



The participants trying out their writing skills.

In-house bulletins powerful tool for organisations — UMS lecturer

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KOTA KINABALU: Never belittle the power of in-house bulletins as it reflects the credibility of the organisation.

Universiti Malaysia Sabah School of Arts Studies deputy dean Dr Zairul Anwar Md Dawam, in disclosing this, said that the bulletins are the easiest and fastest medium of introducing an organisation to the public.

Speaking during the Writing and Bulletin Writing Workshop, organised by the UMS Registrar Office here recently, Zairul added that any misconception or lack on information would only cause negative perception on the organisation.

However, he said the biggest challenge would be to select the activities to be published in the bulletin in the best approach possible to attract public attention.

"A bulletin has very limited space, therefore, the production team will have

to pick the best activities to be published. This is where their creativities are put to the test," he told the 30 participants who attended the workshop.

According to Shidah Idris, one of the participants from the School of Business and Economy, the workshop had been beneficial and helped them to understand the importance of in-house bulletins of an organisation.

For lecturer of the School of Social Science, Dr Lee Kuok Tiung, the workshop is also a platform to enable the participants to exchange views and ideas, as well as share knowledge and experiences with one another.

"This also shows that the Registrar Office and UMS are seriously looking at the role of in-house bulletins as a medium to promote the university to the public. It could be part of the reaching out programme," he said.