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 Gurkhal). 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 Gurkhal.
- 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.
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.

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)

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.

The Borneo Bulletin
“Exhibition to rewind Borneo campaign of WW2”
Page 8. Bottom-right, postcard size.

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  

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.  

**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  
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
澳大利亞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

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

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.
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.

“Commander hails good ties with Australia”

“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.

The Brunei Times
“Deputy Sultan receives Australian Minister for veterans affairs”
Page A2 (bottom ½ page)

The Brunei Times
“WWII exhibit brings flashback of memories”
Page A4 (¼ 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 Minster and Australia Minister.
Photo: B/W – four veterans during the ceremony

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.
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

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

Xinhua Daily – online
“澳大利亞二战老兵出席解放婆罗洲战役70周年纪念仪式”

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
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

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

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

Sunday 21 June 2015

**The Brunei Times**
“Students’ glimpse of history”
Page A13 (Large corner block)
Photo: Full colour – students in gallery

Tuesday 23 June 2015

**Radio Television Brunei (RTB) – TV**
Special Feature on Exhibition aired on local news in English and Malay.