky draw and several awards.