**1969 AGREEMENT FOR THE PROMOTION OF**

**MASS MEDIA AND CULTURE ACTIVITIES**

1.The Contracting Parties shall promote mass media activities by: Broadcasting regular programmes to reflect the aims, purposes and activities of ASEAN by the Radio and Television Services of each member country; Organising film festivals; Encouraging the exchange of film artistes and the undertaking of joint film productions; and Organising seminars and other activities in mass media.

2.The Contracting Parties shall promote cultural cooperation by: Exchanging artistes in the field of visual and performing arts; Undertaking joint research in the arts and in literature; Organising seminars in the arts, literature and related matters; and Organising cultural festivals.

3.The Contracting Parties shall undertake to examine the possibility of exchanging experts, and of organizing seminars in Mass Media and cultural activities.

4.The Contracting Parties undertake to examine the possibility of establishing ASEAN cultural institutions in member countries for the purposes specified in the Preamble.

5.The Contracting Parties shall consult one another, whenever necessary, with a view to agreeing upon matters for the implementation of this Agreement.

6.This Agreement shall enter into force on the date of signature by all the member countries and shall remain in force until it is terminated by the decision of all the Foreign Ministers.

7.Accession to this Agreement shall take effect from the date on which the instrument of accession is deposited in the Ministry of Foreign Affairs, Malaysia, by any new member of ASEAN.

8.A Contracting Party nay at any time give formal notice of its intention to withdraw from this agreement and such withdrawal shall take effect one year from the date of the notification Ministry of Foreign Affairs, Malaysia, which shall as soon as possible notify all the member countries.