

UMS campus radio is launched

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KOTA KINABALU: Universiti Malaysia Sabah (UMS) on Thursday launched its own radio station, KKfm at 91.1mhz, earning the distinction of being the first higher learning institution in the State to do so at its own campus.

Vice Chancellor, Datuk Kamaruzaman Ampon, said the launch of the new radio station, which can also be tuned into by people in the surrounding areas, will be used as the main media for the public to interact with the university.

"Radio is a useful means of communication and very effective for information transmission. We would also want to make use of this medium to answer questions and uncertainties of the public about UMS in a more transparent manner. Therefore, I hope the launching of this new radio station here will mark a new era in this university," he said.

A memorandum of understanding (MoU) was signed between UMS and Radio Television Malaysia (RTM) recently to help realise the university's objective to spread campus and learning information to the public and in making the radio station a reality.

Kamaruzaman said the establishment of KKfm also makes it easier for students taking communication courses or anything relevant to it to do their practical there.

"We will be having our own students managing KKfm, apart from the other existing employed DJs, among whom is Akademi Fantasia 3 reality show first runner-up, Felix Agus," he said, adding that the DJs will be speaking in both English and Bahasa Malaysia on air.

He explained that the radio station will be focusing more on spreading knowledge than competing with other entertainment and music-based radio stations.

He also said they would widen coverage to places such as Keningau when the time is right, and when the station can "stand on its own feet."

Meanwhile, Kamaruzaman said the registration and new student intake for the university will commence on July 2 till July 4.

"All students who are offered to study here must register themselves here for orientation week, including those offered to study in the Labuan campus," he said.

On another matter, he pointed out that there are no more ragging scenes or cases reported during orientation week at UMS.

"We have already stopped this ragging trend for quite some time, and if there are any more cases like this, we will make sure disciplinary action is taken against those responsible," he added.



Kamaruzaman (seated, centre) and other UMS staff at the KKfm room, marking the official launch for the radio station.