

Note from the Chairman



The violent wake of the pandemic has left many lives and professions in tatters. We hear of brave doctors, nurses and paramedics who risk their lives to keep the community safe and even your neighbourhood grocery store attendant who stands facing strangers and regulars, not knowing if they are infected and carriers of the virus.

Bahrain's media has been full of news about all these frontline warriors and the rise and fall of numbers of those infected, of businesses seeking help – so much so that we have forgotten to ask after the health and profitability of the very medium which is keeping us informed. Media.

With the fall in advertising revenue, publications all over the world are struggling to continue to deliver quality journalism. Many have had to shut or cut back their print run and push their digital and online presence more aggressively. This comes with several caveats of course. People who think it is an easy way out are mistaken. You can pace yourself as long as you have a time frame for bringing out your publication. However, even if you ran a monthly and have migrated online because of the pandemic, you will find that the pressure to keep updating news daily or many times a week is irresistible. But you have to verify your news, track the developments and stay relevant. It's a whole new ball game.

Sounds familiar? It's the story of our Salaam Bahrain in a nutshell. I hope readers are following us online on Facebook and Instagram – in the four months since the first lockdown we have reinvented ourselves and our wings have even spread beyond Bahrain. Stay with us – the future looks exciting.

Capt. Mahmood Al Mahmood

BAHRAIN CHAPTER OF THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA
(AFFILIATED TO BAHRAIN ACCOUNTANTS ASSOCIATION)

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