



**BERNAMA MEDIA RELATIONS AND EVENT MANAGEMENT**



# **ABOUT THE MALAYSIAN NATIONAL NEWS AGENCY - BERNAMA**

- ❖ The Malaysian National News Agency or BERNAMA, a statutory body, was set up by an Act of Parliament in 1967 and began operations in May 1968.
- ❖ BERNAMA's role as a source of reliable and latest news is well known among local & international media including government agencies, corporations, universities and individuals nationwide.
- ❖ Most Malaysian newspapers and electronic media and other international news agencies are BERNAMA subscribers.
- ❖ BERNAMA is operating in an information industry, which is competitive but has tremendous growth potential. BERNAMA is continuously conducting research to upgrade the quality of its products and services, which include real-time financial information, real-time news, an electronic library, dissemination of press releases, event management, photo and video footage.



BERNAMA MREM is a professional press release distribution service by BERNAMA, Malaysia's National News Agency, a leading supplier of news content to the local and international media.

## About BERNAMA MREM Malaysia-Global “Your direct link to the media”

For close to 25 years now, businesses, government and multinationals have depended on BERNAMA MREM's media relations services to have their products and ventures featured in the newspapers and aired on radio and TV. A successful track record has helped BERNAMA MREM to establish itself as a credible and important source of company news to the media, and strategises in delivering value for the client.

## PRESS RELEASE DISTRIBUTION SERVICE FEATURES

- Simultaneous*** When BERNAMA MREM distributes your press release, all major newspapers, including TV and radio stations throughout the nation, receive the press release simultaneously.
- Wire service*** The media receive your press release, plus invitations and backgrounders, on the same network it receives BERNAMA's newswire reports. This gives editors direct access to your announcements.
- Reach*** BERNAMA MREM can send your press release to any destination locally and globally and in any language.
- Global access*** All press releases sent by BERNAMA MREM are displayed at [mrem.bernama.com](http://mrem.bernama.com) for your business partners, investors, customers and etc to freely access.

## BENEFITS TO BERNAMA MREM USERS

### ***CONVENIENT***

Just send a copy of your press release to BERNAMA MREM and we will do the rest: BERNAMA MREM distributes the press release and photographs to the media, followed with repeat transmission (when necessary) and monitors for press coverage.

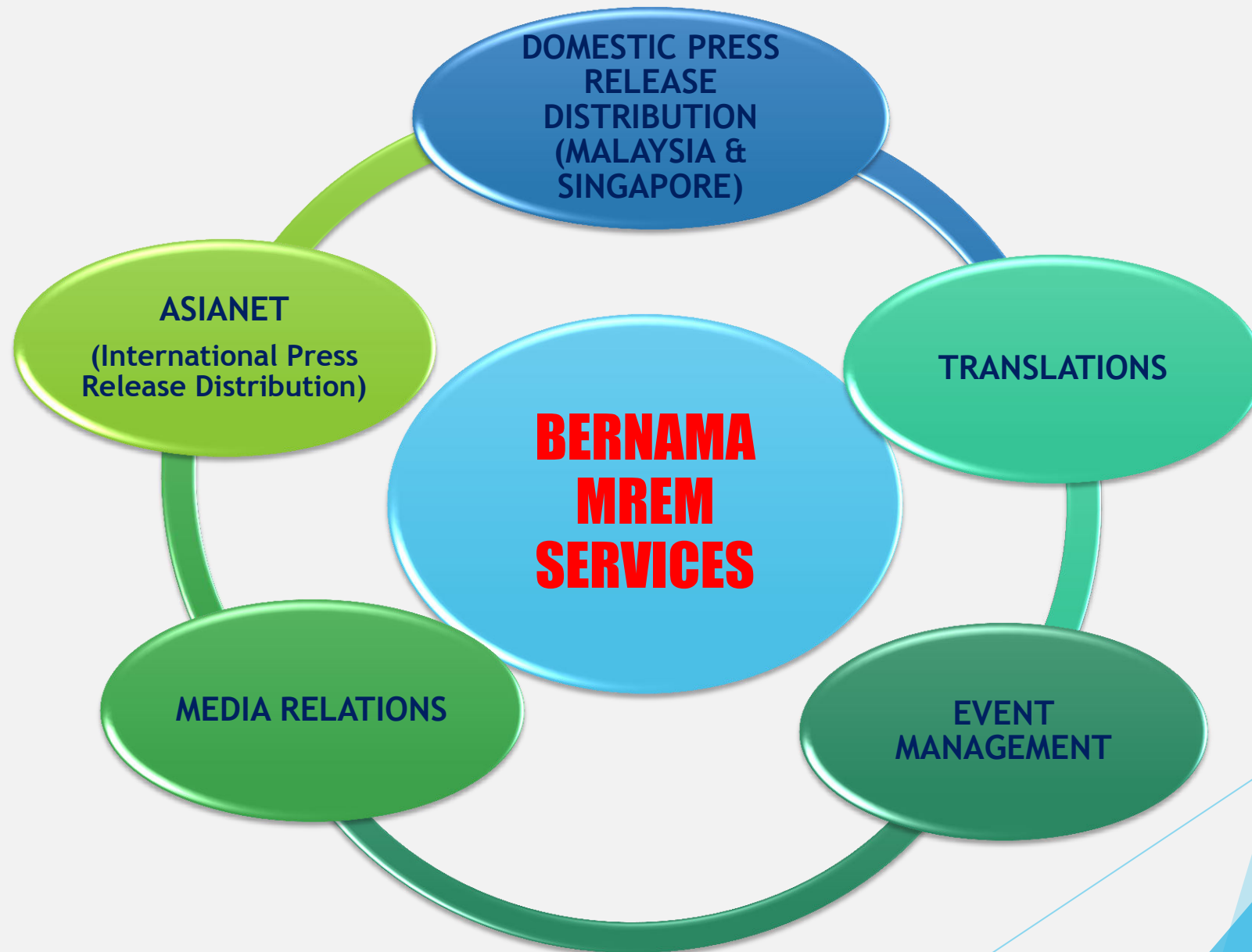
### ***COST EFFECTIVE***

BERNAMA MREM charges a subscription fee for its services, which is nominal in comparison to press coverage obtained.

### ***SUCCESSFUL***

BERNAMA MREM's association with the Malaysian National News Agency (BERNAMA) helps press releases to receive the press attention and coverage customers require.

# WHAT MREM OFFER





### **DOMESTIC PRESS RELEASE DISTRIBUTION (MALAYSIA & SINGAPORE)**

All press releases are drafted by client and is distributed to local media including Sabah and Sarawak. Various packages offered. Package includes:-

- Repeat transmission of press releases for maximum coverage
- Monitoring of local newspapers for clippings
- Note-to-Editors or press invitations distributed to the media free of charge (FOC)

(Note: BERNAMA will charge a nominal fee to distribute photographs related to the press release)



### **TRANSLATION SERVICES**

Translation services are available for Mandarin, Tamil, Bahasa Malaysia, Arabic and English. For press releases in Mandarin, Tamil and Arabic, the cost will be based on the article and will be quoted accordingly

For non-press releases in Mandarin, Bahasa Malaysia, Tamil, Arabic and English - a quotation will be provided subject to a review of the article/document(s)

Turnaround period for translation of press releases - minimum 48 hours (2 days) - subject to the length of press release



## MEDIA RELATIONS SERVICES

*Following are some activities outlined for your kind consideration:*

- ✓ Distribution of full text press releases to all media
- ✓ Online distribution of photographs
- ✓ Draft Media Advisory/Press Invitation
- ✓ Distribution of note-to-editor/press invitation to all media
- ✓ Coordinating media attendance for the press conference/launch
- ✓ Conduct interviews with key personalities; BERNAMA to be advised
- ✓ Provide full support from BERNAMA Editorial, Bernama News Channel (BNC), Bernama Radio and Photo for related events
- ✓ Draft report highlighting side events
- ✓ Provide an icon on BERNAMA's website, hyperlinked to client's web page
- ✓ MREM personnel in attendance for press conference/launch
- ✓ Advise media kit content
- ✓ Monitoring and compilation of clippings from local newspapers (English/Malay) and online news reports



***BERNAMA MREM offers two important aspects of event management:***

### **Publicity and promotion**

- ✓ Organising exclusive interviews to provide the media with positive news
- ✓ Coordinate pre, during and post publicity for events
- ✓ Our service will include Editorial/ Photo services and TV coverage Bernama News Channel (BNC), on all events organised by client
- ✓ Furnish photographs to all media through existing facilities including online services
- ✓ An icon will be created on BERNAMA's website which will feature the events and news reports related to client
- ✓ There will also be a 'hyperlink' to client's website

### **Media Centre Management**

- ✓ We offer advise to clients on the set up of a media center
- ✓ We plan and coordinate facilities and telecommunication facilities including 'online' facilities, press registration, media announcements and media accreditation
- ✓ Distribute information on events to the media
- ✓ Outline rules and guidelines pertaining to the issuance of media passes
- ✓ Coordinate the issuance of media passes and press kits
- ✓ Coordinate press interviews throughout the event
- ✓ Coordinate movement of media personnel during the event
- ✓ Monitor and gather BERNAMA reports and newspaper cuttings from local newspapers including Sabah and Sarawak.



## EVENT MANAGEMENT



## EVENT MANAGEMENT

### ❖ PUBLICITY AND PROMOTION



### ❖ MEDIA CENTRE MANAGEMENT



## MEDIA RELATIONS SERVICES



# ASIANET SERVICE

AsiaNet is a consortium of 14 news organisations in the Asia-Pacific region established in 1995 to distribute press releases to media organisations in the region.



BERNAMA is a Board member of an established consortium consisting mainly of the principal news agencies within the Asia Pacific region. We have working arrangements with overseas affiliates for distribution of press releases in the USA, UK/Europe, Middle East, Canada, Latin America and Africa.

A key part of the AsiaNet service is to provide media in many lands with a translated version of the client's original copy in a style acceptable for publication. This overcomes cultural and language barriers and guarantees some news-of-the-day consideration by media.

In summary, AsiaNet, through its prominent news partners, arranges for clients' news releases to be distributed in full text, unedited and translated where necessary. They are dispatched through AsiaNet's Internet Operations Platform to locations and lists reaching a combination of general news and industry-specific media as required by the client.



## AsiaNet Affiliates:

-USA (PR Newswire USA)

-Europe (PR Newswire Europe)

-Canada (CNW Group)

-Germany (News Aktuell)

# ASIANET SERVICE

5,000 MEDIA OUTLETS IN  
THE ASIA PACIFIC REGION

New Zealand  
Press  
Association

Kyodo JBN  
(Japan)

The Press  
Trust of India

United News  
of  
Bangladesh

MALAYSIA  
National  
News Agency

Xinhua News  
Agency  
(China)

Yonhap  
(South  
Korea)

NCN  
(Hong Kong)

InfoQuest  
(Thailand)

Vietnam  
News Agency

ANTARA  
(Indonesia)

AAP  
Information  
Services  
(Australia)

Philippines  
News Agency

Pakistan  
Press  
International

# CONTACT US



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