



YB. DATO' SERI UTAMA DR RAIS YATIM
Menteri Penerangan, Komunikasi & Kebudayaan
Minister of Information, Communication & Culture

PRAKATA MENTERI

Syabas kepada BERNAMA diatas prestasi yang bertambah baik pada tahun 2010 walaupun menghadapi persaingan sengit dari beberapa sudut, termasuk media baru. Pengurusan BERNAMA telah melaksanakan dengan jayanya beberapa langkah strategik untuk meningkatkan kualiti, produktiviti dan kecekapan petugas disamping mengawal kos perbelanjaan.

Kualiti berita juga kian meningkat dengan tertubuhnya 'BERNAMA School of Journalism' iaitu satu program latihan untuk semua petugas wartawan dan jurufoto di Pusat Kecemerlangan BERNAMA. Rancangan ini mengakibatkan produktiviti Jabatan Pengarang meningkat di sepanjang tahun 2010. Jumlah berita yang disiarkan adalah lebih banyak dari tahun-tahun sebelumnya. Prestasi produktiviti Meja Berita Ekonomi meningkat sebanyak 15%, Meja Berita Mandarin 14%, manakala Meja Berita Dalam Negeri 7%. Begitu juga prestasi oleh meja-meja lain di Jabatan Pengarang seperti Unit Foto yang telah dapat mengeluarkan jumlah foto yang lebih banyak dan berkualiti tinggi.

Tahniah kepada BERNAMA kerana memenangi beberapa anugerah dalam tahun 2010. Buat kali kedua dalam sejarah BERNAMA selama 42 tahun, satu lagi wartawan BERNAMA, Puan Melati Mohd Arief, telah memenangi 'Anugerah Kajai', yang merupakan anugerah unggul dan berprestij dalam dunia kewartawanan di Malaysia. Pusat Maklumat & Perpustakaan BERNAMA juga telah memenangi 'Anugerah Perpustakaan Cemerlang' untuk kategori perpustakaan kecil di seluruh Malaysia. Beberapa lagi anugerah juga telah dimenangi oleh BERNAMA dan petugas-petugasnya di sepanjang tahun.

MINISTER'S PREFACE

Congratulations to BERNAMA for having improved its performance for 2010 although it faced tremendous competition from various quarters, including the new media. I am pleased that BERNAMA's Management had successfully implemented various strategic programmes to raise the level of quality, productivity and efficiency of employees besides controlling expenditure levels.

The quality of news stories continued to improve with the establishment of the an in-house training programme for all journalists and photographers at BERNAMA's Centre of Excellence known as 'BERNAMA School of Journalism'. The programme had also led to the improved productivity of the Editorial Department throughout 2010. The number of news stories had also expanded compared with the previous years. Productivity at the Economic News Service improved by 15%, Mandarin News Service 14%, and the Domestic News Service 7%. The same goes for other units at the Editorial Department like the Photo Unit which managed to produce an increased number of and better quality pictures.

I would also like to congratulate BERNAMA for winning several awards in 2010. For the second time in BERNAMA'S 43 year-old history, another of its journalist, Puan Melati Mohd Ariff, had won the 'Anugerah Kajai', a major and prestigious award in Malaysian journalism in Malaysia. The BERNAMA Library Information Service (BLIS) had also won the "Excellent Library Award" for the "Small Libraries in Malaysia" category while several other coveted awards were captured by various BERNAMA staff throughout the year.

Langkah BERNAMA untuk memulakan proses penjimatan kos pada pertengahan tahun 2009 telah berhasil. Bagi tahun 2010, BERNAMA berjaya menjimatkan sebanyak RM1.80 juta dari kos pengangkutan, utiliti, perkhidmatan iktisas dan lain-lain perkhidmatan. Amalan ini menjadikan BERNAMA lebih cekap serta dengan peningkatan kualiti produk dan perkhidmatan dan produktiviti di jabatan masing-masing.

Saya amat berpuas hati dengan prestasi kewangan BERNAMA yang bertambah kukuh. Untuk tahun 2010, BERNAMA mencatatkan kenaikan pendapatan 3.3% kepada RM62.03 juta sementara kenaikan kos perbelanjaan hanya 2.4% kepada RM56.04 juta.

Dengan prestasi yang baik ini, BERNAMA sekali lagi mengakhiri tahun kewangan 2010 dengan lebih atau surplus RM5.96 juta. Kerugian terkumpul sejak tahun 2000-2007 sejumlah RM11.54 juta telah pun dihapuskan. Aliran tunai akhir tahun 2010 bertambah kukuh dengan kelebihan RM8.57 juta.

Usaha BERNAMA untuk menyusun semula dan mengukuhkan perjawatan melalui pengstrukturkan semula jawatan semua petugas pada 1hb Julai 2010 dengan kelulusan Jabatan Perkhidmatan Awam tentunya akan mengukuhkan kedudukan BERNAMA dalam masa akan datang. Kewujudan gred berpatutan akan memberi nafas baru dan memberangsangkan semangat kakitangan. Saya difahamkan bahawa sebanyak 151 jawatan SSM telah dinaikkan gred sementara 85 jawatan baru diwujudkan. Untuk petugas komersil, skim perkhidmatan baru dilancarkan untuk disamaratakan dengan skim SSM.

Peranan BERNAMA sebagai penyebar berita dan maklumat telah banyak menyumbang kepada kefahaman rakyat dalam pelbagai perkara termasuk usaha kerajaan dalam pembangunan negara dan transformasi negara ke tahap yang lebih berdaya maju. Soal integrasi nasional, BERNAMA boleh disifatkan sebagai 'jambatan' dalam usaha untuk melengkapkan media tempatan dan media asing dengan berita dan maklumat dari seluruh negara.

Untuk masa yang akan datang, saya percaya BERNAMA mampu tampil ke hadapan kearah lebih maju dan berjaya di dalam persada maklumat dengan membuktikan apa yang dikatakan oleh para bijakpandai iaitu maklumat merupakan sumber kekayaan baru dalam abad ke-21 ini.



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BERNAMA's endeavour to reduce costs since the middle of 2009 had yielded results. For 2010, BERNAMA reduced a sum of RM1.80 million from transport, utility, maintenance and other service costs. This allowed BERNAMA to be more efficient while increasing the quality of products and services as well as productivity at various departments in the organisation.

I am extremely pleased with the financial performance of BERNAMA which has continued to improve. For 2010, BERNAMA saw a 3.3 per cent rise in earnings to RM62.03 million while the cost of expenditure merely went up by 2.4% to RM56.04 million.

With this good performance, BERNAMA ended the 2010 financial year with a surplus of RM5.96 million. As such, the organisation's accumulated losses from the 2000 to 2007 financial years totalling RM11.54 million have been erased. The better showing by BERNAMA also improve its cash flow to RM8.57 million at the end of the 2010.

The initiative by BERNAMA to restructure its staff positions and grades following approval by the Public Services Department on July 1, 2010 will surely strengthen BERNAMA's foundation in time to come. The provision of better grades, which are in consonance with the needs of BERNAMA, is a shot in the arm and will revitalise the spirit of its staff. I am given to understand that 151 SSM positions had been upgraded while 85 new positions had been created. For staff on the commercial scale, a new scheme of service had been implemented to mirror most of the benefits under the SSM scheme.

The role of BERNAMA as a disseminator of news and information has benefited the people's understanding of various developments, including the government's efforts in effecting national development and transforming the nation to a level that is even more competitive and successful. In the area of national integration, BERNAMA's operations can be deemed as a "bridge" in efforts to provide the local and foreign media with news and information from all over the country.

For the future, I believe that BERNAMA is capable of becoming more successful in the world of information as well as be in a position to stamp its mark in the information business and prove that information is the new source of wealth in the present 21st century.