

70th Anniversary of 1945 Borneo Campaigns

June 2015 Events

Full Media Report

Summary

Advance press engagement

- Print press: 10 June events were promoted for 12 days across all major Newspapers in English, Malay and Chinese.
- TV: The High Commissioner and Dr Maslin promoted the events on morning programme *Rampai Pagi*, live on Sunday 7 June.
- Radio: Events were announced on Pilihan FM and Kristal FM in English, Malay and Mandarin and via interview with the High Commissioner on 3 June and 4 June respectively.
- Social media: Promoted on Post's Facebook page (from 16 May onward) and on the UBD and Museum Department's Facebook pages. Also shared on local news blogs in English and Malay.

10 June press coverage

- All three major events on 10 June (memorial service, royal audience, exhibition opening) aired on local radio and TV news in all languages (English, Malay, Mandarin and Gurkhali). Repeat aired on radio and TV on 12 June.
- All three events appeared in all major newspapers in English, Malay and Chinese languages on 11 June, including the publications' websites. All three events were also reported online via local news blogs, Chinese media and via live streaming on RTB website, therefore going international.

Post 10-June press coverage of Exhibition

- Follow up special feature on local TV news on 23 June in both English and Malay. Exhibition was also promoted on British Gurkha Radio in English and Gurkhali.
 - Coverage of Exhibition continued throughout the month in the two major English language newspapers via reporting on seminar and school visits.
 - Promoted on Post's Facebook page until closing on 30 June; also on the Facebook pages of British Gurkha Radio, Museums Department, UBD and various local news blogs.
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Thursday 28 May 2015

The Brunei Times

“Australia to mount ‘Operation Oboe’ exhibit”

Page A10 (½ page)

Photo: Full colour – A visitor paying tribute at the memorial on ANZAC Day 2015.

Photo: Full colour – visitors looking at the historical photographs on display on ANZAC Day 2015.

Link: <http://www.bt.com.bn/news-national/2015/05/28/australia-mount-%E2%80%98operation-oboe%E2%80%99-exhibit>

Saturday 30 May 2015

The Borneo Bulletin

“8 Aussie WWII veterans to visit Brunei”

Front page

Photo: B/W – 1945 Australian troops (top right, postcard size)

Text: continued on Page 6 (bottom mini strip)

Link: <http://borneobulletin.com.bn/8-aussie-wwii-veterans-to-visit-brunei/>

Wednesday 3 June 2015

The Borneo Bulletin

“Emotional welcome awaits Aussie WWII veterans”

Page 8

Photo: B/W, top page mini-strip – ‘before and after’ of three veterans.

Text: mid-right, postcard size.

Link: <http://borneobulletin.com.bn/emotional-welcome-awaits-aussie-ww-ii-veterans/>

The Borneo Bulletin

“Exhibition to rewind Borneo campaign of WW2”

Page 8. Bottom-right, postcard size.

Link: <http://borneobulletin.com.bn/exhibition-to-rewind-borneo-campaign-of-ww2/>

RTB Pilihan FM – Radio

One One Two at 11.30.

Live interview with High Commissioner

Thursday 4 June 2015

Kristal FM – Radio

KFM Drivetime at 13.00.

Live interview with High Commissioner.

Sunday 7 June 2015

Radio Television Brunei (RTB) – TV

Rampai Pagi show

09.00 Live interview with High Commissioner and Dr Maslin.

Monday 8 June 2015

XinHua – online

“Stories through Memories” exhibition to be held in Brunei to mark war against Japan in WWII

http://news.xinhuanet.com/english/2015-06/08/c_134308194.htm

Tuesday 9 June 2015

The Borneo Bulletin

“Australia-Brunei WW2 exhibition to open Friday”

Page 4. (2/3 page)

Photo: B/W – Historical photo of His Majesty and wife in 1945.

Photo: B/W – RBAF Staff Collage students in gallery seminar.

Link: <http://borneobulletin.com.bn/australia-brunei-ww2-exhibition-to-open-friday/>

The Brunei Times

“Borneo Landing exhibition to offer glimpse into history”

Page A7 (1/2 page)

Photo: B/W – Dr Garth Pratten delivering seminar

Photo: B/W – Female examining exhibition photos

Link: <http://www.bt.com.bn/news-national/2015/06/09/borneo-landing-exhibition-offer-glimpse-history>

Wednesday 10 June 2015

Radio Television Brunei (RTB) News – TV and online

“Grants Audience to the Australian Minister for Veterans’ Affairs”

Link: [Audience-to-the-Australian-minister-for-Veterans-affairs](#)

Radio Television Brunei (RTB) News – TV and online

“Brunei-Australia 70 Years of Friendship Exhibition”

Link: [Brunei-Australia-70-years-of-friendship-exhibition](#)

Radio Television Brunei (RTB) News – TV and online

“70th Anniversary Commemorations of the Second World War Borneo Landings”

Link: [70th-Anniversary-Commemorations-of-the-second-world-war-borneo-landings](#)

Xinhua Daily – online

澳大利亚二战老兵出席解放婆罗洲战役70周年纪念仪式

<http://wap.cncnews.cn/getnews.jsp?id=124269896>

Xinhua Daily – online

“8 Australian veterans return to WWII battlefields in Brunei after 70 years”

http://www.china.org.cn/world/Off_the_Wire/2015-06/10/content_35789826.htm

Thursday 11 June 2015

The Borneo Bulletin

“Deputy Sultan receives Australian Minister”

Page 4 (2/3 page)

Photo: Full colour – HRH Crown Prince with veterans and accompanying delegation

Photo: Full colour – HRH Crown Prince with DVA Minister

Link: <http://borneobulletin.com.bn/deputy-sultan-receives-australian-minister/>

The Borneo Bulletin

“Exhibition recalls memories of Borneo liberation”

Page 8 (1/2 page)

Photo: DVA Minister and Brunei Minister striking gong at opening of exhibition.

Photo: High Commissioner delivering opening remarks.

Link: <http://borneobulletin.com.bn/exhibition-recalls-memories-of-borneo-liberation/>

The Borneo Bulletin

Page 10-11 (1 ½ page spread)

Pg 10 Full page:

“Emotions run high at memorial unveiling”

Photo: Full colour – veterans laying wreath

Photo: Full colour – DVA Minister and ADA Singapore escorting local elder

Photo: Full colour – Australian Federation Guard at memorial during ceremony while DVA minister lays wreath.

Link: <http://borneobulletin.com.bn/emotions-run-high-at-memorial-unveiling/>

“Commander hails good ties with Australia”

Link: <http://borneobulletin.com.bn/commander-hails-good-ties-with-australia/>

“RBAF Commander lauds Aussie veterans”

Link: <http://borneobulletin.com.bn/rbaf-commander-lauds-aussie-veterans/>

Pg 11 (½ page):

“Poignant reunion at War Memorial”

Photo: Full colour – 8 veterans at memorial with local local elder.

Link: <http://borneobulletin.com.bn/poignant-reunion-at-war-memorial/>

The Brunei Times

“Deputy Sultan receives Australian Minister for veterans affairs”

Page A2 (bottom ½ page)

Link: <http://www.bt.com.bn/frontpage-news-national/2015/06/11/deputy-sultan-receives-australian-minister-veteran-affairs>

The Brunei Times

“WWII exhibit brings flashback of memories”

Page A4 (¾ page)

Photo: B/W – close up of local elder woman

Photo: B/W – Brunei Defence Minister and RBAF Commander laying wreath

Photo: B/W – 8 veterans with RBAF Commander, Brunei Minister and Australia Minister.

Photo: B/W – four veterans during the ceremony

Link: <http://m.bt.com.bn/frontpage-news-national/2015/06/11/wwii-exhibit-brings-flashback-memories>

Media Permata

“Terima mengadap Menteri dan veteran tentera Australia”

Translation: Royal audience for Minister and veterans of Australia

Page 3 (top ½ page)

Photo: Full colour – HRH Crown Prince shaking hands with veterans

Photo: Full colour – HRH Crown Prince seated with Brunei Minister, Australia Minister, High Commissioner, veterans and accompanying delegation.

Link: <http://mediapermata.com.bn/index.php/2015/06/terima-mengadap-menteri-dan-veteran-tentera-australia/>

Media Permata

“Mengimbau pengorbanan veteran perang”

Translation: Remembering the sacrifices of WWII veterans

Page 3 (bottom ½ page)

Photo: Brunei and Australia Ministers strike gong at exhibition opening

Photo: Ministers and veteran laughing in gallery

Link: <http://mediapermata.com.bn/index.php/2015/06/mengimbau-pengorbanan-veteran-perang/>

Media Permata

“Tentera WWII diberi penghormatan”

Translation: WWII soldiers honoured

Page 8 (Full page)

Photo: Full colour – DVA Minister delivering speech

Photo: Full colour – AFG during ceremony while Brunei minister lays wreath

Photo: Full colour – veterans lay wreath

Photo: Full colour – Japanese ambassador and others examine historical photo

Photo: Full colour – AFG during ceremony while DVA Minister lays wreath

Photo: Full colour – Brunei Defence Minister shakes hands of veterans

Photo: Full colour – RBAF Commander shakes hands with veterans

Photo: Full colour – school kids enjoy a historical photo after ceremony

Link: <http://mediapermata.com.bn/index.php/2015/06/tentera-wwii-diberi-penghormatan/>

Xinhua Daily – online

“ 澳大利亚二战老兵出席解放婆罗洲战役70周年纪念仪式”

Link: http://news.xinhuanet.com/world/2015-06/11/c_127903451.htm

Friday 12 June 2015

The Borneo Bulletin

‘Stories Through Memories’: Reliving WWII events

Page 8 (2/3 page)

Photo: Full colour – Brunei Deputy Minister amongst attendees at Seminar in the gallery.

Photo: Full colour – Dr Garth Pratten delivering presentation

Photo: Full colour – Dr. Frank Dhont delivering presentation

Link: <http://borneobulletin.com.bn/stories-through-memories-reliving-wwii-events/>

Monday 15 June 2015

The Borneo Bulletin

'Stories through Memories' to enlighten other districts

Page 12 (2/3 page)

Photo: Full colour – female enjoying exhibition photographs

Photo: Full colour – male seated watching videographic interviews

Photo: Full colour – father and daughter in gallery

Link: <http://borneobulletin.com.bn/stories-through-memories-to-enlighten-other-districts/>

Wednesday 17 June 2015

The Brunei Times

"WWII exhibition draws over 400 visitors"

Page A8 (middle 1/3 page + bottom corner block)

Photo: Full colour – JIS students enjoying exhibition

Photo: Full colour – JIS students admiring historical photos

Link: <http://www.bt.com.bn/news-national/2015/06/17/wwii-exhibition-draws-over-400-visitors>

Thursday 18 June 2015

The Brunei Times

"Documentary on the 2nd World War in the works"

Page A10 (½ page corner block)

Photo: Full colour – UBD students on project team pose in gallery

Photo: Full colour – Dr Maslin

Link: <http://www.bt.com.bn/news-national/2015/06/18/documentary-2nd-world-war-works>

Sunday 21 June 2015

The Brunei Times

"Students' glimpse of history"

Page A13 (Large corner block)

Photo: Full colour – students in gallery

Link: <http://www.bt.com.bn/happenings/2015/06/21/students%E2%80%99-glimpse-history>

Tuesday 23 June 2015

Radio Television Brunei (RTB) – TV

Special Feature on Exhibition aired on local news in English and Malay.