



**YBHG. DATUK ABDUL RAHMAN SULAIMAN**  
Pengerusi Pertubuhan Berita Nasional Malaysia  
*Chairman Malaysian National News Agency*

## KENYATAAN PENGERUSI

Meskipun menghadapi banyak cabaran, sukacita saya melaporkan bahawa BERNAMA telah mencapai prestasi yang lebih baik pada tahun 2010. Pengenalan beberapa langkah strategik yang bertujuan untuk memperbaiki kualiti dan meningkatkan produktiviti serta keterampilan perkhidmatan, nyata telah membuahkan hasil. Sepanjang tahun kajian, kita berjaya mencatatkan peningkatan pendapatan sebanyak 3.3 peratus kepada RM62.03 juta sementara kenaikan kos perbelanjaan hanya 2.4% kepada RM56.04 juta. Dengan itu, BERNAMA mampu menutup tahun kewangan 2010 dengan lebihan sebanyak RM5.96 juta berbanding kerugian terkumpul sebanyak RM11.54 juta sejak tahun 2000-2007.

Sebagai sebuah agensi yang bersifat nasional dan bertanggungjawab dalam penyebaran berita serta maklumat, BERNAMA telah secara langsung atau tidak langsung banyak menyumbang ke arah pembentukan negara bangsa. Ini termasuk memupuk semangat perpaduan di kalangan rakyat pelbagai kaum, budaya dan agama, merapatkan jurang pemisah antara wilayah di seluruh negara serta meningkatkan kefahaman umum - melalui pemberitaan, penulisan dan kegiatan berkaitan - terhadap dasar-dasar dan program-program kerajaan untuk kesejahteraan rakyat.

Walau bagaimanapun, pencapaian ini tidak bermakna bahawa BERNAMA harus mudah berpuas hati. Perlu diingat bahawa cabaran yang menanti di tahun-tahun mendatang, terutama menjelang kemunculan Malaysia sebagai sebuah negara yang berstatus negara maju berpendapatan tinggi

## CHAIRMAN'S STATEMENT

Although faced with a lot of challenges, I am pleased to report that BERNAMA turned in an improved performance for 2010. The introduction of various strategic moves aimed at improving quality and increasing productivity as well as efficiency had produced good results. Throughout the year under review, we managed to increase our revenue by 3.3 per cent to RM62.03 million while the cost of expenditure merely went up by 2.4% to RM56.04 million. With that, BERNAMA was able to close the 2010 financial year with a surplus of RM5.96 million compared with accumulated losses of RM11.54 million between 2000 and 2007.

As an agency operating on a national scale and being responsible for the dissemination of news and information, BERNAMA had directly or indirectly contributed towards nation building. They include promoting the spirit of unity among the country's diverse population in terms of race, culture and religion, narrowing the geographical gap between various regions in the country as well as increasing the level of awareness among the general population through news reporting and related activities on various government policies and programmes for the well-being of the people.

However, these achievements should not mean that BERNAMA should be easily contented. One must remember that there will be greater challenges in store, especially in the years to come as Malaysia prepares to become a high-income and developed nation by 2020. It is inevitable that following the



pada tahun 2020, adalah lebih getir. Mahu tidak mahu, langkah kerajaan untuk meliberalisasi media melalui pemansuhan beberapa akta dan peraturan yang selama ini dianggap mengekang kebebasan, kemunculan media baru yang popularitinya kian meningkat hari demi hari, kemerosotan khalayak media konvensional yang kian ketara serta percambahan saluran media elektronik berikutan langkah pendigitalan siaran televisyen dalam tempoh terdekat dengan sendirinya memaksa para pengamal media tempatan merubah cara bertindak mereka.

Untuk itu, para pengamal media termasuk petugas BERNAMA perlu lebih kreatif dan inovatif dalam melaksanakan tugas harian masing-masing. Mereka juga perlu meningkatkan ilmu dan kemahiran untuk membolehkan mereka bersaing dan kekal relevan dalam persekitaran yang berubah secara pantas dan ketara. Adalah tidak mustahil bahawa suasana perubahan yang dirangsang oleh gerakan transformasi nasional yang dilancarkan kerajaan sekarang akan lambat laun meninggalkan jauh ke belakang mereka yang bebal untuk berubah dengan menukar sikap, cara bertindak, meningkatkan kapasiti dan nilai-tambah untuk diri masing-masing.

Saya ingin mengambil kesempatan ini untuk merakamkan setinggi-tinggi tahniah kepada petugas-petugas dan Unit BERNAMA yang telah memenangi pelbagai anugerah dan penghargaan di sepanjang tahun 2010.

Selamat Maju Jaya.



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government's move to liberalise the media industry in the country through the abrogation of various regulations, which until now had been regarded as having constricted freedom; the emergence of the new media which is getting increasingly popular by the day; the slide of the conventional media as well as the proliferation of the electronic media channels following the digitalisation of television in the near term, will force media practitioners to change the way they operate.

Towards this end, media practitioners including those at BERNAMA, need to be more creative and innovative in discharging their daily duties. They also need to increase their knowledge and skills to enable them to compete and continue to be relevant in the fast changing landscape. It is not out of place to say that the climate of change precipitated by the national transformation programme currently implemented by the government, will eventually leave behind those who are disinclined to change their attitude, the way they act or to enhance their capacity as well as to add value to themselves.

I would also like to take this opportunity to record my appreciation to all employees and various units in BERNAMA who had won awards and letters of appreciation throughout 2010.

I wish you every success.