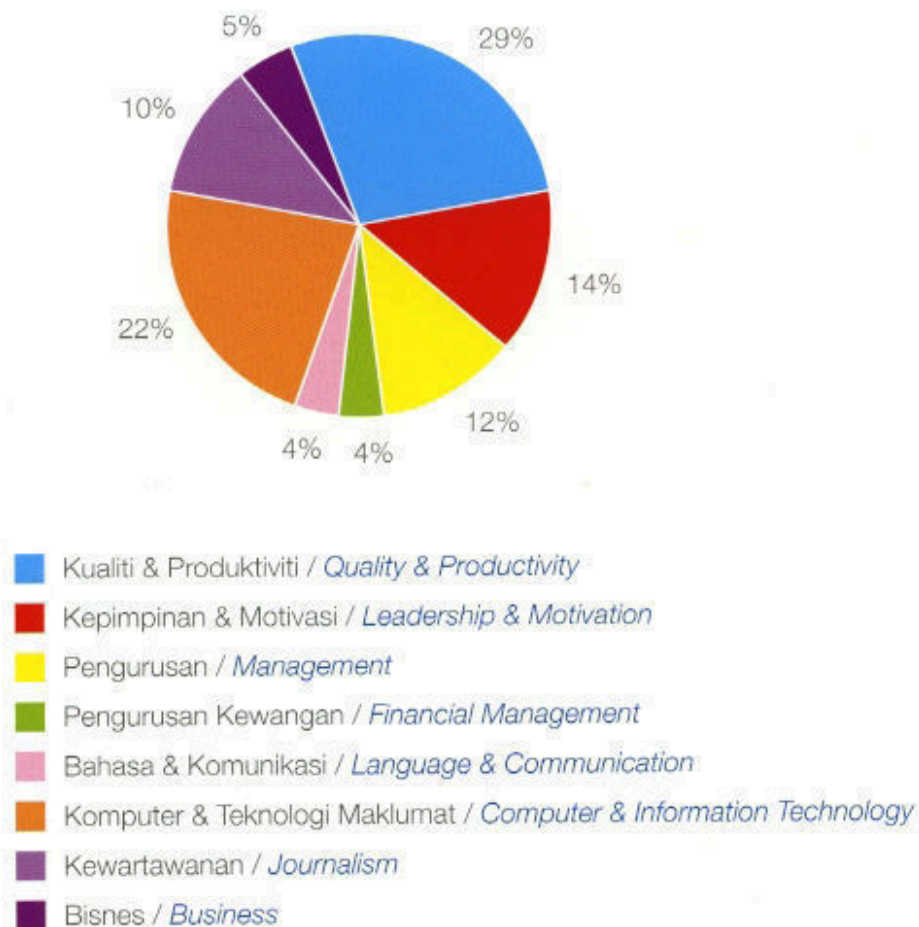


## PUSAT KECEMERLANGAN / LATIHAN CENTRE FOR EXCELLENCE / TRAINING

Dari bulan Januari sehingga Disember 2010 sebanyak 316 kursus meliputi bengkel, seminar, ceramah dan sesi pembelajaran telah diadakan untuk 431 petugas atau 90 % daripada jumlah kakitangan tetap BERNAMA. Seramai 213 petugas (44 %) dari jumlah tersebut adalah dari Kumpulan Pengurusan & Profesional manakala 264 kakitangan pula adalah dari Kumpulan Sokongan 1 & 2.

Between the months of January to December 2010 a total of 316 courses consisting of workshops, seminars, talks, and learning sessions were organised for 431 employees representing 90 % of the total permanent staff of BERNAMA. Of these a total of 213 staff (44 %) consisted of those from the Management & Professional Group whereas 264 employees were from the Support Groups 1 & 2.

JUMLAH KURSUS & JUMLAH PESERTA MENGIKUT JENIS KURSUS (JAN - DIS 2010)  
TOTAL NO. OF COURSES AND PARTICIPANTS ACCORDING TO COURSE TYPE (JAN-DEC 2010)





Sejajar dengan misi BERNAMA untuk perengkapkan warganya dengan teknologi terkini latihan berkaitan penggunaan komputer dan teknologi maklumat diberi perhatian sepenuhnya. Petugas dilatih untuk mengguna sistem BLIS bagi memudahkan rujukan ke atas sesuatu maklumat. Latihan mengguna sistem BEST pula diadakan untuk semua petugas editorial bagi memudahkan kerja-kerja penulisan, penyuntingan dan proses penghantaran berita. Peserta turut didedahkan dengan pelbagai perisian komputer seperti HRMIS dan Adobe Photoshop yang boleh membantu melicinkan tugas harian individu.

Memandangkan operasi editorial BERNAMA penting dalam menjayakan matlamat agensi intipati program latihan kini lebih menurus ke arah meningkatkan lagi mutu kewartawanan, penguasaan bahasa dan komunikasi berkesan.

Kursus-kursus fungsional seperti 'Media Reporting', 'Media Baru', 'Penterjemahan' dan 'Penyuntingan' disediakan khas untuk wartawan manakala kursus mengenai jati diri, kepimpinan dan budaya kerja cemerlang dibuka kepada semua petugas. Pelbagai bengkel mengenai kewangan, pentadbiran pejabat, dan pemasaran serta branding turut diadakan.

### **Program Berasaskan Pengetahuan**

Setiap pemberita perlu peka tentang isu-isu semasa di dalam dan luar negara. Keupayaan memahami dan mengupas sesuatu isu melalui penyertaan dalam ceramah dan dialog tentunya dapat perkasakan lagi minda mereka supaya sentiasa bersikap pro-aktif dan inovatif. Dengan itu pakar dalam bidang tertentu dijemput memberi persembahan dan antara topik perbincangan ialah mengenai dasar-dasar kerajaan seperti Prinsip 1Malaysia dan pelaksanaan Program Transformasi Kerajaan.

### **Kursus Dalaman**

Kelicinan operasi berita BERNAMA juga bergantung kepada kekuatan bironya. Setiap biro perlu mengenalpasti berita yang sesuai disediakan dan tepat pada waktunya dengan mengamal dasar 'zero error' dalam liputan penulisan. Bengkel 'Penyuntingan Berita' & Mesyuarat Ketua-Ketua Biro diadakan dengan perbincangan bersama editor-editor kanan di peringkat ibu pejabat dan penyertaan pakar-pakar media tempatan dan luar negara.

In line with BERNAMA's mission to equip its employees with the latest technology training with regards to usage of computer and information technology were given full attention. The staff was taught on how to use the BLIS System to facilitate ease of reference on a particular piece of information. The training on the usage of the BEST System was held for all the editorial staff to assist them in their writing, editing and process of transmitting news with ease. Staff was also exposed to the use of several computer software such as HRMIS and Adobe Photoshop that could assist them in their daily individual task.

Considering the importance of BERNAMA's editorial operations in meeting the agency's objectives training programmes were geared to enhancing the quality of journalism, language proficiency and effective communication.

Functional courses such as 'Media Reporting', 'New Media', 'Translation' and 'Sub-Editing' were provided especially for journalists whereas courses on leadership, self-development, and excellent work culture that were made available to all staff. Various workshops on finance, office management and marketing as well as branding were also held.

### **Knowledge-based Programme**

Every journalist has to stay abreast of current issues in and outside the country. The ability to understand and analyse certain issues through participation in talks and dialogue would surely enrich their minds so that they always adopt a proactive and innovative attitude. Thus experts in specified fields were invited to give presentations and among topics of discussion were concerning government policies such as the '1Malaysia Principle' and the implementation of the Government Transformation Programme.

### **Internal Courses**

The efficiency of BERNAMA's news operation also depended on the strength of its bureaus. Each bureau is required to identify the right news to be released in a timely manner and by adopting 'zero error' approach in their writings. A workshop on News Editing & 'Meeting with Bureau Chiefs' were organised in collaboration with senior editors at the headquarters with the participation of several local and foreign media experts.



Seramai lima pegawai BERNAMA telah ditauliahkan sebagai kaunselor atau Rakan AKRAB KPKK bersama 32 pegawai lain Kementerian bagi membimbing dan membantu petugas yang bermasalah.

Komunikasi bersemuka adalah satu ciri penting yang perlu ada pada setiap kakitangan khususnya wartawan. Mereka perlu yakin dengan kebolehan mereka dan berani untuk bertanya soalan ketika diadakan sidang akhbar atau ketika berinteraksi di majlis-majlis rasmi. Bengkel 'Dare To Speak' yang telah diadakan berjaya mencungkil bakat dan keupayaan bertutur secara efektif di kalangan petugas.

### Kursus Bagi Peserta Luar

Kebanyakan pegawai perhubungan awam dalam syarikat atau agensi-agensi kerajaan tidak begitu mahir dalam menyediakan kenyataan akhbar yang berkesan untuk membolehkan ianya menjadi sebuah berita yang menarik bagi tujuan siaran. Justeru BERNAMA telah mengambil inisiatif mengendalikan kursus 'Writing a Good Press Release' melalui tenaga pengajarnya untuk membimbing seramai 45 peserta dengan ilmu kewartawanan. Beberapa kursus lain seperti 'Krisis Komunikasi' dan 'Photojournalism' juga diketengahkan kepada peserta luar yang terdiri dari kalangan penjawat awam dan kakitangan swasta.

### Program Pelatih Praktikal

BERNAMA merupakan satu-satunya agensi yang menerima paling ramai penuntut-penuntut universiti/kolej untuk menjalani latihan amali. Pada tahun 2010 seramai 103 pelajar sebahagian besar dari jurusan kewartawanan telah ditempatkan di beberapa bahagian seperti di Jabatan Pengarang, BERNAMA Radio24, di biro-biro negeri, BERNAMA TV, MREM dan BERNAMA.com. Seramai 75 % pelajar adalah daripada Institusi Pengajian Tinggi Awam (IPTA) tempatan manakala sebahagian lagi dari Institut Pengajian Tinggi Swasta (IPTS).

Menerusi program ini pelatih berpeluang menimba ilmu secara praktikal dan berinteraksi dengan staf BERNAMA mengenai hal-hal kerja. Bagaimanapun terdapat beberapa kelemahan ketara di kalangan pelajar yang menjalani praktikal tersebut. Pertama, penguasaan bahasa Inggeris di kalangan kebanyakan pelajar Melayu tidak memberangsangkan.

Five officers from BERNAMA were appointed as counselors or Rakan Akrab KPKK along with 32 other officers from the Ministry in order to provide guidance and assistance to problematic staff.

Face-to-face communication is an important feature that all staff especially the journalists should possess. They must be confident and brave to put forth questions at press conferences or while interacting at official functions. A 'Dare to Speak' workshop which was conducted succeeded in tapping the talent and ability to speak in an effective manner among the staff.

### Courses for Outside Participants

Many corporate communications officers in companies and government agencies are not so skillful in the preparation of effective media releases in order for them to be deemed as interesting news articles for the purpose of distribution. As such BERNAMA took the initiative to conduct a course on 'Writing a Good Press Release' with the involvement of its own teaching staff to guide some 45 participants on the insights of journalism. Several other courses such as 'Crisis Communication' and 'Photojournalism' were also conducted for outside participants comprising of employees from the public sector and staff from the private sector.

### Internship Programme

BERNAMA was among a few agencies that accepted a large number of university / college students to undergo industrial training. In the year 2010 a total of 103 students mostly from the field of journalism were placed in several divisions such as the Editorial Department, BERNAMA Radio24, the state bureau offices, BERNAMA TV, MREM, and BERNAMA.com. A total of 75% of the students were from the local Public Institutions of Higher Learning (IPTA) while the remainder was from the Private Institutions of Higher Learning (IPTS).

Students were provided with the opportunity to acquire knowledge in a practical manner and to interact with the BERNAMA staff on work matters. However there seemed to be several obvious weaknesses among the students undergoing the said internship. Firstly, the command of the English language among many of the Malay students was not encouraging.

Kedua, kebanyakan pelajar kewartawanan didapati tidak peka dengan hal-hal ekonomi, kewangan, sains/ teknologi dan isu-isu antarabangsa. Ketiga, minat dan kesungguhan yang tinggi dalam bidang kewartawanan tidak begitu terserlah di kalangan pelajar.

Justeru tanggungjawab untuk membentuk dan seterusnya melahirkan pelajar dan wartawan yang berdedikasi dan berkebolehan makin mencabar. Ada baiknya jika Program Latihan Amali ini diberi peruntukkan khas oleh kerajaan yang disalurkan kepada agensi ini bagi tujuan melatih para pelajar dan menampung kos tenaga pengajar dan lain-lain kos berkaitan.

Secondly, a good number of these journalism students did not have a grasp of economic matters, finance, science / technology and international affairs. Thirdly, keen interest and enthusiasm in the field of journalism was hardly evident among these students.

Hence the responsibility to groom these interns and subsequently to nurture them as students and journalists who are able and dedicated is increasingly challenging. It would be useful if the government can give a special allocation to the BERNAMA Internship Programme through the agency to train students and meet the costs of trainers and other related expenses.