

media

prima

# GIVINGBACK

SUSTAINABILITY REPORT 09





# Performance At a Glance

## KEY STATISTICS

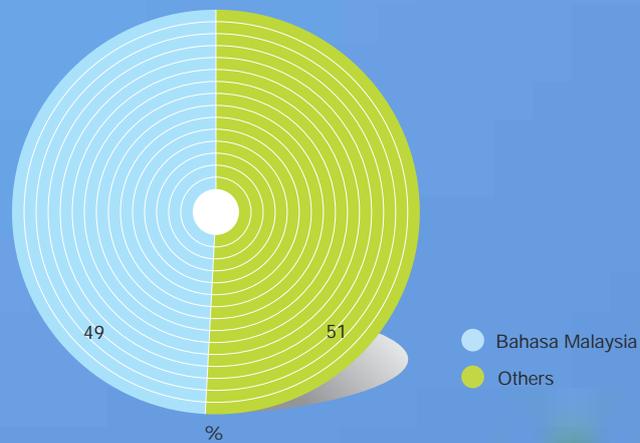
Maintained viewership share at **50%** despite strong competition from other TV networks.

Hot FM became the country's **No. 1** radio station after only three years in existence.

**49%** of our programmes in languages other than Bahasa Malaysia.

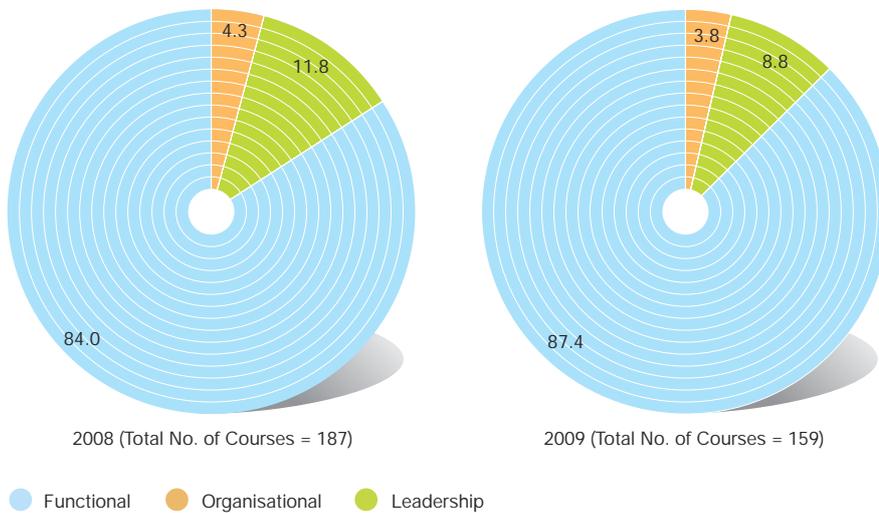
## Programme Diversity

Media Prima's 2009 Breakdown of Television Programmes  
(Source: AGB Nielsen Media Research)



# Performance At a Glance cont'd

MEDIA PRIMA'S BREAKDOWN OF TRAINING BY TYPE (%)



We have invested over **RM36 million** worth of free-air time in various community projects.

24th Anugerah Juara Lagu:

**5 million** viewers (Source: AGB Nielsen Media Research)

Adopted SMK Jelutong, the largest and most successful special school in Penang.

SMK Jelutong climbed **27 places** in school ranking from 104 to **77** placing out of 109 schools from 2006 - 2009.

# Introduction

Media Prima is one of the most identifiable brands in Malaysia. That level of recognition brings with it both a duty and a responsibility to all our audiences. We are directly accountable to Malaysians in delivering high quality news and events as they happen around the world. We strive to manage our work responsibly, both in terms of the output we produce, and the way we run our business.

This report shows how corporate responsibility and partnership work is central to the Media Prima group of companies. It seeks to demonstrate that at Media Prima, as a group, a strong sense of public service is at the heart of all our work, and as a result, we are able to deliver value for all sorts of people that goes beyond the content we broadcast on television, radio and online.

## WHAT THE REPORT COVERS....

The report covers all wholly-owned companies and jointly owned businesses in which Media Prima has a majority shareholding. We are reporting data from Big Tree Sdn Bhd at the KPMG Building and Media Prima companies housed within Sri Pentas.

We run many projects that are not directly linked to our media activities (TV, radio and news) but focus on helping us connect better with our audiences in other ways. These activities enable us to engage with sections of society beyond the television or radio.

We have highlighted some of our projects in this report to illustrate the breadth of our work with stakeholders, both from a geographic and demographic perspective, and in terms of the range of projects we undertake.

This report covers performance of Media Prima's sustainability performance from January to December 2009, and in some cases, as indicated by the year to date. In cases where information has been tracked by calendar year, the data provided also reflects 2008 performance. This report is produced in addition to several other Media Prima publications, crucially our Annual Report and Accounts.

In this report, we have taken an issues-based approach to discussing our performance. The report is organised in four sections:

- Community investment and engagement
- Employment
- Health and safety
- Environment

Each section includes topics which are critical to the sustainability of our business. We are also continuing our efforts to refine the quality and materiality of our reporting.

## MATERIALITY

To help us decide which of our many corporate responsibility issues to cover in this report, we have carried out a 'materiality assessment', looking at the relative importance of each issue to our business, our stakeholders and the outside world.

Following this assessment, we have included all of the most significant corporate responsibility issues in this report:

- *Programme/content standards and compliance*
  - Broadcasting Code
  - Other public service programmes including news and current affairs
- *Community investment and engagement*
  - Selection of causes supported
  - Allocation of on-air support
  - Donation of money and other resources
- *Employment*
  - Training and development
- *Health and safety*
  - At all locations
  - At independent productions made for Media Prima
- *Environment*
  - Energy consumption and climate impact
  - Waste and recycling
  - Water use

## METRICS

Our report responsibility reporting is still evolving, and we work continuously to improve our reporting metrics. While we discuss initiatives and programmes, as well as report on our progress from year to year, we recognised the need to report additional quantifiable metrics and targets, especially as these elements are related to our social and environmental impact. We are also continuing to further refine our systems in place and our targets to gauge performance and data gathering systems.

Next year, we hope to be in a position to report on the sustainability performance of all our group of companies.

## STANDARDS AND BEST PRACTICE

We refer to the Global Reporting Initiative's Sustainability Reporting Guidelines as a best practice guide. You can see in this report how this helps to guide our response to sustainability - how we are inclusive, engaging with our customers and stakeholders, focused on the key material sustainability issues, and responsive to those issues affecting our customers and stakeholders.

## INFORMATION SYSTEM AND QUALITY OF DATA

The carbon emission energy data for 2009 are based on monthly electricity bills, fuel receipts business travel and fleet vehicle tracking. We are focusing our effort to report more accurate carbon emission data in future. To obtain the most relevant data and up-to-date information, we have interviewed several representatives from our different divisions in order to provide us with data and anecdotal evidence.

# From Our Partners

## TESTIMONIAL FROM CLAPAM

One of the major issues regarding cleft in Malaysia is the lack of awareness within the Malaysian public. Many are misinformed about cleft and some still believe in superstition. However, with the support of Media Prima through its various media assets, the Cleft Lip and Palate Association of Malaysia (CLAPAM) was able to educate the public and increase the level of understanding whilst garnering support and public participation for CLAPAM. In addition, from the media exposure provided by Media Prima, several corporate bodies came forward to support CLAPAM's effort in providing assistance to cleft individuals and families in Malaysia.  
Thank you Media Prima.

ZAINAL AZHAR AHMAD  
CHAIRPERSON, CLAPAM

## TESTIMONIAL FROM UNICEF MALAYSIA

In 2009, Media Prima was a key partner and supporter of UNICEF's initiatives in Malaysia, and contributed towards raising the profile of children's issues in conjunction with the 20th Anniversary of the Convention on the Rights of the Child.

Media Prima's TV and radio stations celebrated children's right to be heard by giving them a special place on-air for the 'Tune in to Me' campaign on 20 November 2009. Media Prima Radio Networks also partnered with UNICEF to spotlight drugs, education and children's issues through PSAs that young people could connect with. A special movie screening and activities organised for 100 children from marginalised communities showed the Group's commitment towards promoting equal rights for all children.

Throughout the year, Media Prima's news and feature coverage of children's issues also kept the theme of children's rights high on the public's radar.

Media Prima's expertise and professionalism has made an invaluable contribution to the promotion of children's rights and the advancement of the national child agenda in Malaysia. UNICEF thanks the Group for its unwavering support of children and young people, and looks forward to a continued partnership to create a World Fit for Children.

YOUSOUF OOMAR  
FORMER UNICEF REPRESENTATIVE  
TO MALAYSIA AND SPECIAL  
REPRESENTATIVE TO BRUNEI

## TESTIMONIAL FROM NATIONAL ATHLETES WELFARE FOUNDATION

Since the establishment of YAKEB, our media partner, Media Prima particularly TV3 and Primeworks Studios Sdn Bhd has made a positive impact on the image for YAKEB through various programmes without involving any cost. These includes the TV3 programme special Bersamamu Wira Sukan - Anda Tetap Di Hati, the launch of 1Ringgit1Malaysia Campaign, a talk show slot in MHI and the Malam Amal - Anda Tetap Di Hati that was attended by our Prime Minister, YAB Dato' Sri Mohd Najib Tun Abdul Razak and wife, YABhg. Datin Seri Rosmah Mansor.

Approached taken by Media Prima has contributed a great deal in introducing YAKEB through a positive image amongst the society in line with the objective of YAKEB establishment itself from the aspect of its function and goal. As the effect of this, YAKEB has succeeded in gaining continuous support from the government, corporate sectors and Malaysian as a whole which are to show respect and to honour our former athletes that have contributed so much in the name of the country.

DATO' PADUKA DR. MUMTAZ BEGUM ABDUL JAFFAR  
EXECUTIVE DIRECTOR  
NATIONAL ATHLETES WELFARE  
FOUNDATION (YAKEB)

TESTIMONIAL  
FROM  
MALAYSIAN AIDS COUNCIL  
AND MALAYSIAN AIDS FOUNDATION

Media Prima has collaborated with Malaysian AIDS Council and Malaysian AIDS Foundation for many of its events and activities, including the International AIDS Memorial Day, World AIDS Day and Red Ribbon Celebrity Support Programme.

In all these programmes, Media Prima acted as our official Media Partner and provided us with publicity via television commercials, public service announcements as well as news and feature articles in its electronic and print media. The media coverage not only highlighted issues related to HIV/AIDS but also disseminated accurate information about the virus to the masses and the challenges faced by People Living With HIV, particularly on stigma and discrimination. The mileage received from the publicity also helps MAC and MAF from the Corporate Social Responsibility point of view in that it facilitates our efforts when approaching corporate companies for funding of our various treatment, care and support programmes.

PROF. DR. ADEEBA KAMARULZAMAN  
PRESIDENT OF MALAYSIAN AIDS COUNCIL (MAC) /  
CHAIRMAN OF MALAYSIAN  
AIDS FOUNDATION (MAF)

TESTIMONIAL  
FROM  
WWF MALAYSIA

Media Prima supported Earth Hour 2009 by supporting the campaign through contribution of their media assets. This included airtime on commercial television, radio airtime, news announcements, interviews and appearances on talk shows.

Media Prima's contribution to Earth Hour 2009 was instrumental in communicating the campaign message to the public. Earth Hour's "switch off your lights for one hour" was embraced by more than 6 million Malaysians and more than 400 companies. Earth Hour paved the way to greater awareness and the need for governments to take action at the UN Climate Change Conference in Copenhagen December 2009.

WWF-Malaysia thanks Media Prima for their support in this effort to help mitigate Climate Change and look forward to future partnerships towards a living planet.

DATO' DR. DIONYSIUS SHARMA  
EXECUTIVE DIRECTOR /  
CHIEF EXECUTIVE OFFICER  
WORLD WIDE FUND FOR NATURE  
(WWF)

TESTIMONIAL  
FROM  
YAYASAN SALAM

In fulfilling its Corporate Social Responsibility, Media Prima provided invaluable aid in communicating to the general public the social and educational activities of Yayasan Salam.

This included comprehensive media coverage of the following activities:

\*  
Exhibition regarding the plight of the Palestinians, "Pameran Gaza", at two locations, Parliament Lobby and PWTC (30 March - 2 April 2009)

\*  
A Night of Poetry Reading entitled Under the Gaza Sky (1 February 2009)

Coverage of launching of ICT Projects in schools, Sekolah Murni in Damansara (18 July 2009)

\*  
Launching of ICT for the Sarawak Society for Blind in Kuching (6 October 2009)

\*  
Salam volunteers went to a Muslim Village in Cambodia to contribute and participate in celebrating Aidil Adha (25 November - 1 December 2009)

\*  
Community project by Salam Volunteers making and selling dodol to the public (12 September 2009)

\*  
Signing Ceremony Timor Leste (28 December 2009)

Positive and enthusiastic feedback from the general public is testimony to the effectiveness of Media Prima in promulgating the goals of Yayasan Salam Malaysia.

MD. GHANI IBRAHIM  
CHIEF OPERATING OFFICER  
YAYASAN SALAM MALAYSIA

## Chairman's Message

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For the last few years, the landscape of Malaysian broadcasting has changed almost beyond recognition. We can now choose from a variety of television channels, radio stations and websites, and new technologies are allowing us to gain access to that content whenever and however we want it.

DATUK JOHAN JAAFFAR  
CHAIRMAN, MEDIA PRIMA BERHAD



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To be able to respond to and even lead the evolution of broadcasting in Malaysia, we at Media Prima must continually adapt to rapidly changing technology and to the evolving needs and preferences of Malaysians.

To this effect, we have continued to invest in new technologies and new services. Our services now include broadcast and catch-up television, print media and much more. We have also made considerable progress on an unprecedented and ongoing renewal of our programming – a renewal that is capturing new audiences and increasing our traditional audiences with programming that engages, informs and challenges.

We have reason to be proud of these considerable achievements, and we understand that the challenges that rapid change brings will only be amplified over time, and we must keep changing and adapting. At the same time, maintaining high quality journalism is essential for supporting active citizenship and encouraging participation in all age groups. One of our challenges is to engage with parts of the population who are traditionally seen as hard to reach and would normally take no part in social and civic debate.

While the changing global context presents us with new challenges, meeting those challenges is part of a continuing process that can be traced back to the founding of our company. With this Report, we have set out to describe the ways in which the foundation of our citizenship strategy - freedom of expression, journalistic integrity, access to information, diversity of viewpoints, and responsibility to community - supports our business strategy.

We recognize that there is a connection among our responsibilities to our employees, customers, communities, and stockholders and that responsible corporate citizenship helps protect the long-term sustainability of our company.

The role of a publicly held company is to create value for its stockholders. We believe that to serve this mission well, we

must listen to our many global stakeholders. First and foremost, we listen to our investors, our customers, employees, policymakers, suppliers, and debt holders.

Honouring our principle of a diversity of viewpoints means that we engage groups with a variety of opinions; for example, we regularly meet with policymakers on an ongoing basis to listen to and discuss concerns or issues about the media industry while similarly representatives from our Group Corporate Communications office meets regularly with our other stakeholders to listen and discuss issues arising from our programmes, and services to obtain feedback.

Apart from that, our businesses utilize customer service programs designed to improve the overall customer experience. Employee Opinion Surveys provide Media Prima's employees with a formal and anonymous mechanism to voice honest feedback about the company. In addition, we have worked with several non-governmental organisations (NGOs) to help us hear some of the voices that comprise our stakeholders. This close liaison has helped Media Prima identify citizenship challenges and opportunities that will strengthen our position as a responsible business and global citizen.

Issues such as climate change, shifts in the global economy, and a new generation of employees with new expectations have contributed to the changing landscape in which every company operates. The media industry faces a unique set of challenges and opportunities, as emerging technologies and changing consumer habits have inspired our businesses to explore new and innovative forms of content and means of global distribution. Technology has enabled us to distribute content more cost-effectively around the world, but it also makes it easier for digital pirates to copy content and sell it illegally. Our businesses also face risks relating to competition for the leisure and entertainment time of audiences, which has intensified in part due to advances in technology.

Large organisations such as us are under increasing pressure to reduce environmental impacts, use resources more efficiently, and manage their operations in a more sustainable way. We are making progress in all of these areas, and our report sets out what we have already achieved, and the goals we have set ourselves.

As a public service broadcaster we can also make a contribution by raising awareness of environmental issues. For many years, beginning with our news broadcasts, we have been reporting on the state of the Malaysian environment and we have taken this through into our programming via the current affairs programming that we produce, such as *Majalah 3* and more recently *Aduan Rakyat* on TV3.

This report explains how we see our CR issues and how we have performed. We believe it is the most thorough account in our sector and a reflection of the very high priority we place on responsibility and integrity.

We welcome your feedback.

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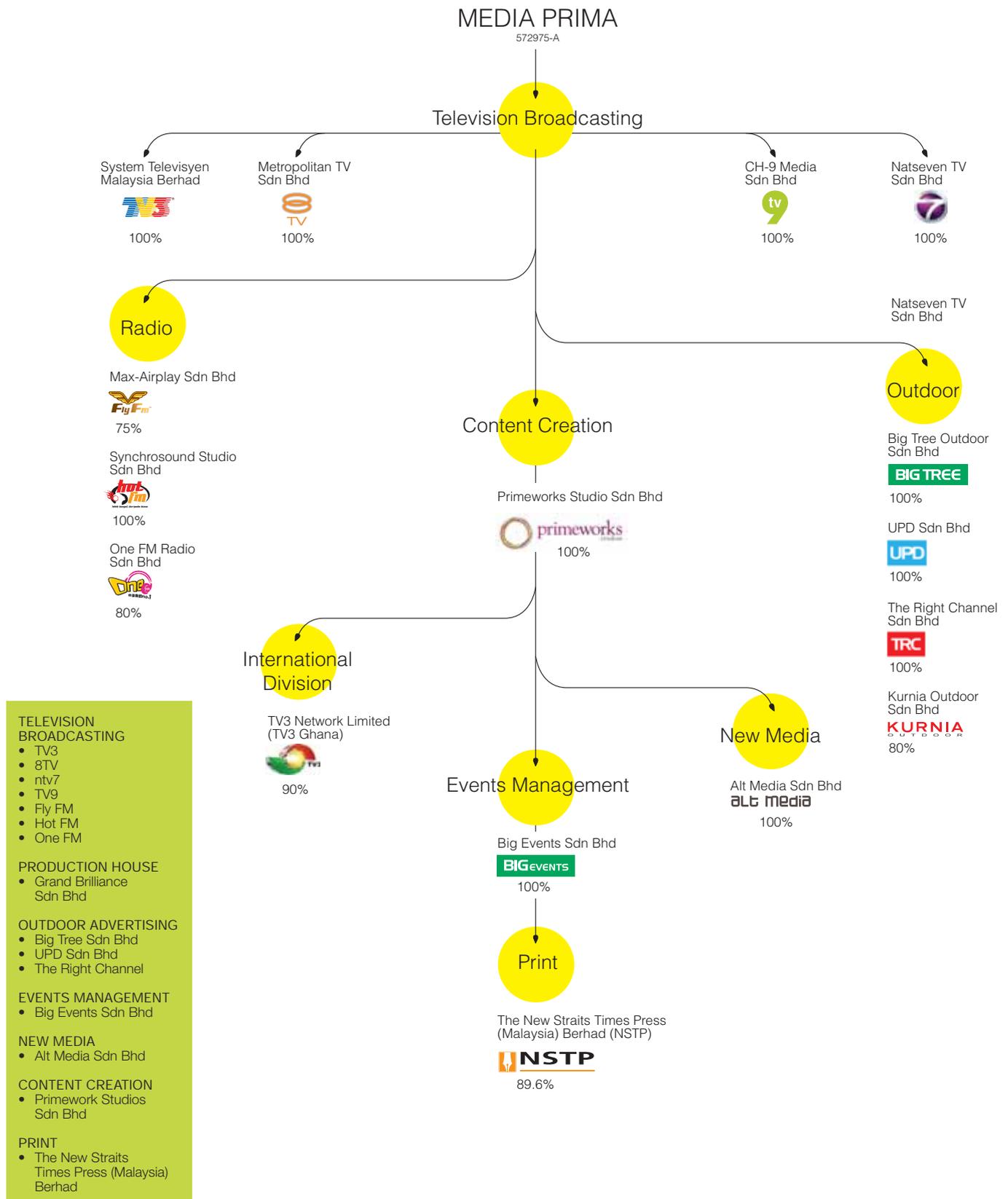


## WHAT'S ONLINE

This is our inaugural Corporate Responsibility (CR) Report. We have published this landmark report both online and as a hard copy. Our stakeholders can access our Sustainability Report entitled "Giving Back" through our internet address [www.mediaprima.com.my](http://www.mediaprima.com.my)

# Sustainability and Us...

**Media Prima** was established and launched in 2003 and since then has grown to be a leading media corporation in Malaysia. The group was created out of the de-merger of Malaysian Resources Corporation Berhad's media assets, namely Sistem Televisyen Malaysia Berhad (which runs TV3) and The New Straits Times Press (Malaysia) Berhad. Since then, our Group has grown to include:



- TELEVISION BROADCASTING**
  - TV3
  - 8TV
  - ntv7
  - TV9
  - Fly FM
  - Hot FM
  - One FM
- PRODUCTION HOUSE**
  - Grand Brilliance Sdn Bhd
- OUTDOOR ADVERTISING**
  - Big Tree Sdn Bhd
  - UPD Sdn Bhd
  - The Right Channel
- EVENTS MANAGEMENT**
  - Big Events Sdn Bhd
- NEW MEDIA**
  - Alt Media Sdn Bhd
- CONTENT CREATION**
  - Primework Studios Sdn Bhd
- PRINT**
  - The New Straits Times Press (Malaysia) Berhad

Alongside our core mission to inform, educate and entertain, we have pledged to be a responsible corporate citizen - acting in the public interest to strengthen and enrich communities across the Malaysia and internationally.

We have defined that role as living our values with integrity and ethical consistency towards our own people, our audiences, our suppliers and the communities in which we operate.



To co-ordinate this strategy, we are in the process of establishing our sustainability team. One of the aims of this team is to develop processes and implement best practice to manage our sustainability issues. We would be reporting on this progress in our next report in 2010.

## CORPORATE GOVERNANCE

The Malaysian Code on Corporate Governance (the Code) aims to set out principles and best practices on structures and processes that companies may use in their operations towards achieving the optimal governance framework. The Board reaffirms its supports to the Code and believes that good corporate governance is fundamental in achieving the Group's objectives. In order to ensure that the best interests of shareholders and other stakeholders are effectively served, the Board will continue to play an active role in improving governance practices and monitors the development in corporate governance including the Code.

Media Prima and its subsidiary companies (the Group) expect the highest standards of conduct and integrity from all that have dealings with it including our employees, directors, shareholders, consultants, contractors and the public. We are strongly committed to the elimination of fraud and corruption and to ensuring that all activities are conducted ethically, honestly and to the highest possible standards of transparency, openness and accountability so as to protect public interest.

Our Fraud Prevention Manual has been developed by Corporate Governance & Risk Management Department and approved for implementation by the Media Prima's Board of Directors on 28 November 2005.



The Manual which consists of two sections namely the Anti Fraud Policy and the Whistle Blowing Policy aims to achieve the following objectives:

- \* To amplify both the Management and Board of Directors' commitment to prevent and detect fraud
- \* To facilitate the development of controls, crucial for the prevention and detection of fraud against the Group
- \* To provide a transparent and impartial platform for staff to report fraud or fraudulent activities

The Manual is applicable to Media Prima and all its subsidiary companies. All staff has the responsibility to comply with the provisions of the Manual.

## DIRECTORS' CODE OF ETHICS

Media Prima has on 28 August 2009 established a Directors' Code of Ethics to guide the Board in discharging its oversight role effectively. The Code of Ethic requires all Directors to observe highly ethical business standards of honesty and integrity and to apply these values to all aspects of our business and professional practices and act in good faith in the best interests of Media Prima Group and its shareholders.

Further information on our corporate governance performance and strategies is provided in our Annual Report 2009.

## MEDIA PRIMA'S STRATEGIC PROGRAMMING OBJECTIVES

To remain relevant and to meet the needs of its listeners in today's competitive broadcasting environment, we established three main strategic priorities for 2009:

1. Excellence in programme development
2. Strategic development on New Media platforms
3. Effective employee engagement

### *Sustainability Goals and Objectives*

We have yet to develop a firm set of sustainability goals and objectives. However, for next year, we plan to present such goals and objectives to our stakeholders for comments and feedback.

# Programme/ Content Standards and Compliance

## GIVING BACK TO OUR COMMUNITY

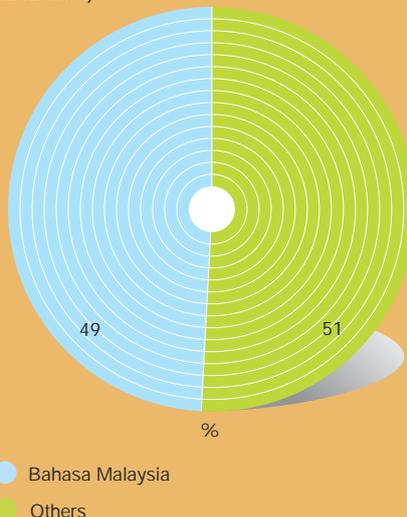
### REACHING OUR AUDIENCE

Radio and television is a part of the daily life of the majority of people in Malaysia, and has an important role in shaping cultural values. Our prime function is educate, inform and entertain, but in doing so we keep people informed about important issues, raise awareness and stimulate debate. From current affairs to chat shows and dramas, many of our programmes bring social and environmental subjects to a mass audience in an accessible way. We emphasise the development of local programmes and dramas to ensure relevancy to our Malaysian audiences. Through this way, we also ensure the quality of our products to our audiences.

Our programmes include highly acclaimed Nur Kasih, Gadis Melayu, Field Trip USA and the multiple award winning documentary Majalah 3. Being number one in news and localized content, our network channel, TV3 has also managed to continuously maintain ratings which made up the entire Top Ten programmes listed weekly (Source: AGB Nielsen Media Research). ntv7 also performed creditably, cementing its position as the Number One channel amongst Chinese audience, with a growing 18.2% viewership share.

We have always ensured that our programmes are targeted to the diverse audiences in Malaysia, with approximately 49% of our programmes occurring in languages other than Bahasa Malaysia.

MEDIA PRIMA'S BREAKDOWN OF TELEVISION PROGRAMMES (SOURCE: AGB NIELSEN MEDIA RESEARCH)



### RESPONSIBLE PROGRAMMING

We aim to create engaging, exciting and sometimes challenging programmes, whilst ensuring appropriate safeguards are in place to protect the viewer.

Television is seen and judged by millions and touches the daily lives of almost everyone in Malaysia. At its best, television can educate, entertain and inform. The wide reach of Media Prima's family of channels helps to shape our common culture, reflect our cultural values, and stimulate debate.



With this influence comes responsibility, and broadcasting in Malaysia is very closely regulated to ensure that this influence is exercised responsibly.



# Programme/ Content Standards and Compliance cont'd

The regulation of programme content in commercial television is embodied in the Communications and Multimedia Act (CMA) 1998. Under this Act, content applications service providers are required to comply with the content requirements in the CMA, which prohibit the provision of content that is indecent, obscene, false, menacing or offensive in character with the intent to annoy, abuse, threaten or harass any person.

The key responsibility of all broadcasters and programme makers is to ensure that the Code is followed. Apart from that we also comply with the Content Code, which is a voluntary industry code adopted by the Communications and Multimedia Content Forum of Malaysia, an industry forum established in February 2001 pursuant to the CMA. The Content Code is registered with the Malaysian Communications and Multimedia Commission (MCMC), but compliance with the Content Code is not mandatory. The Content Code only applies to content that is provided through electronic networked media.

## *Programme Compliance*

Compliance of most programmes broadcast on our family of channels is handled in house. Compliance of productions is currently monitored largely between our Corporate Governance department and Lembaga Penapisan Filem Malaysia (LPF).

Our Corporate Governance team provide support and advice for programme makers before and during production. Their advice is also available to programme commissioners and people involved in activities outside of broadcast television - for example broadband delivery of video on demand, and on mobile. They review pre-recorded programmes to verify its compliance before broadcast, and also advise on the content and the conduct of live programming.

Furthermore, LPF maintains a presence at Sri Pentas to assist in ensuring the contents of our programmes are in compliance at all times.

## *Stimulating Creativity*

Over and over again, art evokes fresh ideas for shaping our future. Indeed, artistic creativity explores new, unique perspectives that can change our views and allow us to discover unusual solutions. We are convinced that creativity is the source of innovation, growth, and added value in both art and business. For this reason, we promote numerous shows to showcase the talents within Malaysia.

At Media Prima, we feel that we have a special responsibility to support, stimulate and encourage the evolving cultural life of Malaysians. We also have a responsibility to be innovative, open our doors to new talent and foster creativity.

In order to achieve this purpose we should develop fresh approaches, set trends and take creative risks. We also encourage participation in cultural activities.

We have been organising Anugerah Juara Lagu (AJL) since 1986. The 24th Anugerah Juara Lagu was held on 10 January 2010, a culmination of 8 months of planning and work initiated in 2009. For the event, we recorded the highest growth in viewers numbers; recording viewership numbers of almost 5 million (Source AGB Nielsen Media Research). We also recorded a new historic mark with 25,000 hits on the AJL Facebook website (Source: Google Analytics) and over 3,000 followers on its social networking site – Twitter (Source: Twitter).

The site marked a record percentage of visitors in Southeast Asia (Source: Octoshape Infinite Edge Internet Media) where almost 30% viewers were made up of web surfers from Japan, Denmark, Australia, United States of America, Russia and the United Kingdom. For the first time ever, the site introduced a 360° panoramic view, from within and outside the stadium from which AJL24 was aired live.





In the years we have organised this event, AJL24 has shown that it is not only an event to celebrate the local composers but it is also a stepping stone for those who win the awards to keep moving ahead. Our past winners have included Francisca Peters in 1986, M. Nasir in 1994 and 1999, Siti Nurhaliza in 1996, 1998 and 2000, Jaclyn Victor in 2005. For this award, the winner was for the song 'Pergj' composed by Pete Teo, lyrics by Amran Omar, and delivered by singer Aizat Amdan, a unanimous decision by the jury, lead by Fauzi Marzuki, an experienced composer.

**Trusted news**

News programmes have a crucial social function. In an increasingly multi-media world, television continues to be a primary source of information. News programmes inform public opinion and generate debate. The potential to influence opinion means that broadcasters must have high ethical standards and report issues accurately, objectively, responsibly, and fairly. The commercial instinct to be first with a story must not compromise these standards. Our programmes must always comply with our own editorial standards, as well as the Broadcasting Code. Our news programmes cover stories from all over the world and is highly influential, collectively reaching an estimated average of 70.4 million viewers per week in 2009 (Source: AGB Nielsen Media Research).

Famous for his Bahasa Malaysia idioms (peribahasa), Karam Singh Walia, can be said to be Malaysia's most well-known environmental journalist. Known to champion environmental issues, the 51-year-old Karam can often be seen on TV3's Buletin Utama.

Karam has covered environmental issues around the Cameron Highlands, an important agricultural and tourism centre, for the past 10 years. In 2009, he broke the story of water supply system contamination in the area from fertilizer and human excrement discharges.

Subsequently, a special Cabinet Committee on Co-ordination of Highlands and Islands was formed to help plan and manage developments of highlands and islands in the country.

ABOUT KARAM SINGH WALIA  
ENVIRONMENTAL JOURNALIST



I have been involved in producing *BERSAMAMU* since February 2006, a year after the programme began its initial airing. Through my involvement in this programme, I have gained much personal satisfaction in enabling various people and their families be highlighted in our programmes to get the necessary assistance and aid to better their lives and that of their children. It was and still is hard for me and my team when we find our feature stories. We undergo much heartache as we conduct our investigations prior to airing each family in focus.

Once, in Perak, I met with a very poor family. The patriarch told us no one has ever asked about their shortcomings. Our tears streamed as he spoke of his family's ill fortune, when the *Bersamamu* team conducted their investigation and research prior to actual shooting of the programme.

Throughout it all, I must say my team and I have derived much satisfaction in witnessing how the lives of the families we've assisted have changed. Witnessing how dilapidated homes, devoid of electricity and water supply, with major leakages have been transformed into proper homes.

To me, it's the sense of responsibility I feel towards helping these families/individuals that keeps me going and I'm thankful for the boundless opportunities presented to give back to the community and I believe the *Bersamamu* team shares the same sentiment.

KALJAHWATI MD KASSIM  
PRODUCER "BERSAMAMU"

## New Media

Changing technologies continue to provide new opportunities to connect audiences and lay the groundwork for a more inclusive global society. One of our key objectives is to provide information to people when it was not available before.

Our online and interactive services continue to grow. In line with this, Alt Media reached the 1 million mark of registered user data base with approximately 1.3 million users and still growing (This was accumulated from all the existing portals - TV3, ntv7, 8TV, TV9 and GUA).

However, we recognise that these new media avenues can lead to abuse and exposure to unwanted elements on-line. We monitor issues on-line and are in the process of developing procedures to ensure that new risks we encounter in this less regulated area are appropriately managed.



We apply the same standards as applied on our conventional media online, to reflect the high standards of our television business. We want to ensure that our reputation as a responsible, family friendly broadcaster is protected on every platform. User generated content was subject to strict editorial controls. We check all the videos and removed any material that would breach the Broadcasting Code or infringe copyright.



# Community Investment and Engagement

Charity and community support  
Our position as a national broadcaster gives us a unique opportunity to bring attention to social and environmental issues. We collaborate with a range of charities and voluntary organisations to make entertaining programmes that raise awareness on issues of key importance to the Malaysian public. A summary of our charitable contributions is presented below:

## CHARITABLE CONTRIBUTIONS

2009

In kind (RM)	36,175,280.00
Cash (RM)	1,105,300.00

We have found that Public Service Announcements (PSAs) is an effective way for us to help promote awareness about a range of important social issues. Through an array of our businesses' media resources in print, interactive media and television, we provide in-kind media support by sponsoring air time to various non-profit organisations.

We have only started accounting for our contributions in kind including cost of free airtime provided as of 2009 and we hope to provide full accounting of free airtime and costs for all our networks in future.

8TV is actively involved in supporting community service messages like the Breast Cancer Awareness, AIDS Awareness and collaborated with UNICEF to promote World Children's Day. GUA has been and still is a supporter of the Malaysian AIDS Council (MAC).



This is shown through the involvement of GUA TV's personality, Shah Shamshiri who is also one of the supporting celebrities of the Red Ribbon Programme along with other celebrities like Dato' Siti Nurhaliza, Faizal Tahir, Dayang Nurfaizah and a few others. In supporting their cause, GUA TV and GUA editorial were included to give exclusive coverage on MAC events such as the 'The National Advocacy Programme and Majlis Berbuka Puasa Terengganu' co-organized by MAC, JAKIM, and the Terengganu Department of Health Development during the month of Ramadhan. This event also saw the presence of Faizal Tahir, Dayang Nurfaizah and Shah Shamshiri, as Supporting Celebrities of the Red Ribbon Programme. Single mothers and their children from the community were also invited as special guests during the event.

### GUA 2nd Anniversary

GUA invited 20 children from related homes under the Malaysian AIDS Council Community as guests during the 2nd GUA anniversary. They were celebrated and treated to a feast with participating celebrities at the event which also doubled up as a 'Fast-breaking ceremony' during the month of Ramadhan.

Other MAC events attended by GUA were the 'Forum Perdana' at the Federal Mosque, and the Deepa-Raya Open House with the community in Setapak. These coverage were shown online and on TV9's interactive slot Gua @ 9.



## Fund Raising

We have lent our support to numerous projects in the past, in terms of fund raising for charitable causes. In these projects, we provide both staff and financial support coupled together with our wide media outreach. Some of these projects have been on-going for a number of years now:

### 1. Tabung TV3, Bersamamu

Bersamamu managed to raise a total of RM303,831.41 in 2009. Throughout the year, contributions from Bersamamu have been distributed to various charitable organisations. The fund is managed by an independent body, Amanah Raya Berhad (ARB) as its trustee and all pay-outs made are based on the review and approvals by ARB.

### 2. The General Tabung TV3

The General Tabung TV3 was created in 2002 initially for the purpose of aiding those in need. Over the years it has evolved to support a wide range of causes. The fund now stands at RM19,863.90 as of December 2009.



### 3. Fund Raising Campaign for Palestinians in Gaza

We have been running a fund raising campaign for the Palestinians on the Gaza Strip in 2009. The fund raising efforts were officially closed on 7 March with a total collection of RM9.6 million received from public and corporate organisations. Donations were received via cash, cheque or Maybank ATM machine and Maybank2u internet transactions. The Fund was distributed to:

- RM5 million to the Accountant General of Malaysia
- RM500,000 to Mercy Malaysia
- RM100,000 to Dewan Pemuda Masjid Malaysia
- The balance to Tabung Amanah Kemanusiaan Luar Negeri under the Ministry of Foreign Affairs

### 4. Anugerah Bintang Popular Berita Harian (ABPBH 2008) for Gaza

We supported a charity sale organized by ABPBH2008's organising committees. The funds collected (close to RM60,000) were channeled to



the NSTP Fund For Gaza. The charity sale was held at Amcorp Mall on 31 January 2009.

Over 100 local artistes and celebrities participated. Activities conducted included:

- auction and selling of artistes' personal items
- auction of local designers' creations
- stage performance from popular artistes
- Sales of cakes sponsored by hotels
- Sales of *Berita Harian* exclusive merchandise

### 5. Tabung Bencana NSTP-Media Prima

A fund raising campaign was initiated on 1 October 2009 to provide assistance to the victims of the recent natural disasters in Asean region - Typhoon Ketsana in Vietnam and Philippines and earthquake in Padang, Indonesia. The campaign promotion appeared in the NSTP newspapers and Media Prima's TV & radio stations was collected and channeled to survivors of the disaster.

### 6. Kempen 1Ringgit 1Malaysia

We also provided support to a fund raising campaign organized by Yayasan Kebajikan Atlet Kebangsaan (YAKEB) to help Malaysia's needy current or ex-national athletes. The fund was launched on 15 June 2009 by its patron, Datin Paduka Seri Rosmah Mansor. The 2-month campaign was extended until end of December 2009 and succeeded in raising RM100,000.00.



In support for the cause, Media Prima also provided coverage and interviews with relevant personnel, group donation presentation, campaign's launch and charity dinner. Our regular programme *Bersamamu* also ran a special 13-episode session on the plight of ex-national athletes to help boost the campaign.

The campaign was highlighted in the Sport sections of all NSTP newspapers throughout the campaign period. NSTP also placed donation boxes at Balai Berita and 11 branch offices nationwide. NSTP also offered Balai Berita as the venue for group donation presentation. Stories highlighted included the plight of the athletes and their contributions to the country; which were well received by the readers. On the whole, we found that that the campaign helped to create greater awareness on the good roles and objectives of the newly formed YAKEB, a foundation to assist current and ex-national athletes.

**7. NSTP Charity Fund**

A trust fund set up in 1991 to offer financial aid to young Malaysians who cannot afford treatment on heart problems, leukemia and cancer as well as to acquire artificial limbs and legs. Funds collected from public donation via articles appeared in NSTP's group of newspapers as well as from fund raising events organized by NSTP & partners. To date, up to RM3.8 million have already being utilized for 255 deserving patients.

**8. CEO and Celebrity Charity Tennis 2009**

As a continuation of our efforts the previous year, we participated again in a fund raising event jointly organized by NSTP and Bursa Malaysia with LTAM as Venue and Technical Provider and ntv7 as the media partner. The event was held for the second year on 13 December 2009 at National Tennis Complex, Jalan Duta, Kuala Lumpur in conjunction with the ECM Libra Foundation - LTAM Junior Tennis Championship. Apart from raising monies for the NSTP Charity Fund, it is also helped to revive the interest in tennis among young generation.

Participation is by invitation only to CEOs, ambassadors and celebrities. No entry fees were imposed but participants are required to donate any amount to the Fund. A total of RM77,600 collected from players via cash/cheque donation and auction of tennis collectors' items.

We found that the event provided an avenue for readers and general public to contribute towards a worthy cause managed by a trusted body. The Fund

has its own Board of Trustees, and audited annually by an established auditing firm.

The funds contributed was highly appreciated by recipients families who otherwise have no other financial means to save the lives of their loved ones We also were able to establish and maintain good and close working relationships with government and caring private hospitals. They diligently provide referral cases that meet the Fund's criteria.

In 2009, the CEO & Celebrity Charity Tennis received better response in terms of participation and collection. A total of 52 players took part and RM77,600 was raised, as compared to 44 players and RM75,500 raised in 2008.

**9. Nadi 1Malaysia**

As a change in fund raising event activities, we ran a twelve-hour on-air charity campaign on 12 November 2009, raising up to RM230,000. About half of the amount came in days after the campaign. We found that this type of campaign was reaching a new set of audience not covered previously by NSTP newspapers, particularly the younger generation.

Arising from this, we have set a new record for NSTP Charity Fund's fund-raising activity, in the amount raised, as compared to previous campaigns. The campaign also created a greater awareness of the Charity Fund among the different target audiences of the radio stations.



## *Semarak Ramadhan Berita Harian*

An inaugural event organised by Berita Harian to celebrate Ramadhan month with local residents at selected areas. Eight (8) places were visited:

- Bukit Sentosa (Selangor)
- Rompin (Pahang)
- Balik Pulau (Pulau Pinang)
- Muar (Johor)
- Peringgit (Malacca),
- Nilai (Negeri Sembilan)
- Chukai (Terengganu) and
- Kuala Pilah (Negeri Sembilan).

We found that this event was a meaningful way to show our appreciation to our Muslim readers in the holy month of Ramadhan; and was very well received by the local community. Sponsors contributed to this success by donating appropriate items to the local suraus/mosques or community. Arising from this, we were also able to improve our working relationship with local ADUNs and community groups.

## *Titipan Kasih Bersama Harian Metro*

*Titipan Kasih* is another an inaugural event organized by *Harian Metro* to help orphans, single mothers and poor families in the spirit of Ramadhan and Hari Raya Aidilfitri. Participating sponsors were Nestle, Tesco, Padiberas Nasional Berhad, Sani Express, Takaful Ikhlas and Adabi Consumer Industries. We visited 2 places; being Tenggara, Johor & Jengka 3, Pahang.

Apart from handing out gifts and items to the participants, the event was also a good platform for *Harian Metro* editorial staff and other NSTP units to lend a hand in improving the local community by joining efforts in a gotong royong effort.



## SUPPORTING THE ARTS

From 21 October to 6 November 2009, we held the Pahang Art Exhibition at Sri Pentas. This is the first time we have held an art exhibition featuring 160 art pieces by local artists. The exposure given also resulted in the sale of some of the art works.

### *Photo Exhibitions*

At NSTP we regularly run photo exhibitions to provide an avenue for talented photographers in Malaysia to show their works. This year, we held a total of 3 major events:

- Malaya to Malaysia Photo Exhibition (1941-1966) - held at Suria KLCC from 25 August - 6 September 2009 with the cooperation of Merdeka Award Secretariat
- Sport Photo Exhibition - held on 25 July 2009 in conjunction with the Charity Gala Dinner of National Athletes Welfare Foundation /Yayasan Atlet Kebangsaan (YAKEB)

- Lat's Malaysia Exhibition at Bangsar Shopping Centre - held from 14 - 31 August 2009 with the cooperation of Bangsar Shopping Centre and Bandaraya Development Corporation Berhad in conjunction with the National Day celebration

Arising from the exhibition, we have had numerous requests for the photographs exhibited from foreign publications and TV channels such as the History Channel, National Geographic and Discovery Channel. Foreign agencies like AFP, Reuters, AP and EPA (European Press Photo Agency). This represents a great opportunity and recognition of the talents of our nation's photographers.

## EDUCATION

Excellent schools and well-educated citizens are critical building blocks for economic vitality and a desirable quality of life in the communities where we live and work. Not only do companies need technologically skilled people, but the next generation of every nation needs a strong work force and business leaders in order to prosper and innovate.





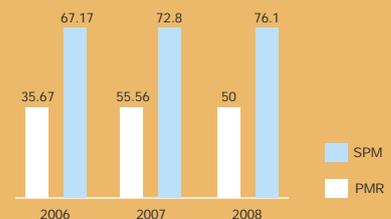
While both SMK Hutchings and SMK Jelutong are considered under-performing schools, with students coming from underprivileged backgrounds, SMK Jelutong's average marks for PMR and SPM had increased from 2006 (year of adoption) to 2008 as shown in the graph below – the passing rate for the PMR examination increased by 20% since 2006. At the same time, SMK Hutchings' PMR results had shown an average increase of 18% for Bahasa Malaysia, History, Mathematics, and Chinese Language in 2008. For 2009, at the time of publication of this report, the academic results for both schools have yet to be tabulated and submitted.

In 2009, we continued our programme with SMK Hutchings and SMK Jelutong in Penang as part of our PINTAR Programme. Activities such as motivational talks for PMR and SPM students, examination workshops, academic excellence award, family day, study visits to Sri Pentas and student leadership camps as suggested in 2007 were implemented, and we can see an improvement in the students' achievements in 5 key areas. These are:

- improving the school academic issues
- creating a sense of school community
- creating a sense of the school being more than a place of learning
- cultivating school pride
- creating a conducive creative environment

We have developed activities with both schools to help develop the 5 key areas above and they were:

SMK JELUTONG'S AVERAGE MARKS FOR PMR & SPM (2006-2008)



We believe that the best testimonial of our involvement with the schools come not from publishing data on school performance but through the schools themselves. In 2006, SMK Jelutong was ranked among the bottom 5 schools in terms of overall reputation in Penang i.e. 104th out of 109 schools. Three years later in 2009, with Media Prima's aid and contributions they climbed 27 rungs to be 77th/109 schools in Penang.

PINTAR ACTIVITIES/PROGRAMMES 2009

SMK JELUTONG

SMK HUTCHINGS

- PMR Motivational Talk
- Kecemerlangan Akademik dan Sahsiah Majlis Pelajar Camp
- PMR Workshop
- SPM Motivational Talk
- PMR Intensive Guidance
- SPM Workshop
- SPM Intensive Guidance
- Academic Awards Day
- PKBP\* Special Olympics
- Educational trip to Kuala Lumpur and Cameron Highlands for special students
- Hari Raya Open House celebration
- Kem Galus
- PKBP\* mushroom house
- Student Cultural Night
- Program Ekspresi Bakat OKU dan Intelek PKBP\*

- *Bestari Solat & Pembentukan Sahsiah Pelajar* Camp
- Maulidur Rasul
- PMR Motivational Talk
- Language Carnival
- Prefects' Motivational Leadership Camp
- PMR and SPM Workshop
- Cross Country
- Academic Awards Day
- SPM Motivational Talk
- Independence Month Celebration
- Hari Raya Open House celebration
- Visit to Media Prima

\* PKBP: Pendidikan Khas Bermasalah Pembelajaran



*Mr Teh Phang Eng,  
Principal, SMK Jelutong*

Media Prima has helped raise the awareness of education and the school in our local community. The involvement of their staff and local stars has helped make SMK Jelutong known all over Penang. As one of 4 schools in Malaysia with a special education programme, we have 80 underprivileged, academically-challenged students. Since Media Prima's involvement, the awareness of the local community on the importance of education for all has been raised through efforts such as talks by psychiatrists and other medical specialists to parents and the local community. Students who were previously been locked up at home due to their disabilities are now able to attend school. This is the most important thing that I personally think that Media Prima has done; through raising the consciousness of Malaysians on the benefits of education for all. This has help make the programme in our school the largest and most successful in Penang.



## SCHOLARSHIP FUND

The 8TV scholarship fund was established in 2006 to provide education opportunities to deserving students in the country. Successful students received scholarships that covered their tuition fees for their undergraduate degree, diploma and foundation levels in disciplines such as Psychology, Accounting, Business & Management, Civil Engineering, Mechanical Engineering, Construction Management, Information Technology, Mass Communication, Interior Design, Marketing and Graphic Design.

The Fund initially started with RM300,00.00 and had supported nine deserving students to pursue diploma or degree programs. In 2007, the fund was increased to RM800,000 and 21 students were found to be deserving the scholarships. In 2009, a total of 37 students were awarded with scholarships worth RM1,000,000.00 in 2009 in the fields as detailed below:

COURSE	SUCCESSFUL APPLICANTS
American Degree Program - BSc in Psychology	2
BA (Hons) Business & Management	2
Diploma in Civil Engineering	1
Diploma in Mechanical Engineering	1
Diploma in Construction Management	1
Diploma in Information Technology	1
Diploma in Mass Communication	2
Diploma in Interior Design	2
Diploma in Marketing	1
Diploma in Graphic Design	1
Diploma in Accountancy	1

Scholarship holders have all been offered places at SEGi campuses located in Subang Jaya and Kota Damansara.



*Shabri Mohammad Idris,  
(Disciplinary Teacher/ Student  
Affairs Senior Assistant),  
SMK Hutchings*

SMK Hutchings's students do not come from particularly wealthy families - in fact they are from the lower income range. However, last year we were able to produce a student who obtained 6As for PMR. Since Media Prima's involvement with SMK Hutchings in 2007, we have seen tremendous improvements in our students.

Due to the nature of our students, our targets include achievements in the aspect of student character building, in a way reducing discipline problems in the school. We set targets for discipline standards as well as academic performance; however, we mainly focus on bringing down discipline problems. This year the reduction in disciplinary issues was most significant. We have managed to reduce our truancy rate to around 34%.

Media Prima by being more hands-on shows more commitment towards the school. This has made it much more meaningful for the school - both to the students and teachers. By supporting our events and bringing celebrities and artistes to talk to our students, this has helped to encourage our students and teachers alike. Our students are incentivised to better their overall performance well as they are able to meet with these celebrities and media personnel at Sri Pentas.

Other educational programmes which we run regularly are:

#### *NST School Sponsorship Programme*

Our NST School Sponsorship Programme was launched by the Minister of Education on 15 August 2005 with the objective to enhance proficiency of English language among primary and secondary students from rural and semi-urban government funded schools. Under this programme, corporate or individuals are able to adopt a school under the Ministry's most needy list and sponsor the purchase of newspapers to these schools.

In support, NST-NIE organized newspaper-in-education workshops to teachers and students in these schools. For 2009, a total of 7 individuals and 155 corporate companies sponsored a total of 214,512 copies of NST for 137 schools.

Since 2005, about 5 million sponsored copies of NST have been sent to 2,125 schools nationwide. We have found that there has been a general improvement in the level of students' English performance since the programme began. We have found that the copies of the NST sent to the schools have been used as an additional teaching tool in the classroom by teachers to promote awareness of current events and to improve levels of English. We have also found that since the programme began, we have improved our relationship with the State Education departments and participating schools.



Newspaper-In-Education (NIE) workshops  
Every year, our group of companies organise NIE workshops exclusively and provided free of charge for teachers and students under NST School Sponsorship Programme. The workshops were held from January - November 2009:

- a. NIE workshops for teachers  
We held a total of 5 workshops in KL, Johor, Ipoh, Kelantan and Terengganu for teachers. A total of 247 teachers attended these workshops. In these workshops, participants were taught on the usage of NST to teach spelling, oral communication and writing
- b. Creative Writing workshops for students  
A total of 17 workshops were held nationwide, attended by 1748 students and 340 teachers. Participants were taught creative writing method using NST as a tool



## *RHB-New Straits Times (NST) Spell-It-Right Challenge 2009*

Since 2008, the NST have been organising a nationwide spelling competition together with the RHB Banking Group. The aim of the competition is to encourage the use of English in a fun way and to promote the use of the newspaper as an educational tool among primary and secondary students in the government funded schools.

This year, a total of 2,472 students from 248 primary schools and 370 secondary schools participated in the competition which were held in two parts: State challenge was held from 2 May until 12 July 2009, culminating in the National challenge on 8 August 2009 held at the Technology Park Malaysia, Bukit Jalil. Both challenges were recorded and televised on TV3. This year the National winner was Kenneth Wu of SK St Paul Seremban, at the primary school category and Tee Fu Yuan from SMK Kwong Hua Klang, the secondary school winner.

### *Other NST-NIE activities*

Apart from running the school sponsorship and educational workshops, we also sponsor various other workshops:

- a. **School Programme Workshops**  
Fee-based workshops that lead participants through creative initiatives to improve their language and communications skills
- b. **School Holidays Programme Workshops**  
About 1,000 students from the ages of 7 to 17 years participated in these workshops held during the school holiday periods throughout the year.

- c. **Community Development Workshops**  
The objective of these workshops is to develop communication skills of target students under programmes conducted by participating organisations.
- d. **Inside Scoop Series programme**  
fee-based programmes held over the weekend, designed to cater to the needs of school-leavers and working adults looking for personal development programmes of a skill-based nature.

We also utilise other forms of multimedia communication to reach out to our audiences. In particular, we have found it important to reach out to the younger generations to raise awareness on the need to improve themselves and to provide avenues for the younger generations to participate in worthy causes. Some of our programmes include:

- a. **Niexter**  
Launched in January 2009 as an avenue for the voices of the young and develop writing and communicative skills, Niexter is a 4-page pullout for teens every Thursday in NST
- b. **U-Phoria**  
U-Phoria is a WAP site (on mobile) that targets the 18 to 25 year olds. Launched on 1 August, the site is managed by youth Mojors (mobile journalists) who are currently employed or students in colleges. They write stories, share opinions and cover events on U-phoria

- c. **Niexus**  
Niexus is an e-learning site to support the school programmes and Niexter, targeting age group between 7 to 17 years
- d. **Network**  
Network is another e-learning site to support the News@Work programme and provides forum for participants to improve the language and networking skills online

## **ANUGERAH PELAJAR CEMERLANG BERITA HARIAN**

In recognition of high-achieving students, we organised the Anugerah Pelajar Cemerlang Berita Harian. This year, the awards presentation ceremony was held at Balai Berita Bangsar on 13 October 2009. The award is aimed at rewarding all round students who excelled in their exams (UPSR, PMR and SPM 2008) and are active in extra curriculum activities. Recipients must have attended educational programmes/workshops organized by Berita Harian. This year, 15 students were rewarded (5 students each for UPSR, PMR and SPM). Each recipient received a plaque, cash money, certificate of excellence and sponsored books from Cerdik Publications Sdn Bhd.



# At the Workplace



Our business involves people. To succeed, Media Prima must create a working environment where people can flourish. We are committed to training and development and to working practices which are as flexible as possible. We aim to offer competitive rewards and benefits, and a stimulating and an inclusive work environment. Employing people from diverse backgrounds helps us to make programmes that are authentic and relevant to a wide range of viewers.

We employ around 1,924 staff in our TV, Radio networks and Outdoor media as of 31 December 2009. While this does not represent the whole group, the employment figures represent about 70% of our total group of companies. We hope to be in a position to report our total staff strength by next year. As compared to 2008, our staff strength increased by 10%, primarily in our radio and TV networks.

	2008	2009
Number of Employees	1747	1924
<b>Gender</b>		
Male	1080	1136
Female	707	788
<b>Employment Status</b>		
Full time	1232	1241
Contract	515	683

Of this, majority of our staff are employed on a full-time/permanent basis (64.5%) with 35.5% employed on a contract basis. Our ratio of male to female employees is around 1:4.

## STAFF COMMUNICATIONS

We communicate with our staff through various means - however, we try to communicate through various events organised annually - to provide both an informal and formal atmosphere for our staff and management to exchange views and discuss issues. The forum which are organised includes:

- Annual Townhall meetings
- Management Retreat
- Talent Pool Retreat
- People Connect
- E Mail Blast
- Notice Board

Apart from that our non-executive staff are governed by the Union of Workers and has frequent meetings with management on operational issues.



We implemented this system as we take human capital management and development very seriously. 360 degree assessment is a process whereby the company takes stock of its capability once every two to three years to meet business challenges.

## STAFF EVALUATION

At Media Prima we conduct 360 degree assessment and feedback when evaluating staff performances.



The process begins with the company putting in place a competency framework which is aligned to the business direction of the company. The competency framework is used as a guide to recruit, develop, assess and compensate the employees based on performance and capabilities.

# At the Workplace

cont'd

The second step is in selecting a group of key managers who are critical to the success of the company and perform a 360 degree assessment and development process on them. The bosses, peers and subordinates of these managers are selected to give anonymous feedback based on the list of behavioural competencies from the Media Prima competency framework.

The output is a report capturing the strengths and area for improvement of the respective managers. These feedback are then presented to these managers professionally for the purpose of talent development in a very supportive environment. In the case of Media Prima, an external consultant was hired to conduct the data collection process as well as the feedback and the follow up process.

The managers are then given professional coaching by an external coach as well as proper targeted development programs to assist the managers in managing their strengths and areas of improvement. Through this process, the incumbent

managers are encouraged to be more aware of the impact of their behaviours on others.

Also they are made to be more aware that they have to be in control of their careers in moving forward. The coaching and training and development which follows will assist the managers to be better colleagues and to learn to be better in leveraging their own and colleagues' capabilities in teams - hence the development of a culture of leveraging self and others.

## HUMAN CAPITAL DEVELOPMENT

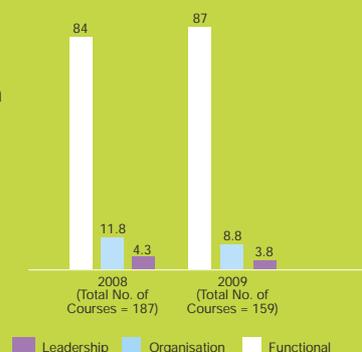
Economic realities and advances in technology mean the nature and availability of jobs in television have changed rapidly. We have several training initiatives designed to increase the number of skilled people in our company.

In 2009, we invested about RM1.14 million for our staff training which involved 3,615 man-days in total for our staff at Sri Pentas. We have not as yet collated information on training for our entire group of companies and would be hoping to report these information in our next year's report.

A summary of our training breakdown for 2008 and 2009 at Sri Pentas is shown in the graph below. As can be seen, majority of our training is provided to our technical staff, to ensure that we maintain the best quality and keep up to date with the latest technology and techniques available in media production.

Training and development needs are identified during each employee's annual career development review.

MEDIA PRIMA'S TRAINING PROGRAMME BREAKDOWN (%)



Our security workforce are also all required to undergo training prior to being allowed on site. All our security personnel are auxiliary policemen, and are required to undergo training by our Royal Malaysian Police Force. Apart from that we conduct Information Security Awareness Sessions internally with our security personnel and we conduct psychological assessments of our security staff to ensure that they are fit to handle fire-arms.

### Freelancers and Contract Staff

We employ freelancers and contract staff with a wide range of different skills. These include creative people such as performers and directors, as well as technical experts. These people are crucial to our business, and it is important that we treat them fairly. Contracts with performers are usually negotiated through agents or lawyers via production teams.



# Health and Safety

The health and safety (H&S) of everyone at Media Prima - our employees, contractors and the public - is always a high priority. We have our Occupational Health and Safety (OSH) Committee overseeing all occupational health and safety issues at our headquarters at Media Prima. As can be seen from our OSH committee organisation, the Committee is lead by our Group CEO of Television Networks, indicating the seriousness we place in ensuring the health and safety of all our staff.

In 2009, we had a total of 19 reported accidents, with 73 days lost due to injury, as compared to 13 in 2008, with a total of 33 days lost. The majority of the days lost were due to a car accident experienced by our staff who was on assignment in Kedah. The breakdown of injuries and accidents are shown below.

DATE	TYPE OF ACCIDENT/ INCIDENT/INJURY	DESCRIPTION	LOST DAYS
14 Feb 09	First Aid	Fainted while operating camera at height	NA
16 Feb 09	Others	Reported poor food quality at canteen	NA
11 & 13 Mar 09	Others	Reported poor food quality at canteen	NA
20 Mar 09	Lost Workday	Injury to left ankle due to falling glass door	2days
12 Apr 09	First Aid	Minor burn injury at right arm due to overheated hair dryer	NA
17 Apr 09, 08 May 09, 14 May 09	Others	Lift malfunction	NA
28 May 09	Lost Workday	Slip Disc from operation of Aisle Filing System	17days
30 May 09	Dangerous Occurrence	Smoking in hotel room	NA
02 Jul 09	Others	Electrical hazards at workstation	NA
09 Jul 09	Others	Hazardous workplace environment & layout after renovation	NA
18 Jul 09	Dangerous Occurrence	Window cleaning & watering of plants at balcony	NA
05 Aug 09	Lost Workday	Road accident while on assignment	One month
27 Aug 09	Lost Workday	Slip and fall - Minor injury under chin	7 days
05 Oct 09	Others	Snatch thief at car park	NA
26 Nov 09	Others	Ceiling hazards at workstation	NA



We seek to learn from all incidents. If a serious or potentially serious accident occurs on a production site or out in the field, a member of our H&S Committee will investigate the causes to ensure corrective actions are put in place. The incident and the recommended corrective actions are then outlined to the H&S Steering Committee.

### Health and Safety Management System Certification

We have successfully maintained our OHSAS 18001 certification for three years now. As part of our health and safety management system, risk assessments covering fire safety, manual handling, road risk and workstation set-up are completed for all our activities.

### Health and Safety Training and Awareness

We require all employees to undertake an appropriate level of H&S training to ensure they understand our policy and can take responsibility for H&S risks in their workplace.





In 2009, we ran a total of 6 H&S training programmes involving:

- Office and Production Safety
- Health and Safety Awareness
- Health and Safety during Event Management
- Using Bullet Proof Vests
- Working at Heights
- Office and Production Safety

These training were identified as part of our annual risk assessment exercise. We also require new employees and freelancers to

complete Health and Safety Awareness training, at a minimum, before they start work on a production.

## OTHER EMPLOYEE PROGRAMMES

Apart from training programmes, we also regularly organise events for our staff to relax and get to know each other. Some of the events which were undertaken in 2009 are presented below:

### a. NSTP's Hari Raya Open House For Staff

This is an annual event held at Balai Berita (BB) and 3 Regional Printing Plants (RPP) to build closer relationship between staff and senior management of NSTP, in the spirit of the festive celebration. Open Houses were also held at the various regional offices, given the size of our operations:

- BB - 3 October
- BB Prai - 4 October
- BB Senai - 11 October
- BB Ajil - 18 October

We also extended an invitation to the surrounding communities of our BB locations. Aside from the sumptuous spread of Raya dishes provided, our senior management also distributed received 'duit raya' to our staff's children.

### b. Edutainment Zone @ NSTP

Edutainment Zone, organised on a Saturday of each month, is a half-a-day activity time for the children of NSTP staff held at the lobby of BB. Activities occasionally alternate between visit to interesting and informative places as well as the activities listed below:

- January - Sketching caricature with Imuda
- February - Origami with the theme of Peace on Earth
- March - Shuffle dance
- April - Making bracelets and mug painting for mother's and father's day
- May - Visit to Petrosains at KLCC
- June - Storytelling
- July - Visit to Royal Selangor Pewter
- (August - October : activities were put on hold due to H1N1 epidemic)





- November - Visit to PDRM museum & National Monument
- December - Visit to Aerospace, Subang

**c. NSTP Education Excellence Award**

To encourage learning amongst our staff's children, the NSTP award was set up to recognize and reward staff's children who excelled in PMR and SPM examinations. Students must score minimum of 7 A's in PMR and 8 A's in SPM to qualify for this award. A total of 27 recipients for PMR and 8 recipients for SPM were rewarded this year. PMR winners received RM300 each while SPM winners received RM500 each.

This award is open to all staff of the Media Prima group of companies. We have found that this award provided a good platform for NSTP's parents to encourage their children to excel in their studies.

**d. Health Conscious Activities At BB Bangsar**

With health related diseases on the rise in Malaysia, we organised several activities to raise awareness amongst our staff on the benefits of leading a promote healthy lifestyle and to create greater awareness on preventive health measures. Among the activities were:

- Blood Donation Drive by Pusat Darah Negara on 12 February
- Health Screening by Kelana Jaya Medical Centre on 26 March
- Health Screening & Health Talk on 'Balanced Diet' by PUSRAWI on 15 April
- Health Talk on 'Cervical Cancer' on 14 May
- Health Awareness Day on 6 October

**e. Malam Jasamu Dikenang**

An annual event held on 13 March 2009 at Prince Hotel & Residence Kuala Lumpur to reward staff who retired in 2008 and staff who have

served for 25 years in NSTP. A total of 26 retirees and 40 staff with 25 years of service were rewarded during this event. Attendees included Board of Directors and senior management of NSTP. Guests were entertained by stage performance from popular artiste, Zainal Abidin.

We provide subsidies (for beef, mutton and oranges) for our staff in conjunction with the country's three major festivals and provide special packages for our staff to perform their Umrah. This programme has been conducted for 7 years now at Media Prima and is open to all staff.



# Environment

## CARING FOR THE ENVIRONMENT

As a media organisation, we are committed to caring for the environment and reducing the impact of our business. In 2009, we have taken a review of our environmental impacts and have projected to set targets to increase recycling and reduce energy use in 2010. We are also planning to introduce new policies and initiatives to achieve this next year. Our stakeholders should be aware that our environmental management programmes are still in its development stage and we are working hard to ensure that appropriate programmes are put in place by 2010.

## SUPPORTING ENVIRONMENTAL CAUSES

This year we provided our full media backing to WWF-Malaysia in conjunction with Earth Hour on 28 March 2009. WWF had targeted at least 5 million Malaysians to pledge to Earth Hour. To achieve this aim, our Group television and radio networks also encouraged our viewers and listeners to pledge their support. Our television networks also ran special segments supporting Earth Hour and conducted interviews with celebrity ambassadors supporting the cause.

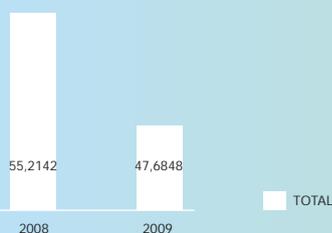
During Earth Hour, we turned off our non-essential lights at Sri Pentas, while our radio networks with 8TV stopped transmission for an hour beginning from 8.30 pm.

## WASTE AND RECYCLING

In 2009, we are pleased to report that we have managed to reduce our paper use in our organisation by 10% compared to 2008, thereby saving a total of 22 reams of paper equivalent per year or nearly 2 trees this year. Data for paper use was obtained from Media Prima and Big Tree up to October 2009. In total, Big Tree contributes about 0.4% of total paper use for Media Prima.

We are still in the process of further reducing our paper use in our offices and we are encouraging the use of electronic documents.

MEDIA PRIMA'S 2008 & 2009 PAPER CONSUMPTION (SHEETS)



We are also keeping our employees informed on the waste generated by using email updates, and our intranet site.

## ELECTRICITY USE

Total amount of electricity used at Media Prima was 32,584,000 kWh as of September 2009. Of this, Big Tree accounted for 15% of electricity use, of which 98% was for billboard use.

ELECTRICITY CONSUMPTION (KWH '000)



## REDUCING OUR CLIMATE IMPACT

This year we embarked on assessing our carbon footprint of our activities – and have chosen to start with Media Prima and Big Tree. Our initial assessments indicate that in 2009, we have generated around 25,942 tonnes of carbon dioxide equivalent (CO<sub>2</sub>-eq), with majority of our emissions arising from energy use at Media Prima (see chart below). Big Tree contributes around 14% of total carbon emissions.

CONTRIBUTION FOR TOTAL CARBON FOOTPRINT



Carbon emissions estimation was conducted in accordance to ISO14064 and has been estimated for direct and indirect carbon emissions. The figure below reflects the breakdown of carbon emissions for Media Prima. As can be seen majority of our carbon emissions comes from electricity use, while travelling accounts for the rest of our emissions.

MEDIA PRIMA'S 2009 CARBON FOOTPRINT BREAKDOWN (TONNES CO<sub>2</sub>-EQ)



We recognise that energy use and carbon emissions go hand in hand, and will be formulating targets for reduction by 2010.

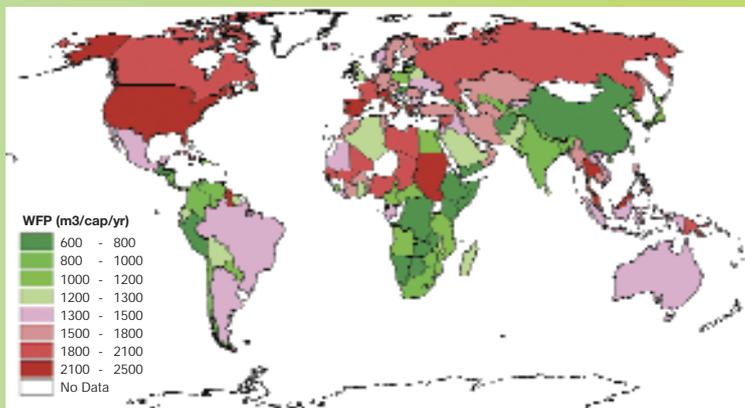
**WATER USE**

In 2009, we consumed a total of 100,146 m<sup>3</sup> of water for year to date October 2009. The data includes that for Media Prima and Big Tree. Our water consumption is primarily for domestic used, that is, for toilets, washing and our cafeteria. Big Tree consumes about 0.05% of total water for the group.

**MEDIA PRIMA'S 2009 WATER CONSUMPTION (m<sup>3</sup>)**



This consumption works out to be around 50 m<sup>3</sup> per employee per year or 2% of the average Malaysian water consumption use per capita per year. To present a different perspective, the global average water consumption rate was estimated at 1,240 m<sup>3</sup>/capita/year (as reported by Chapagain, A.K. and Hoekstra, A.Y. (2004) 'Water footprints of nations', Value of Water Research Report Series No. 16, UNESCO-IHE, Delft, Netherlands). From the chart below shows the water consumption per country per capita per year; and as can be seen, Malaysia is listed as having water consumption per capita of between 2,100 to 2,500 m<sup>3</sup>/capita/year. In the USA, the average water consumption rate is 2500 m<sup>3</sup>/capita/yr while China consumes an average of 700 m<sup>3</sup>/capita/yr.



As a country we are facing increasing stresses on our water supply systems due to increased population growth and urbanization, industrialization and the expansion of irrigated agriculture. As such, we recognise that we will need to be more efficient in our water use.

Water efficiency measures will be explored in our efforts to reduce water use. We will also be looking into running an awareness campaign to reduce water use by our staff and contractors.

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A woman with dark hair, wearing a white short-sleeved shirt, is shown in profile from the chest up. She is looking upwards and to the right. The background is a dark blue night sky filled with numerous stars of varying sizes and brightness. Some stars are circled with a soft white glow. At the bottom of the image, there is a thin strip of green grass.

**MEDIA PRIMA BERHAD** 532975 A

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