

**REPORT OF THE READING MONTH CARNIVAL
1-31 JULY 2003**

1. BACKGROUND

- 1.1 The National Reading Month celebration is an annual agenda which takes place throughout the month of July every year. Activities relating to reading and knowledge are planned and implemented throughout country at all levels such as the National Library of Malaysia, State Public Libraries, academic libraries, schools, ministries and government departments, the private sector and the non-government organizations(NGO) .
- 1.2 The carnival concept was the chosen strategy for the National Reading Month 2003, with the purpose of instilling awareness to the society particularly the youths and teenagers, that reading is an enjoyable pastime as well as knowledge enhancing.

2. OBJECTIVE

The Reading Month Carnival which targeted the youths and teenagers had the following objectives:

- (i) Encourage more members of the society especially the youths and teenagers to participate in events and activities organised for them at the Merdeka Square and at the National Library of Malaysia.
- (ii) Instil awareness to society particularly youths and teenagers the importance and benefits of the reading habit in the era of information and communication technology.

- (iii) Involve society especially the youths and teenagers in reading activities towards making the reading culture as a lifestyle.

3. THEME/SLOGAN

The theme read@lifestyle is maintained for this year. It highlights the significant aspect of Vision 2020 which is the creation of an informed and knowledgeable society. An informed society can only be achieved through a reading habit which should necessarily be the lifestyle.

4. PROMOTION AND PUBLICITY

The promotion and publicity programs have been more aggressive and widespread this year as compared to 2002, which befits the carnival concept that took place at the Merdeka Square Kuala Lumpur. Promotion and publicity materials included:

(i) Buntings

A total of 1000 2' x 6' buntings were hung from 1 to 31 July 2003 at the following locations:

- Jalan Sultan Hishamuddin (at the National Mosque roundabout) until Jalan Raja Laut (MARA building)
- National Library complex
- Jalan Tun Razak North from the Pahan Roundabout to Kampung Baru/Datuk Keramat junction
- A section of the Kuala Lumpur – Ampang Highway near the National Library of Malaysia

(ii) **Posters**

The National Library of Malaysia printed a total of 10,000 units of 20" x 30" posters of the Reading Month Carnival for distribution to all public libraries, special and academic libraries, public and private institutions as well as government departments and youth organisations/NGOs.

(iii) **National Library of Malaysia's Reading Month Carnival Brochures**

A total of 5,000 brochures to specifically inform library users and the public about the calendar of activities of the National Library of Malaysia's Reading Month Carnival, 1-31 July was printed.

(iv) **Reading Month Carnival Flyers**

A total of 30,000 creative and attractive flyers of the Reading Month Carnival was printed and distributed to the public at the National Library of Malaysia, shopping malls in and around the Klang Valley, the TV3 'Sure Heboh' Carnival and the Ministry of Education's Family Day.

(v) **Billboard**

A 12' x 30' Billboard was erected at the National Library of Malaysia's building beginning 1 July 2003.

(vi) **Flagline**

As many as 10,000 flaglines (10 pieces x 1 string) were printed and hung at the carnival site at the Kuala Lumpur Merdeka Square. The flaglines also adorned the National Library of Malaysia building.

(vii) Message Banners

To further inform the public about the carnival, a total of four 6' x 40' message banners were displayed at the Merdeka Square and its vicinity.

(viii) Friday Sermon

The National Library of Malaysia obtained the co-operation of Malaysian Islamic Development Department (JAKIM) to emphasise reading and knowledge in the Friday sermons for the first week of July.

(ix) Radio Advertisements

(a) *Radio Era*

A 20-second advertisement was aired beginning 1 July from 6.00 am to 12.00 midnight. A total of 94 slots was aired.

(b) *Radio Muzik*

Two slots of a 30-minute advertisement were aired beginning 1 July from 8.00 am to 9.00 am.

(x) Television Advertisement

(a) *TV1*

A 10-second sound slide was aired during the TV1 Prime Time News for a total of 2 airtime, everyday for 15 days.

(b) *TV3*

A 15-second TV3 *banner ad* from 9.00am to 5.00 pm was aired for 30 days. A total of 136 airtime was made by TV3.

(xi) Special Press Conference in Conjunction with the Reading Month Carnival

A Press Conference in conjunction with the Reading Month Carnival 1-31 July was held on 25 June 2003. Newspaper coverage about the carnival was published in the local electronic and print media. The coverage succeeded in widely informing the public about the Reading Month Carnival.

(xii) Coverage of Electronic Media Interview (Television)

A coverage of an interview regarding the Reading Month Carnival was aired by the electronic media on TV1 (*Berita Perdana* and *Selamat Pagi Malaysia*), TV3 (*Buletin Utama*) and NTV7 (*7 Di Pihak Anda*).

(xiii) Coverage of Electronic Media Interview (Radio)

The local radio coverage of the Reading Month Carnival interview 1-31 July was aired by *Radio Muzik* dan *Radio IKIM* (Institute of Islamic Understanding Malaysia).

(xiv) Printed Media Coverage

The local print newspaper and magazine coverage of the Reading Month Carnival interview 1-31 July was published in the *Utusan Malaysia*, *Berita Harian*, *Sunday Star* and *Harian Metro*.

6. LAUNCHING CEREMONY OF THE READING MONTH CARNIVAL 2003

The launching of the Reading Month Carnival 1-31 July 2003 was held at the Kuala Lumpur Merdeka Square from 4-6 July. The choice of the Merdeka Square as the venue was spurred by the opportunity it provided for the National Library of Malaysia to directly meet with the Malaysian

community, in the former's efforts to familiarise youths and teenagers particularly, particularly programs relating to reading. The splendour of the Reading Month Carnival was launched by Y.B. Dato' Seri Musa bin Mohamad, the Minister of Education on 5 July 2003 at 8.30 pm. The arrival of the Minister was lauded with drumbeats of the Gendang Symphony Orchestra and a group of Malays warriors in their full costume.

Guests were entertained by the colourful launch gimmick depicted by the lighting of crystal balls which caused the balls to move in a direction where the pyros set alight the area around a globe-shaped backdrop. After the crystal balls have been set alight, the globe which split it into two and set free balloons into the air. This was followed by the appearance of a remote monitoring helicopter carrying the audio CD with the song "Membaca Gaya Wawasan" which was symbolically inserted by the Y.B. Minister in the CD player. Subsequently the event was entertained by the same song sung by guests artistes Afdlin Shauki, Shafinaz, Jeslina Hashim, Fazley, Aishah and the Kuala Lumpur Specialist Teachers Training Institute choir.

A coffee table book entitled *Warisan Melayu Manuskrip* was also launched by the Y.B. Minister. The book launch was conceptualised by the tradition befitting its position as a treasure of the Malay tradition.

The prize awarding ceremony for the National Level Family Library Competition 2003 was also held. While the guests visited the exhibition booths, they were entertained by the guest artistes. Guests received amongst others, books as doorgifts, courtesy of the National Library of Malaysia and booksellers.

7. Sales Booths

- 7.1 There were a total of 45 booths opened to the public from 10.00 am to 10.00 pm from 4-6 July 2003 at the Kuala Lumpur Merdeka Square. These booths which offered various types of reading materials, information technology products, health foods as well as others related to reading, were well received by the public.
- 7.2 The NLM's Pavilion provided for members registration as well as sales of the NLM's publications. It was also a venue for the icon of the Day activity and was very popular with the public. Guest artistes who participated included Jeslina Hashim (Drawing and Design Segment), Syafinaz (Knowledge and Music Segment), Fazley (Motivation Segment), Chef Wan Ismail (Art of Fruit Carving for Cuisine Decoration Segment,) Drawing Competetion and a performance by the group Tilmiz.

8. ACTIVITIES OF READING MONTH 2003, NATIONAL LIBRARY OF MALAYSIA

8.1 *My Favourite Read Programme (BKS)*

The programme which provide an avenue for guests to discuss their favourite books with other guests of the programme began on 1 July to 30 July 2003 at the Lecture Room, National Library of Malaysia. The programme was held daily from 2.15 pm – 4.15 pm, except Saturdays and Sundays. The programme aimed at popularising creative writing to the Malaysian community and encouraging them to participate in programmes such as this. Participation of the BKS programme was opened to the Malaysian public from the ages 13 and above. In 2003, as many as 24 people from various fields and background participated in the programme. Amongst the speakers who participated were H.E. Adi Litia Q.T.

Samanunu Takobau (Fiji Ambassador), Y.M. Prof. Di Raja Ungku Abd. Aziz Ungku Abd. Hamid, Y. Bhg. Dato' Dr. Nik Safiah Karim, Y.B. Tun Zahir Haji Ismail (Dewan Rakyat Speaker), Mrs Carole Ann Goon, Mr Mohd. Taib Mohamed (Librarian, Perak State Public Library Board) and Liana Afera Malik (writer). An average of 50 people attended each of these sessions while the number increased whenever the speaker was a celebrity.

8.2 *Internet Info-Hunt Quiz Competition*

The competition was held from 15 June to 15 July 2003 with the aim of inculcating the reading culture and promoting the use of information technology. The nation wide Info-Hunt competition was opened to all teenagers and youths between ages 15 and 25. A total of 525 applications were received. Winners were announced and received their prizes at the Reading Month Carnival Closing Ceremony held on 31 July 2003 at the National Library of Malaysia. The first prize winner was Miss Yusalina bt Yaman from Sibul, Sarawak who received RM600.00, second prize winner was Mr Mohd. Idzairin bin Kamarudin from Ampang, Selangor with prize money of RM400.00 while the third prize winner with prize money worth RM200.00 was Mr Irfan bin Ziat from Kota Bahru, Kelantan (represented by the Assistant Librarian of the Kelantan State Public Library Board). The winners also received other prizes and certificate of participation.

8.3 *My Favourite Read Exhibition*

My Favourite Read Exhibition was held at the Exhibition Area, National Library of Malaysia which was opened during the library's opening hours. The exhibition was aimed inculcating the reading spirit amongst the young generation or teenagers.

8.4 Talk On Irish Writing In English

A presentation on Irish Writing In English was held on 9 July 2003 at 10.00 am at the Multipurpose Room, National Library of Malaysia. The presentation was delivered by H.E. Daniel Mulhall, the Irish Ambassador to Malaysia. He talked of the strength of the English language writing pattern of the Irish writer and the development of the literature in Ireland. A total of 300 Forms 4 to 6 students including teachers from secondary schools around the Klang Valley attended the talk.

8.5 Book Launching Ceremony

- (i) *Cinta Penyerahan Tragedi* by Mrs Zaharah Nawawi and Mrs Hamidah Kamaruddin and *Kumpulan Puisi Warna* and *Wajah* by Mrs Zaharah Nawawi.

The ceremony was held on 10 July 2003 at the Multipurpose Room, National Library of Malaysia at 9.00 am. Y.A.M. Raja Dato' Seri Azureen Sultan Azlan Shah as the patron of the *Sahabat* Club officiated the ceremony which was attended by 58 guests. Mrs Hamidah Kamaruddin discussed the novel *Cinta Penyerahan Tragedi* while Mrs Zaharah Nawai discussed the anthology *Kumpulan Puisi Warna dan Wajah*.

- (iii) *Pandai Jawi* by Matlob

The book was launched on 17 July 2003 at the Multipurpose Room, National Library of Malaysia at 9.00 am. It was officiated by Y.Bhg. Datuk Ab. Rauf Yusoh, the UMNO Youth Movement Malaysia Exco. A total of 45 people attended the ceremony. Prof. Madya Che' Siah Che' Man, lecturer at UiTM Shah Alam discussed the book.

- (iii) *Bahasa Kita Jilid 1 dan 2 by Prof. Emeritus Datuk Dr. Nik Safiah Karim.*

The ceremony was officiated by Y.Bhg. Tan Sri Dato' Dr. Awang Had bin Salleh, member of the National Library Advisory Board, on 24 July 2003 at 9.00 am at the Multipurpose Room, National Library of Malaysia. Dr Awang Sarian, the Director of the Language and Literary Institute discussed the book.

8.6 *Hang Tuah Theatre Performance Competition*

The competition was held on 12 July 2003 at the Tunku Abdul Rahman Hall, Malaysian Tourist Centre Jalan Ampang from 8.30 am to 5.00 pm. The ceremony was officiated by Y.B. Dato' Mahadzir Mohd. Khir, the Parliamentary Secretary to the Ministry of Education. The aim of the competition was to encourage youths to read and appreciate the legend of Hang Tuah which is recognised as one of the premier literary works as well as to inculcate interest in traditional literature.

A total of 7 groups from 5 institutions took part in the competition. The first prize winner was Group 2 from the International Institute of Language Teaching received RM2,000, the second prize money of RM1,500 went to the students of the Malaysian Malay Language Institute, while the third prize of RM1,000 went to Theater Group from the Univeriti Putra Malaysia. The first consolation prize of RM700 went to the Pentas Group, Universiti Putra Malaysia, while the second consolation prize of RM700 went to the Technical Teachers College. The best actor and actress received RM100 each. Mr Mohd. Kamarulzaman bin Taib and Mr Shahrulmizad

Ashaari from the Malaysian National Arts Academy were the judges with Mrs Junaidah Salleh from the Istana Budaya as chairperson of the panel of judges.

8.7 *Fun Learning For Kids*

This activity was more of an exhibition of suitable learning aids for children. The learning session was aimed at inculcating interest in the mastery of English language amongst children. It was held from 12 to 20 July 2003 at the Children's Theatre, National Library of Malaysia during the library's opening hours. Among the special activities were *Fun With Colour Painting on Easel*, *Fun With Magnets, Water and Sand*, *Fun With Mental Maths* and *Fun With Giant Story Book*. An average of 100 children from the ages between 12 and below participated in the activity.

7.8 *Talk on Educational and Career Opportunities in Librarianship*

Two such talks were organized. On 23 July 2003 one was held at the National Library of Malaysia Auditorium from 9.00 am to 11.00 am. Another was held at the Wangsa Melawati National Secondary School, Kuala Lumpur on 29 July 2003 from 10.30 am to 12.00 noon. As many as 77 students and 9 teachers attended the talk at the National Library of Malaysia while 100 students including teachers participated in the event held at the Wangsa Melawati National Secondary School, Kuala Lumpur.

The talk was presented by Mr Kamaruddin Mat Nata, the Deputy Director Advisory Services with the following objectives:

- Provide awareness/information to secondary school students regarding educational and career opportunities in the field of librarianship
- Promote career in librarianship amongst students
- Discuss the potential, future development and direction of the field of librarianship

8.9 *Protecting and Book Repairing Demonstration*

A special demonstration on performing minor repairs to book materials was held on 12 and 26 July 2003 at the Exhibition Area of the National Library of Malaysia between 11.00 am and 3.00 pm. The demonstration was aimed at creating an awareness among the library visitors and users on the book protection and repair methods using the sewing technique such as side stitching and sewing on tape. As many as 70 people participated in the demonstration on 12 July 2003 and 42 people attended the session on 26 July 2003.

8.10 *Mental Arithmetic Workshop*

The workshop succeeded in attracting 218 students (year 3-6) from in and around the Klang Valley as well as members of the National Library of Malaysia. It was held on 13 July 2003 from 9.00 am to 12.30 pm at the National Library of Malaysia Auditorium. The guest speaker, Mrs Norlian Nordin, Executive Director of IQMA Human Resources Development facilitated the session using the mind counting technique based on the *sempoa*. The workshop was aimed at creating awareness and as well as training students to count using the 'fast counting' technique and approach in mathematics.

8.11 ***Choral Speaking Competition : Reading As A Lifestyle (in English)***

The competition was held on 20 July 2003 at the National Library of Malaysia Auditorium from 8.30 am to 12.30 pm. The event was officiated by Y.Bhg. Puan Sri Datin Seri Fauziah Shahrom, wife of the Y.B. Minister of Education. The objective of the competition was to elevate reading as a lifestyle and to promote creativity in using the English language among secondary school students.

Six schools from the Federal Territory participated in the competition. The Bukit Nanas Convent Secondary School hailed as the champions and won the prize money of RM1,000.00. The Sentul Convent Secondary School took second place with RM700.00 while the Methodist Secondary Girls' School was placed third with RM500.00. Winners and participants also received certificate of participation.

8.12 ***Exploring Electronic Database Workshop***

The objective of the workshop was to create an awareness among students of the existence of electronic databases subscribed by the National Library of Malaysia as well as to educate and guide the students in information search techniques. The workshop was held on 21 and 28 July 2003 at the Hypermedia Centre, National Library of Malaysia from 8.30 am to 4.00 pm.

The 21 July 2003 workshop was attended by 20 students from 2 schools namely, the Bandar Baru Sentul National School and Puteri Wilayah Secondary Girls' School. The 28 July 2003 workshop was attended by 20 students from 2 other schools, namely, the Datok Lokman National Secondary School and the Bangsal National Secondary School.

8.13 Segment With Writers

A Segment with Writers was held on 23 and 27 July 2003 at the Exhibition Area, National Library of Malaysia from 9.00 am to 12.30 pm. The segment was to allow the community to get to know as well as familiarise themselves with the local writers. Writers who participated in the segment included Y.Bhg. Dato' Dr. Alijah Gordon, Mrs Ainon Muhammad, Dr. Robiah K. Hamzah, Tuan Haji Zainal Buang Hussein, Liana Afiera Malik, Noor Suraya and Siti Rozilah Jantan. As many as 80 library users attended the segment.

8.13 A Day with the Publisher No. 5: Discourse on the Creation of Bestselling Books in Malaysia

This programme took place on 22 July 2003 at the National Library of Malaysia Auditorium which was officiated by Y.B. Tan Sri Dato' Haji Muhyiddin bin Hj. Mohd. Yassin, the Minister of Domestic Trade and Consumer Affairs. The objective of the half-day discourse was to provide a platform for publishers, writers/authors and readers to discuss important issues relating to the book industry. The theme of the discourse was regarding the production of bestselling books. Y.Bhg. Dato' Johan Jaafar was the facilitator of the forum with Mr Jaafar Taib, Mr Ahadiat Akashah, and Mr Zafri Hassan as panel members. As many as 423 people participated in the program.

8.14 Dialogue between Librarians and Booksellers

The purpose of the dialogue was to discuss issues pertaining to the supply of books, to identify steps towards improving services electronically and to improve cooperation between librarians and book suppliers. The dialogue held in conjunction with the Day with

Publishers program was held in the afternoon of 22 July 2003 at the National Library of Malaysia Auditorium. Mrs Putri Saniah Megat Abdul Rahman, the Deputy President II of the Librarians Association of Malaysia was Chairperson, while Mr Wan Omar Wan Abdul Ghani from the e-Procurement Unit, Ministry of Finance Malaysia, Tuan Haji Hassan Hamzah, President of the Malaysian Book Contractors Association dan Mrs Laila Hassan, Deputy Chief Librarian, Consumer Services Universiti Putra Malaysia were members of the panel. A total of 152 people attended the dialogue.

8.16 *Creative Writing workshop*

The workshop was conducted by the famous writer, Mr Lim Swee Tin with the aim of identifying and creating an awareness among participants regarding creativity in writing. The workshop was held on 23 July 2003 at the Multipurpose Room, National Library of Malaysia from 10.00 am to 1.00 pm. A total of 242 secondary school students from forms 4 to 6 attended the workshop.

8.17 *Discourse on Science Invention Through Reading*

The program took place on 26 July 2003 at the National Library of Malaysia Auditorium from 9.00 am to 12.00 noon. The discourse was aimed at creating an interest in science inventions among the Malaysian citizens particularly amongst students. A total of 362 students from secondary schools and public institutions of higher learning attended the discourse.

The Chairperson was Mr Abdul Halim bin Yusof from the Science Centre while panel members comprise of Mr Zainol Badli bin Budiman from the Student Affairs Unit, Schools Division, Ministry of Education, Mr Zulkifli bin Harun from Zul Design Auto Tronic and

Miss Sarah Sofea bt Yahya from Science Secondary School, Muar, Johor. A demonstration of the National Level Intel Science Innovation 2003 was presented by the Muar Science Secondary School, Johor who was the this year's Innovation Competetion. An Innovation exhibition was also held outside the National Library of Malaysia Ausitorium.

8.18 Landscaping "Our Beautiful World"

A handicraft session activity using plasticine was held with the aim of teaching children design or skills in landscape creation with nature as the theme. A total of 150 chilren from the ages of 8 to 12 took part in the activity which was held at the Children's Theatre, National Library of Malaysia from 10.00 am to 1.00 pm.

9. LIBRARY MEMBERSHIP CAMPAIGN

The campaign to recruit more library members was continued this year to increase the number of registered memebhrs as well as to encourage and attrract the interest of the community to utilise the various knowledge services provided by the National Library of Malaysia. This year incentives offered to new members included:

- i) A RM5.00 book voucher for a total of RM80.00 book purchases only (on the same receipt) from MPH.
- ii) An ice cream coupon with every purchase of 2 cups of corn and RM1.50 for Cornyfish Hotdog (original price RM2.20) only at Mid Valley Megamall.
- iii) National Library of Malaysia souvenir.

A total of 10,031 new members were registered during the Reading Month from 1 to 31 July 2003. In the month of July the membership campaign was held at 10 places including the Kuala Lumpur Merdeka Square, Ministry of Education and Gombak Hillcrest Secondary School.

9. PROGRAMMES AT THE NATIONAL LEVEL

9.1 Trainers' Workshop: Youth Reading Promotion Camp 2003

Trainers' Workshop: The Youth Reading Promotion Camp 2003 was held between 18 and 21 July 2003 at the Jungle Lodge Alang Sedayu Gombak. The aims of the Workshop were to:

- Develop trainers' skills in promoting reading to the community
- Enable participants in designing and implementing reading programmes
- Equip participants with various skills required to implement reading programmes

A total of 48 participants from youth groups of ages 25 to 35 involved in reading activities nation wide participated in the workshop. Participants comprised of officers from the State Public Libraries Board, officers from the Educational Technology Division, Ministry of Education, Malaysiab Youth Concil, 4B Youth Selangor, Teachers' College lecturers and officers from the National Library of Malaysia.

9.2 Nationa Level Family Library Competition

The National Library of Malaysia organized 2 categories of the National Level Family Library Competition 2003, namely the Village category and the Housing Estate category. As many as 18

nominations were received from the State Public Libraries with the exception of Kelantan, Trengganu and Kedah. There were 8 nominations for the Village category, and 10 nominations for the the Housing Estate category. A competition briefing was held on 4 April 2003 and judging began from 16 April to 13 May 2003. Winners of the competition were as follows:

Housing Estate Category

First:	Mr Utoh bin Bruyot (Sabah)
Second:	Mr Mohd. Said bin Awang (Perak)
Third:	Mrs Hazirah bt Hamzah (Pahang)
Consolation Prize:	1) Mrs Rozita Mohd. Ali (Perlis) 2) Mr Abdullah bin Abd. Rahman (Negeri Sembilan)
Participation Prize:	1) Mrs Azizah bt Mohammad Noor (Pulau Pinang) 2) Mr Zulhaimi bin Nordin (Selangor) 3) Mr Ab. Rahman bin Md. Amin (Kuala Lumpur) 4) Mrs Naomi Ranjitham (Sarawak) 5) Tuan Haji Kamdi bin Kamil (Johor)

Village Category

First:	Mrs Azizah bt Haji Abdullah (Pulau Pinang)
Second:	Hajah Mariah bt Haji Kasiron (Selangor)
Third:	Mr Md. Azman bin Haji Kasran (Johor)
Consolation Prize:	1) Mr Amat bin Haji Apar (Sabah) 2) Tuan Haji Masri bin Mohamad (Negeri Sembilan)
Participation Prize:	1) Mrs Norliyah bt Hj. Aman (Melaka) 2) Mrs Noriah bt Mohd. Daud (Perlis) 3) Mrs Hasnah bt Yusoff (Pahang)

10. PUBLIC COMPLAINS

During the month-long Reading Month Carnival, two public complains were published in the public media relating to the involvement of artistes in the launching of the Reading Month Carnival at the Merdeka Square. One complain appeared in the X-Spai column of the 5-11 July 2003 issue of *Massa* magazine. Another complain pertained to the choice of the legend of Hang Tuah for the Babak Hang Tuah Performance Competition which appeared in the daily newspaper *Utusan Malaysia*. Responses to both complains were relayed to the relevant authorities. Response to the Legend of Hang Tuah was displayed in the 11 August 2003 issue of the *Utusan Malaysia* in the Forum column.

11. CONCLUSION

On the whole the National Reading Month succeeded in attracting the attention of more members of the community. Positive responses were received from the public particularly from those who attended the Reading Month Carnival at the Kuala Lumpur Merdeka Square, clearly indicated their joy in being part of the activities at the carnival booths at the Merdeka Square. Both the print and the electronic media which provided wide coverage clearly influenced the success of the campaign this year. The campaign which was held for the first time at the Merdeka Square saw the direct involvement of the staff of the National Library of Malaysia with the community thus succeeded in reaping the desired attention of particularly the youths and teenagers. This contributes to the efforts towards creating reading habit as a lifestyle Malaysian society at the same time uplifting the image of the National Library of Malaysia.