



Sultanate of Oman
Ministry of Information



Message from
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The media landscape in Oman, in terms of its legal, legislative and professional framework, was very much masterminded by HM the late Sultan Qaboos. We have no doubt that HM Sultan Haitham Bin Tarik will be instrumental in sustaining the credibility and consistency of media in Oman.

The media landscape began to emerge in Oman at the beginning of the Omani renaissance in the early 1970s. It was at that time that the various press establishments, notably radio and television channels, were established in Oman.

These Omani media channels contributed to the pace of development in Oman by providing information and enlightenment to the citizens of the country, introducing modern ideas, reflecting trends and informing of current affairs in the local, regional and international spheres.

His late Majesty Sultan Qaboos Bin Said defined the Omani media's policies and principles at the start of the renaissance and nurtured them throughout their different stages. His successor, His Majesty Sultan Haitham Bin Tarik, now the torch bearer, continues this leadership, progressing confidently forward towards achieving the goals and underpinning the principles for which they were devised.

Any observer, who has pondered the growth and development of

Omani media since its early beginnings, will find that it champions legitimate human rights, justice and peace. Omani media puts the value of humans at the forefront, considering them the cornerstones of civilisation building.

In implementing its policies, Omani media relies on a set of basic values, the most significant being advocating a clear-cut information based on transparency and credibility, as well as a balanced approach to tackling various regional and international developments in light of Oman's domestic and foreign policy.

The Omani media's basic principles and pillars also include ongoing training and capability development for Omani print, visual, audio and electronic media services. These principles also include the continuous articulation of society's issues (of public interest), values and traditions, as well as encouraging private sector investment in media. There is an ongoing assessment and measurement of public opinion in the quality of the media's message and performance and its role in spreading public awareness.

Amid the rapid developments influencing the sector, progress cannot stop. Accordingly, the Sultanate continues to train journalists and media personnel in both the public and private sectors to help them deal with different and emerging developments in this field. **E**