



Ramzah (left) and Adi Satria (right) exchanging documents after signing the MoU, witnessed by RTM Sabah assistant director Ali Ngasio.

UMS to study lifestyle of Sabah radio listeners

KOTA KINABALU: The School of Social Science, Universiti Malaysia Sabah (UMS), has been offered by Utusan Airtime Sdn Bhd to run a media research to study the lifestyle of Sabah radio listeners.

The research will be conducted by 25 students from UMS to 600 listeners around here, including Tanjung Aru, Likas, Putatan, Tuaran, Penampang and Papar.

Utusan Airtime managing director Adi Satria said listeners of Sabah V FM and Sabah FM agreed that the radio stations had 100 per cent credibility on national

news value.

"The general findings showed that the priority of Sabahan listeners was more towards current development or news and entertainment.

"The findings also showed that listeners are choosing Sabah FM and Sabah V FM because the radio stations are trustworthy, knowledgeable, educational, fair, opinion leaders, straightforward and serious," he said.

Yesterday, Adi Satria and Dr Ramzah Dambul, representatives of UMS, signed a memorandum of understanding (MOU) accepting the offer from

Utusan Airtime.

Ramzah said the research, which will be extended in its second phase within this year to Sandakan, would be the best opportunity for the school to contribute information to the people throughout the state.

"This is one of the opportunities for the students to feel the real world of media research that will help them in their early stage at university," said Ramzah.

RTM Sabah was ranked third in collecting the highest advertisement fee after Kelantan FM in first place and Kedah FM.