



NUJ Re-Skilling Fund for journalists gets Pop Meals boost **“Help Journos Re-Skill, Enjoy Pop Meals” Campaign launched**

Quick-service food brand contributes RM15,000, donors get Pop Meals vouchers

CYBERJAYA, April 6, 2021 – The National Union of Journalists Malaysia (NUJ) today launched a fund to help retrenched journalists equip themselves with digital skills to improve their employability in the New Media scene.

This NUJ Re-Skilling Fund will be used to organise a series workshops in collaboration with selected partners to help journalists who had been laid off due to cost-cutting exercises, voluntary separation schemes or when media owners closed shop.

Quick-service food brand Pop Meals became the launch sponsor when it pledged a contribution of RM15,000 in cash and kind in this “Help Journos Re-Skill, Enjoy Pop Meals” campaign.

NUJ President Farah Marshita Abdul Patah and General Secretary Chin Sung Chew received the pledge from Pop Meals General Manager Shaik Ali Fikri Bajunid at the Pop Meals outlet at D’Pulze Mall here.

Farah Marshita said with this contribution from Pop Meals, NUJ was able to kick off the campaign using the cash vouchers as tokens for those who contributed to the fund.

Explaining the fund objective, Chin said about 400 journalists had been lost their jobs in the past two years. “NUJ as the sole national body looking after their professional rights and welfare feels obligated to proactively help them,” he said.

“We plan to raise at least RM100,000 to be used for re-skilling workshops so these experienced and older journalists can learn the necessary skills to gain employment in digital media landscape.

“With this spate of retrenchment, NUJ’s membership has also shrunk from about 1,000 previously to only about 500 now. Our main goal is to give value to journalists we administer and protect, specifically on journalists’ education, ethics and good conduct, safe working environment, rights of workers, Press freedom issues, and leadership training.

“We call on those concerned over the journalism profession to whole-heartedly contribute to this fund so we can help more journalists. Other sponsors are also welcomed,” he added.

Shaik Ali said *Pop Meals* decided to contribute cash and cash vouchers so NUJ could use these vouchers as a token of appreciation for donors to the fund.

“We understand that NUJ has been the umbrella body for the profession for 60 years now and have been actively safeguarding the rights and welfare of members through ethics and professional journalism courses, union organization, industrial relations and legal support.

“We are happy to contribute RM5,000 cash and 1,000 cash vouchers of RM10 each in the form of unique promo codes for NUJ to distribute to its members and donors to the fund,” he said.

Those who wish to donate to the Fund may do so through bank transfer to National Union of Journalists Malaya Public Bank Bhd **Account No. 3077428903** stating it's for the **NUJ Re-Skilling Fund**.

Donors will be given tokens of appreciation in the form of Pop Meals cash vouchers, subject to availability, by sending their bank transfer slips to +6016-313 6793 (WhatsApp).

NUJ members are from eight mainstream (print media) newspapers namely The Star, New Straits Times, Berita Harian, Harian Metro, Nanyang Daily, Sin Chew Daily, Kwong Wah Yit Poh and The Sun.

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About Pop Meals

Pop Meals, launched in November 2020, is a quick-service food brand that offers Malaysia's most popular meals in its outlets and for delivery through the Pop Meals mobile app. Pop Meals is all about the excitement for delicious food and it has its own food development team in-house that constantly launches new meals onto the menu.

About National Union of Journalists (NUJ)

The NUJ is the only organisation of working journalists in the country representing the industrial, social and welfare interest of some 1,400 journalists. It is affiliated to the Confederation of ASEAN Journalists (CAJ) and the International Federation of Journalists (IFJ).

Formed on August 30, 1962, NUJ Malaysia is the sole authority to negotiate and determine the proper rates of remuneration and other terms and conditions of employment for journalists in the various publishing houses which produce Bahasa Melayu, English and Chinese newspapers and periodicals.

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