

OPERASI BERNAMA RADIO24 BERNAMA RADIO24 OPERATION

Dalam tahun ketiga operasinya BERNAMA Radio24 (BR24) berjaya mengukuhkan kedudukannya sebagai stesen radio berita terunggul di Malaysia dengan pelbagai pembaharuan dari segi kandungan.

Kepantasan dan ketepatan berita yang disampaikan bukan sahaja menepati slogan baharu "Berita Pantas, Info Berterusan" malah sebahagian daripadanya dijadikan sumber rujukan oleh akhbar-akhbar tempatan, agensi kerajaan dan syarikat berkaitan kerajaan (GLC).

Rancangan "Kerusi Panas" terus mengukuhkan kedudukan sebagai program paling diminati di BR24 apabila membariskan tetamu-tetamu "Senarai A" yang juga sememangnya menjadi pencetus berita.

Rancangan kedua paling popular di BR24 pada 2010 ialah Radio Novela berjudul "Embun Hibiscus" (EH) dengan musim pertama mula ke udara pada 18 Januari 2010 dan tamat pada 16 April 2010.

Rancangan genre infodrama dengan elemen unik berita dan peristiwa ini mendapat tajaan daripada Riz Reni Health & Beauty.

Bersempena Kejohanan Piala Dunia 2010 di Afrika Selatan BR24 menyiarkan program istimewa berjudul Vuvuzela Afrika Selatan sepanjang 11 Jun 2010 hingga 12 Julai 2010 yang ditaja oleh NCI/NCER.

Ternyata tuntutan pelanggan sepanjang 2010 mendorong penciptaan sebuah program bual bicara baharu yang mirip dengan "Kerusi Panas" tetapi dengan pendekatan yang lebih lunak. Untuk tujuan ini BR24 mencipta program harian pagi baharu berjudul "Ala Carte Pagi" yang mula ke udara 1 Disember pada pukul 8:30 pagi. "Ala Carte Pagi" juga membuka ruang bagi tambahan penaja korporat di BR24.

Tindakbalas pantas dan eksklusif yakni nadi pendekatan operasi BR24 menyaksikan Unit Editorial Berita mengendalikan liputan media program "Kerusi Panas" yang menampilkan Erni Dekritawati Yuliana Bukhari (anak kepada jutawan kosmetik Dato' Sosilawati Lawiya yang mati dibunuh) sebagai tetamu eksklusifnya pada bulan September

In its third year of operations BERNAMA Radio24 (BR24) succeeded in strengthening its position as the leading news radio station in Malaysia showcasing numerous improvements in its programming content.

The speedy and accurate delivery of news was not only staying true to its new slogan "Fast News, Nonstop Info" but a good portion of it was used as a source of reference by the local newspapers, government agencies and government linked companies (GLCs).

The "Kerusi Panas" programme continued to strengthen its position as the most favourite programme on BR24 by lining up "A-List" guests whom in themselves are also veritable newsmakers.

The second most popular programme on BR24 in 2010 was Radio Novella entitled "Embun Hibiscus" (EH) with the first season debuting on 18 January 2010 and completing its run on 16 April 2010.

The info-drama genre programme which injected unique news elements and events was sponsored by Riz Reni Health & Beauty.

In conjunction with the 2010 World Cup Championship in South Africa BR24 aired a special series called Vuvuzela South Africa from 11 June 2010 to 12 July 2010 that was sponsored by NCI/NCER.

Evidently demands of clients throughout 2010 prompted the creation of a new talk show programme that was akin to "Kerusi Panas" though with a lighter approach. To this end BR24 introduced a new daily morning talk show called "Ala Carte Pagi" which went on air on 1 December at 8:30 am. "Ala Carte Pagi" also paved the way for more corporate sponsorship in BR24.

Quick and exclusive action being the pulse of the BR24 operational approach witnessed the News Editorial Unit's management of the media coverage of the "Kerusi Panas" programme when it featured Erni Dekritawati Yuliana Bukhari (the daughter of murdered cosmetics millionaire Dato' Sosilawati Lawiya) as its exclusive guest in September 2010

2010 iaitu kali pertama penampilan langsung beliau di mana-mana media.

Program tersebut mendapat liputan meluas dalam media cetak dan elektronik antaranya Astro Awani, BERNAMA, RTM, Berita Harian, Harian Metro, Utusan Malaysia, Kosmo, Sinar Harian, mStar, New Straits Times dan China Press.

Dalam perkembangan lain Presiden Persekutuan Hoki Malaysia, Tengku Mahkota Pahang, Tengku Abdullah ibni Sultan Haji Ahmad Shah ditemubual secara langsung dari Guangzhou, China mengenai kejayaan pasukan hoki Malaysia mengalahkan India pada separuh akhir Sukan Asia pada bulan September.

Dalam usaha mengukuhkan penjenamaan kandungan BR24 melaksanakan program Tanggungjawab Sosial Korporat pada bulan Februari membabitkan Rumah Kanak-kanak Terbiar Petaling Jaya dengan tajaan Malakoff Berhad dan Maggi.

Susulan daripada itu sebuah siri rancangan juga diterbitkan berjudul "Suara Hati: 24 Suara, 24 Hari" yang memaparkan kisah pilu sebenar kanak-kanak terbiar dan ibu-ibu tunggal.

BR24 turut terbabit dalam Hari Kanak-Kanak Antarabangsa dalam Penyiaran (ICDB 2010) anjuran UNICEF pada 7 Mac di mana 9 orang kanak-kanak dan remaja ke udara bersama dengan artis-artis terkemuka tanah air.

Laman Facebook BR24 dilancarkan sepenuhnya pada Mac 2010 sebagai satu platform terbaik bagi pendengar turut serta dalam perbincangan menerusi berbagai program-program interaktif yang disiarkan secara langsung.

Jerayawara mini serta promosi selama tiga bulan dilaksanakan pada suku pertama 2010 menerusi kempen Skuad 939 dan sekali lagi pada suku kedua.

Daripada 5,000 responden yang ditemui adalah disimpulkan pendengar BR24 adalah disekitar 150,000 hingga 200,000 di Lembah Klang terdiri daripada golongan profesional, pengurus, eksekutif dan ahli perniagaan (PMEB) berusia 25 – 55 tahun. BR24 tidak mengikuti kajian Nielsen pada 2010.

Sepanjang tahun 2010 BR24 terbabit dengan sembilan program mempromosikan stesen ini di mana ia memainkan peranan sebagai Stesen Radio Rasmi pada lima daripadanya.

which was the first time she ever appeared live in any media.

This programme received extensive coverage in the print and electronic media among them Astro Awani, BERNAMA, RTM, Berita Harian, Harian Metro, Utusan Malaysia, Kosmo, Sinar Harian, mStar, New Straits Times and China Press.

In another development the President of the Malaysian Hockey Federation, Crown Prince of Pahang, Tengku Abdullah ibni Sultan Haji Ahmad Shah was interviewed live from Guangzhou, China on the success of the national hockey team's triumph over India in the semi final of the Asian Games in September.

In its efforts to strengthen content branding BR24 undertook a Corporate Social Responsibility programme in February involving the Petaling Jaya Abandoned Children's Home with the sponsorship of Malakoff Berhad and Maggi.

As a spin off from that a series was produced entitled "Voices of the Heart: 24 Voices, 24 Days" which recounted the sad real-life stories of abandoned children and single mothers.

BR24 was also involved in the International Children's Day in Broadcasting (ICDB 2010) organized by UNICEF on 7 March wherein 9 children and teenagers went on air together with famous local artistes.

The BR24 Facebook site was fully launched in March 2010 as a very useful platform for listeners to participate in discussions through the various interactive programmes that are aired live.

A mini road show and promotion was held for three months in the first quarter of 2010 through the Skuad 939 campaign and again in the second quarter.

Out of 5,000 respondents approached it was deduced that BR24 listenership in the Klang Valley numbered around 150,000 – 200,000 comprising professionals, managers, executives and businessmen (PMEB's) aged 25 – 55 years. BR24 did not subscribe to the Nielsen surveys in 2010.

Throughout the year 2010 BR24 was involved in nine programmes to promote this station whereby it played the role of Official Radio Station in five of them.

BR24 terus menjalinkan kerjasama dengan pelbagai pihak di mana 100 stiker but dan 50 stiker cermin belakang telah dipasang di 150 teksi Sunlight pada suku kedua 2010.

Kakitangan BR24 dalam tahun ketiga operasinya bukan sahaja menunjukkan kematangan malah berjaya mengungguli beberapa anugerah dan pengiktirafan.

Kakitangan Peneraju BR24 Kam Kamaruddin dan Wan Syahrina masing-masing memenangi Anugerah Program Radio Kesihatan Terbaik 2009 dan Hadiah Penghargaan Program Radio Kesihatan 2009 pada 25 Jun 2010.

Pembangunan modal insan turut diberikan perhatian di mana selain kursus jangka pendek kakitangan juga dihantar ke luar negara dengan Syeliza Basri terpilih mengikuti program sandaran di China Radio International (CRI), Beijing pada suku tahun pertama dan sebagai pertukaran seorang kakitangan dari CRI menjalani program sangkutan di BR24 pada suku tahun ketiga.

Sebagai langkah menerokai produk komersil baru bagi menjana pendapatan BR24 memperkenalkan produk iklan baharu, Classifieds On Air (COA) pada Mac 2010 di mana spot iklan bacaan langsung di udara dengan durasi 15 saat boleh diperolehi dengan bayaran serendah RM24 satu spot.

Pada dasarnya pendapatan pengiklanan di BR24 tahun 2010 menunjukkan peningkatan yang memberangsangkan dengan pencatatan jualan hampair RM1.02 juta. Ini merupakan peningkatan 100% berbanding jualan 2009.

Biarpun secara keseluruhan BR24 berjaya menunjukkan peningkatan ketara dari sudut pendapatan pengiklanan, pengiktirafan dan pembangunan kandungan sepanjang 2010, namun keterbatasan siaran di Lembah Klang menjadi halangan terbesar bagi pertambahan pendengar dan penjana pendapatan melalui pengiklanan.

BR24 continued to forge cooperation with several parties when 100 boot stickers and 50 rear window stickers were installed on 150 Sunlight taxis in the second quarter of 2010.

The staff of BR24 in its third year of operations not only displayed maturity but were also successful in gaining several awards and recognition.

The Anchor staff of BR24 Kam Kamaruddin and Wan Syahrina won the Best Health Radio Programme 2009 Award and the Special Mention for Health Radio Programme 2009 respectively on 25 June 2010.

Human capital development was given due attention whereby besides short term courses staff were also sent overseas with Syeliza Basri being selected to undergo an attachment programme at China Radio International (CRI), Beijing in the first quarter of the year and in exchange a staff from CRI underwent an attachment programme at BR24 in the third quarter of the year.

In an effort to explore new commercial products in order to generate revenue BR24 introduced a new advertisement product, Classifieds On Air (COA) in March 2010 whereby advertisement spots read live over air for a duration of 15 seconds can be procured for a payment as low as RM24 per spot.

In principle advertising revenue for BR24 showed an encouraging increase in the year 2010 with recorded sales was almost RM1.02 million. This was a 100% increase compared to the 2009 sales.

Even though as a whole BR24 managed to show a marked increase from the point of advertising revenue, recognition and content development throughout 2010, limitations of the station's transmission within the Klang Valley remains the biggest obstacle towards increasing listenership size and advertising revenue generation.