



Think of the others when using your phone TRA message to mobile phone users

Manama 26 December 2004 – The Telecommunications Regulatory Authority has launched a public awareness campaign for mobile users in the Kingdom of Bahrain. The “Use your mobile wisely” aims to remind people to think of others while using their mobile phones in public places such as theatres, conferences, mosques, libraries, classrooms, hospitals etc.

TRA has created a full-fledged mass media agenda, to disperse the public service message through 2 short film clips to be aired on TV channels and at popular cinemas, and print advertisements in leading newspapers and magazines. Accompanying radio spots and posters will be displayed at relevant venues.

Mr. Andreas Avgousti, General Director, TRA said “The use of mobile phones has become part of our everyday life. The use is now very prevalent. They are useful however sometimes we use them without thinking of the others. The main objective of the campaign is to remind users to think when they use their mobile so that they do not disturb others. ”

“Since TRA banned the use of mobile jammers (*equipment that block mobile phones*) in Bahrain, we felt it our corporate responsibility to initiate a Public Service campaign conveying a simple message - Think of others when you use your mobile.” added Mr. Andreas Avgousti.

Mr. Avgousti further explained : “ We would like to thank the organizations who have lent their support to this campaign, such as the Radio & Television Cooperation, Dana Cinemas, and Bahrain Cinema Company who have all agreed to air the short film clips free of charge. Their support reflects their commitment to initiatives that serve the community and nation at large. We hope that our efforts will eventually reflect a positive change for people when using their mobiles in public”.

The campaign is a long term one and in addition to the general press advertisements and the short video clips over time it will it will also use different methods to target specific sections of the community. These will be announced at a later stage.

About the TRA

The Telecommunications Regulatory Authority (TRA) was established by Legislative Decree No. 48 promulgating the Telecommunications Law. The TRA is an independent body and its duties and powers include, among other things, protecting the interests of subscribers and users and promoting effective and fair competition among existing and new licensed operators. More information regarding the TRA can be viewed at www.tra.org.bh