

REPORT BY THE MALAY PROGRAMMES ADVISORY COMMITTEE 2008/2010

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SECTION 1 : INTRODUCTION

1 The Malay Programmes Advisory Committee (MPAC) was set up in August 1995 to evaluate the content and quality of Malay TV and radio programmes and their impact on the Malay community in Singapore, and to make recommendations for their improvement.

2 The current Committee was appointed by the Minister for Information, Communications and the Arts (MICA) for a two-year term with effect from 1 August 2008. There are 15 members in the Committee which is chaired by Mr Zainudin Nordin, Mayor, Central Singapore Community Development Council and Member of Parliament for Bishan-Toa Payoh GRC. (Please refer to [Annex A](#) for the list of MPAC members)

The Committee's Work

3 During the current term, the Committee held a total of nine meetings. In the course of these meetings, the Committee took the opportunity to meet with the programming staff of the TV channels, Suria and Sensasi, as well as the radio stations, Warna and Ria, to gain a better understanding of the programming challenges faced by the broadcasters. Dialogue sessions with these broadcasters were also held with the aim of updating and exchanging views on improvements that could be made to television and radio programmes. The MPAC undertook the following:

- Provided advice and feedback on the range and quality of broadcast programmes on Suria, Sensasi, Warna and Ria as well as made recommendations for their improvement;
- Provided advice and feedback on the broadcasters' compliance with guidelines on programmes and advertisements;
- Provided advice to the Media Development Authority (MDA) on the validity of public complaints on programming; and
- Reviewed and provided inputs on the MDA's review of guidelines for TV and radio content.

4 In formulating their recommendations on programmes and advertisements, the Committee was mindful of issues that were deemed sensitive and of concern to the Malay community. During this term, the Committee's views were sought on the MDA's revision of content guidelines such as the Subscription TV Programme Code, TV Advertising Code, TV Programme Sponsorship Code, and the Radio Advertising and Sponsorship Code. To discuss issues in a timely manner, email consultations were conducted to complement physical meetings.

5 This report is a compilation of members' observations on programming during the Committee's term from 1 August 2008 to 31 July 2010. It also contains recommendations on how the quality and range of programmes on local Malay TV channels and radio stations could be further improved. The relevant responses from the broadcasters are appended at [Annex B](#).

SECTION 2 : SUMMARY OF KEY OBSERVATIONS AND RECOMMENDATIONS

6 The MPAC notes that while broadcasters had responded constructively to some of the feedback given by the Committee and had implemented some of the Committee's recommendations, further improvements can still be made in several areas.

The following are the key observations and recommendations made by the MPAC:

(a) Suria commended for quality local dramas

The Committee was pleased to note significant improvements in the quality of local dramas on Suria in recent times and commended the creative minds behind these productions. The MPAC expressed hope that Suria and the local production houses would continue to work together to produce high quality dramas which Singapore Malays could be proud of and relate to. The Committee hoped that Singapore-made dramas can thrive beyond our shores and be marketed to the region. However, the MPAC noted that in its attempt to attract the younger audience, the dramas on Suria appear to be youth-centric. As such youth-centric dramas might not appeal to the older generation, the MPAC urged Suria to be sensitive to the needs of older viewers.

(b) Notable effort to promote Current Affairs programmes; Thumbs up for quality local info-ed on Suria and Warna

The MPAC acknowledged Suria's creative approach to improve the branding of its current affairs programme through the juxtaposition of the drama and a current affair programmes like "Akhir Kata" for a follow-through discussion of the issues explored in the drama "Gerimis Di Hati". Broadcasters were encouraged to continue developing innovative ways of attracting viewers to tune in to their current affairs programmes. Suria and Warna were also commended for their quality info-ed programmes such as "Singapura Syok" and "Kpak Bing Bing" on Suria, and "Paradigma" on Warna. The Committee was generally pleased with Warna's programmes and commended Warna's ability to build rapport between its presenters and listeners.

(c) To further explore concepts that appeal to the younger generation

Members encouraged Suria to reach out more to the younger audience and constantly fine-tune its Current Affairs programmes in order to remain relevant to this age group as the younger audiences are now more exposed to new and creative programme formats from all over the world. As the Committee observes a trend towards greater interactivity between presenters and their audiences, it suggested that radio stations such as Ria consider looking into offering more info-ed programmes that allow its listeners to participate in discussions on issues that are of significance to them.

(d) Concern over the use of dramatisation in advertisements

The MPAC expressed concern over the dramatisation found in advertisements on Suria which promoted pawnshops. The Committee noted that there were segments within the community who were grappling with how to manage and plan their finances. Such advertisements run counter to the efforts to educate the public on financial independence and financial planning. While the Committee recognised the need for broadcasters to generate advertising and sponsorship revenue to remain commercially viable, members urged Suria to be discerning when airing advertisements on products and services which involve dramatisations. This is because dramatisations in a 30-second advertisement that are aired repeatedly can be misinterpreted by viewers if the message is not properly conveyed.

(e) Responsibility to set benchmark for language standards, especially among the young

The Committee stressed the need for the proper use of the Malay language and for broadcasters to take steps to address the language proficiencies of their presenters should they be found to be below par. While the MPAC was aware of the occasional use of English among Ria's presenters in its radio programmes in an attempt to remain relevant and appealing to its young listeners. Nonetheless, Ria has the responsibility to set a good example on the proper usage of the Malay language, especially when the Malay community has seen a downward trend in the interest of the young to learn and speak the Malay language.

SECTION 3 : RANGE AND QUALITY OF BROADCAST PROGRAMMES AND MPAC'S RECOMMENDATIONS

Part I : Free-to-Air TV

(a) Dramas

Suria

7 With regard to the local dramas, the Committee was pleased to note that the quality of local dramas had improved with refreshing new storylines and new faces added to the cast. Examples of dramas commended by the MPAC included "Art & El", "Cinta Ixora" and "Ratna". While it is good that such dramas attract the younger audience, it is hoped that they do not end up being overly youth-centric to the exclusion of general family audiences. The MPAC urged Suria not to neglect the needs of the older generation, as such youth-centric dramas might not appeal to them.

8 The drama, "1988...Segaris Sinar", about the lives of seven bosom friends who grew up together in an orphanage, received two thumbs up from the Committee as it was a good example of creative story-telling. The MPAC lauded the producer's efforts to incorporate history into the drama as it looked at how the orphanage, which was set in the 80s, shaped the children's upbringing and their individual perspectives that subsequently impacted the decisions and choices they made as adults. The drama was found to be well-produced, with good chemistry between the actors and smooth transitions between scenes and plots. In addition, the drama conveyed good moral values such as standing up for oneself and maintained a high standard of Bahasa Melayu.

9 While the MPAC also found the third season of "Jeritan Sepi" interesting, the Committee took into account feedback from the public on disturbing scenes such as the brazen manner in which alcohol was served to an adult in the presence of a young child. Members acknowledged that this latest series was bolder and more daring than previous ones in the treatment of sensitive issues such as promiscuity. While the Committee recognised that there could be members in the audience who might not be comfortable with certain scenes or themes (e.g. alcohol, teenage pregnancies, tattoos), these could still be featured if the purpose was to increase awareness of the challenges faced by the community. It is important that these themes are portrayed in a discretionary manner. The Committee hoped that the exploration of these issues could encourage further discussions on how such could be addressed. However, members also opined that such portrayals should not be gratuitous and serve to glamorise and sensationalise such behaviour.

10 "Cucuku Sayang" was a commendable drama containing realistic depictions of the community which could help foster inter-generational bonding. Members found that the drama resonated with family audiences as watching the drama together could allow the older generation to relive and share with the younger generation what life was like in the past. The Committee was of the view that the drama was highly effective in conveying its social message. They attributed this to its simple script and carefully

selected historical highlights which could be easily appreciated by the young and old.

11 The MPAC found that while the quality of local dramas has improved on the whole, there were a few which did not quite meet expectations, such as “Puteri Omera” and “Kadir & Kadir”. Despite the attempt to make the programmes look hip and appealing to viewers, the MPAC felt that there could be more depth in their scripts.

(b) Current Affairs and Info-Educational Programmes

(i) Current Affairs

12 The MPAC recognised the challenges faced in attracting viewership for two Current Affairs programmes, “Detik” and “Akhir Kata”, and noted how the channel had moved the Current Affairs programme timeslot from 8.30pm to 10.30pm to make it more accessible to its target audience of PMEBS. While programmes in this genre tend to rate lower than programmes in entertainment genres in terms of viewership, members were of the view that the quantity and quality of such programmes should not be compromised as they serve as an important avenue to update the community on relevant issues and developments.

13 While the Committee agreed that the quality of “Akhir Kata” and “Detik” remained consistently high, members nonetheless felt that it was time for new concepts and presentation styles to keep these programmes appealing to their existing audiences as well as new viewers. They were of the view that the younger generation, being exposed to a variety of programming formats from all over the world, had higher expectations and demands. Therefore, current affairs programmes ought to present more diverse views and perspectives.

14 The MPAC urged Suria to continue to raise the quality of interaction between the presenters and guest speakers. Members observed that the views of the invited studio guests were often similar and this did not add value to the discussion. Suria could therefore consider selecting guest speakers with varied backgrounds and views to provide more breadth to the discussions. Including younger panelists such as youths and students from tertiary institutions could also make these programmes more appealing to younger viewers.

15 Suria and the radio stations were encouraged to explore collaborations with schools and institutions of higher learning such as the ITEs, polytechnics and universities, and go beyond the tried and tested formulas of debates and quizzes. This would help in the radio stations’ outreach efforts to address the decline in usage of the Malay language amongst the young.

16 The Committee also commended the Current Affairs programme, “Aset” for the down-to-earth and practical approach it took when exploring topics. Members cited the episode on financial planning which featured anecdotal examples of how individuals from different walks of life and

professionals handled their finances, as one which managed to effectively convey information in an appealing manner. "Lensa Ramadan", aired during the fasting period, was informative and engaging in its approach of explaining the significance of Ramadan. The coverage of a multi-racial *iftar*¹ and activities conducted at the mosques could also help raise inter-faith awareness and understanding. The MPAC encouraged Suria to show more programmes of a similar nature in future.

17 Although the MPAC has expressed concern over Suria increasingly becoming a drama-heavy channel, with info-ed programmes taking a back seat, the MPAC noted that this was mitigated by the incorporation of social issues into dramas such as "Gerimis Di Hati. The juxtaposition of the drama and a current affair programmes like "Akhir Kata" for a follow-through discussion of the issues explored in "Gerimis Di Hati" was hailed as a good move. Members found this to be a creative approach to improve the branding of current affairs programmes and encouraged Suria to continue developing innovative ways of attracting viewers to its current affairs programmes.

18 The MPAC was also noted that Suria's efforts to improve its ratings for current affairs programmes paid off as shown from the 2-3% increase in viewership among Malay viewers for this programme genre, which is an achievement that Suria could be proud of.

(II) Info-Educational

Suria

19 The Committee felt that "Singapura Syok" was a good info-ed programme on Suria. Members found the delivery and style of highlighting little known facts about places in Singapore to be fresh and interesting.

20 The info-ed programme, "M.A.T" was also commended for showcasing local icons and personalities such as Hazrul Nizam, Eka Mairina and Taufik Batisah. The MPAC encouraged Suria to showcase more of such programmes which would help support the development of talent within the local community.

21 The MPAC commended the series "Kpak Bing Bing", a local programme supported by the Ministry for Community Development, Youth and Sports (MCYS), for coming up with an improved second season. Where the first season featured a discussion of each episode's topic as a separate segment towards the end of the programme, the second season weaved the discussions and views from the counselor at strategic points in the programme, providing a more contemporaneous impact. Like "Cepat Tepat", "Kpak Bing Bing" was another testament of how collaboration with an appropriate agency could result in a programme that effectively delivers the message of fostering marriages in an entertaining manner. The Committee was also pleased with cultural programmes such as "Budaya 360" and "Princess dan

¹ *Iftar* refers to the evening meal when Muslims break their fast during the Islamic month of Ramadan.

Jurukamera” for their programme concepts. “Budaya 360” featured hosts from two generations who presented features on the arts, tradition and cultural taboos, as well as traditional music. “Princess dan Jurukamera” explored cultural topics through re-enactments involving the two main presenters of the programme.

22 With regard to acquired programmes, the MPAC was of the view that there was room for improvement in the quality of programmes acquired by the channel. The Committee however, cited the example of “3R” as an appropriate and good-quality acquired programme shown on Suria. The programme, hosted by women and targeted at women, conveyed views and perspectives from women on current and relevant topics relevant to them such as relationships, office politics and beauty essentials.

Warna and Ria

23 The MPAC commended Warna’s signature info-ed programme “Paradigma” for its quality of content and engaging delivery of various issues that affect the community. The MPAC was generally pleased with Warna’s programmes and commended its ability to build up rapport between its presenters and listeners. The Committee also found Warna’s community outreach effort through its signature PSLE seminar noteworthy, and encouraged Warna to continue capitalising on its strong branding to bring such useful events to the Malay community. Warna could also consider going a step further in its publicity of these events, by placing an emphasis on the importance of early preparation for PSLE and parents’ roles in motivating and supporting their children in their studies.

24 While the Committee noted that Ria has its own following, it attributed this to the entertainment that it provides. Ria was encouraged to leverage on this following by introducing more programmes on social issues faced by youth such as those related to sexuality and delinquency. The MPAC did, however, recognise the challenges in producing programmes for this age group, but urged Ria to do so as it would be worth the effort to make a positive impact on the young. The station would have to be careful in its approach when featuring the topics so as to not be wrongly perceived as condoning such behaviour, while delivering the social messages in a format that is interesting to the youth.

(c) Children’s Programmes

25 With regard to programmes for the young, the Committee expressed appreciation for Suria’s efforts in ensuring the high production quality of local children’s programmes. The MPAC cited “Almari Ajaib” as an example of a commendable children’s series which highlighted lesser known folklore containing moral lessons and values. Members also applauded “Rentak Cilik” for its use of music to deliver positive messages to children.

(d) Variety Programmes

Suria

26 Among the variety programmes aired on Suria, the MPAC found the programmes "Pop Agenda", "Hitz.sg" and "anugerahHitz.sg" to be laudable efforts to support the local music industry. In particular, members were pleased with how "Pop Agenda", which showcased local singers, gave them the opportunity to perform in front of notable panelists in the entertainment industry and receive constructive criticism on how they could improve their marketability in the music industry.

Warna and Ria

27 The Committee also applauded the collaborative effort between Suria, Warna and Ria in organising and producing the first ever award show "anugerahHitz.sg" which gave due recognition to local music, recording artistes and album producers who had excelled in their respective fields. The MPAC expressed a desire that such collaborative efforts among the broadcasters continue to support the local music industry and spur the talents in the community to fulfil their potential.

28 Other commendable efforts highlighted by the MPAC to support the local music industry and unearth new talents in song writing and composition were "Projek Rentak" and "Rentak Singapura" organised by Warna and Ria, in collaboration with Compass. Members found these to be good platforms and stepping stones for young musicians to showcase their talent and, if successfully talent-spotted, enter the entertainment industry. The MPAC hoped that these new talents would be heard on the local airwaves in the near future.

Part II : Subscription TV

Sensasi Channel

29 With StarHub Cable Vision's Sensasi approaching its third year of operation, the MPAC observed that the programming on the channel had improved and encouraged StarHub to continue finetuning the programming on Sensasi so that it remains relevant to the community and supports local talent.

30 In the previous MPAC report, the Committee had urged Sensasi to step up its efforts to increase its local content and improve its branding. Members recognised that the channel had since made attempts to address this by airing local productions like "TATV" which featured well-known artistes Suhaimi Yusof and Khairudin Samsudin. These were well-received and members were heartened to note that there were even plans to market the programme overseas. While the efforts to increase its local entertainment offerings were encouraging, there was still a perception that the channel continues to be dominated by foreign dramas. The MPAC also encouraged Sensasi to consider ways to incorporate messaging in its programmes relevant to the local Malay community wherever possible.

31 The MPAC was pleased to note the improvements made to the channel, such as its new contemporary look which was launched early this year. Nevertheless, members still felt that more could be done in the area of creating awareness of the channel in order to increase its take up rate among Malay households. While the Committee acknowledged the challenge of limited resources faced by SCV to market this channel in view of its wide range of channel offerings, it nonetheless hoped that Sensasi could be given exposure in some of SCV's publicity materials and efforts.

32 As the MPAC had earlier commented that the dramas on Sensasi were dated, it was pleased that SCV had made the effort to source for more current programmes in the market to allow Sensasi viewers to enjoy the most up-to-date programmes. This was evident in the popular programmes offered such as "Frontpage", "Kekasihku Seru", "Sutera Maya", "Rafflesia", "Cinta Fitri", "Ayat-Ayat Cinta" and "Jumong", all of which were award-winning programmes.

33 The MPAC also expressed support for Sensasi's events such as the Sweet Charity Concert in May 2009 and "Gempar Lagi" Hi-tea in August 2009 which not only supported local talent and the local entertainment industry, but also generated interest and encouraged participation by the Malay community. The Committee was also pleased with other initiatives supporting the local music industry, which included Sensasi's airing of music videos by local talents, and features of local musicians at Sensasi's annual Hari Raya Light Up Concert.

SECTION 4 : CONTENT STANDARDS

(a) Language

34 As was highlighted by the Committee in its previous report, the MPAC continued to stress the need for broadcasters to ensure the use of proper language, especially by TV and radio presenters as they were viewed as professionals and represented the image and competency of their stations. It also urged broadcasters to continue to remain vigilant against the use of poor language and to take steps to address the language proficiencies of their presenters should they be below par.

Suria

35 The Committee applauded the Malay language quiz show, “Cepat Tepat” which was a collaborative effort with Malay Language Learning and Promotion Council. Members found that although the programme was targeted at primary school students, adults who watched the show with their children also enjoyed participating in the quizzes. The Committee expressed support for such collaborations with external agencies to produce programmes with positive messages for the community. Judging from the success of programmes produced from such collaborations such as “Cepat Tepat” and “Kpak Bing Bing”, the Committee believed that there was value in such partnerships and expressed a desire to see more of these.

36 With regard to the use of English terms in Malay programmes which was also highlighted in the MPAC’s last report, the Committee urged the broadcaster to strike a balance between being responsible for maintaining language standards and trying to appeal to the young. However, it clarified that while the Committee did not encourage the use of English in Malay programmes, some flexibility could be allowed if the usage was deemed necessary to the storyline.

Ria

37 The Committee also observed that Ria presenters occasionally included English in its radio programmes. The MPAC acknowledged that the Malay language, like all other languages, has evolved over time due to societal changes, and that the media has to remain relevant in order to appeal to its target audience. However, as a Malay radio station which is targeted at young listeners, the station has the responsibility to set a good example in the usage of the Malay language. This is especially crucial as the Malay community has seen a downward trend among the young to speak the Malay language fluently.

(b) Advertisements

38 The Committee reiterated its concerns over the type of commercials aired on Suria. In its last report, the MPAC had advised that broadcasters

exercise discretion on the types of commercials it accepted for telecast on their channels. Messages conveyed in advertisements ought to be mindful of public and social sensitivities. The MPAC was therefore disappointed with several commercials aired on Suria that reflected a disregard for public and social sensitivities.

39 Members cited the example of a series of pawnshop advertisements on Suria, which included dramatizations of situations faced by Malays. One version of the advertisement featured a young couple who was expecting a baby, who because they were strapped for cash, pawned their valuables as a solution to their financial problems. Another version of the advertisement featured a couple griping about the lack of money and resorted to pawning their jewellery so that their car would be in good condition in time for the festive period.

40 The MPAC opined that as there were segments within the community who were grappling with how to manage and plan their finances, such advertisements negated the efforts to educate the public on financial independence and long-term planning. Members, therefore, urged Suria to be more discerning of what it allowed to be broadcast.

SECTION 5 : CONCLUSION

41 In general, the Committee was of the view that the local Malay TV and radio stations had maintained their quality of programming, with progress made in some areas. Nonetheless, there was still with room for improvement.

42 With the media environment constantly evolving, the MPAC urged the broadcasters to keep abreast of the latest media developments to be able to stay relevant to its consumers. The Committee also encouraged the broadcasters to tap on the synergies of different media platforms to create innovative programmes, as well as to maximise the reach of its programmes. This is notwithstanding broadcaster's responsibility to be mindful of the social impact that the content offered on various media platforms would have on consumers.

43 The MPAC also reiterated its recommendation for the broadcasters to be more in-tune with current social issues and sensitivities, and be discerning when selecting programmes and accepting advertisements on their channels and stations.

44 Responses from the broadcasters to the Report can be found in Annex B.

ANNEX A : COMMITTEE MEMBERS

Chairman

Mr Zainudin Nordin

Mayor, Central Singapore CDC)
MP, Bishan-Toa Payoh GRC

Vice-Chairman

Mr Ahmad Nizam Abbas

Lawyer
Straits Law Practice Llc.

Members

Mr Abdul Rohim Sarip

Lawyer
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Mr Abdul Hamid Abdullah

Audit Director
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Mr Mohd Ridzal Saat

General Manager
Singapore Rugby Union

Mdm Zarina Yusof

Deputy Director
Youth Health Division
Health Promotion Board

Mdm Suriati Abdullah

Director
Suchi Success

Mr Faizal Ahmad

Business Manager
SENSE

Mdm Noor Atiqah Halim

Corporate Communications
Manager
South East Community Development
Council

Mdm Nurnain Safariah Selamat

Special Education Teacher
AWWA

ANNEX B : BROADCASTERS' RESPONSE TO MPAC'S FEEDBACK

The following are the responses from the broadcasters to ACCESS' feedback and recommendations:

(A) MediaCorp TV (Suria)

Dramatisations in Advertisements on Suria

MediaCorp noted the comments on the use of dramatisations in advertisements and informed that Suria will highlight the concern to their sales teams and will review with advertisers how the dramatisations can be better managed.

Current Affairs Programmes on Suria

MediaCorp assured the Committee that it had always been its priority to keep all its Current Affairs (CA) programmes as appealing and engaging as possible. Over the years, several changes have been introduced to Suria's CA programmes not just in terms of content and treatment but also in their presentation styles with new presenters being introduced from time to time.

As for the two programmes commended by the MPAC, "Aset" and "Lensa Ramadan", MediaCorp said that these are examples of Suria's efforts to keep all its CA programmes fresh, diverse and relevant. "Aset" and "Lensa Ramadan" were originally part of the "Detik" series but were hived off to become separate programmes. Similarly, programmes such as "Bicara" and "B3" were also originally part of the "Akhir Kata" series before they were revamped into another series tackling other topics with a different approach.

As for the MPAC's recommendation on raising the quality of the discussions and interactions in Suria's forum-based programmes such as "Akhir Kata", MediaCorp assured the committee that this is already being done with the six-part series "Akhir Kata Forum" that was aired in May 2010. This programme featured a group of young Malay professionals discussing interesting and thought-provoking issues with three political figures telecast over six half-hour episodes. As stated in the MPAC report, the follow-through discussion in "Akhir Kata" shown after the social drama series 'Gerimis Di Hati' is also another creative approach which it had consciously initiated to keep its programmes engaging and relevant to the viewers.

On engaging younger viewers, Suria indicated that it is exploring the feasibility of leveraging on other mediums, especially social networking sites such as Facebook and Twitter. These sites would enable the channel to alert, interact and interest its younger viewers with its upcoming programmes, as well as solicit their feedback and views on issues or topics which they might want Suria to cover in its programmes.

(B) MediaCorp Radio (Warna & Ria)

Info-Ed Programmes on Radio

With regard to the MPAC's recommendation to produce info-ed programmes that appeal to the young, MediaCorp informed that Ria currently has info-ed programmes and segments such as "A.K.S.I." (Aktivitviti, Seni & Informasi), "Kool Tips", "Malay Made Easy" and "Makmal Sains" which are pre-recorded non-interactive programmes. Ria also has interactive programmes such as "Girlfriend"s and "SG" as well as segments in "RA KREW" and "GO-GLAM" but such interactive programmes are mainly social or entertainment-based. Ria had also tried offering interactive current affairs programmes but the response had been lukewarm at best. Ria recognises that there is a real challenge in engaging youth in current affairs programmes, especially on "live" interactive discussions on Radio.

In response to the Committee's suggestion to explore collaborations with schools and institutions of higher learning, MediaCorp shared that Ria has undertaken a number outreach efforts, and cited the following as examples:

- (i) DJs' school visits;
- (ii) "DJ Pelajar" – a weekly one-hour programme where a student from a secondary school, ITE, junior college, polytechnic or university gets to co-host the programme with the DJ;
- (iii) MLEP Student Attachments: where selected students were attached to Warna and Ria for a week to get a feel of the various tasks performed by the DJs eg. scripting and production of programmes/ trailers, on-air presentation, scheduling of songs, events and promotions, podcasting; and
- (iv) Visits by trainee teachers from NIE/NTU's Mother Tongue Special Training Programme to Warna to get insights on the profiles of the radio stations (eg. target audience, types of programmes and promotions activities). The visits include tour of Warna and Ria conties and Malay Radio Newsroom, as well as Q & A session with DJs.

Ria will continue to explore more collaborations.

Warna's PSLE Seminar

MediaCorp has also taken note of the Committee's comments on Warna's PSLE seminar and informed that Warna will continue to build on its strong brand and improve the quality of content of the seminar including its publicity materials.

Info-ed Programmes Addressing Youth-related Issues on Ria

MediaCorp shared that programmes on Ria such as "Girlfriends", "Ooooh" & "RA Krew" are already discussing social issues. Nevertheless, Ria will continue to explore more programmes using innovative approaches.

Supporting Local Talent

Warna and Ria indicated that they had always been supportive of local music and artistes and would continue to give them the opportunity to showcase their talents. MediaCorp shared that Warna has a segment called

"Hits O.K (Hits Orang Kita)" which airs from Mondays to Thursdays from 10pm to 12 midnight, during which local songs are played.

Similarly, on Ria, songs by "Projek Rentak" finalists are aired on the station. A number of these songs had even made it to "Ria Charts", such as Revalina's "Novella Cinta", Lion Story's "Kucing Kemari" and Aqmal's "Warkah Cinta Dunia", Jali Boy's "Lafaz". Ria also has a programme called "Artis Kita" and recently introduced a new programme called "SG" which provides a platform for new talents to showcase their works.

Proper use of Malay Language on Radio

MediaCorp noted the MPAC comments on the use of proper Malay language and would continue to improve on the language standards of Warna's and Ria's presenters, as well as seek creative ways to enhance the use of the Malay language amongst its listeners.

(C) STARHUB'S RESPONSE

StarHub noted the Committee's comments on Sensasi's programming and highlighted that it had been engaging its viewers to solicit their feedback on content that would appeal to them. StarHub will continue to strive to provide the latest quality programming content to its viewers. StarHub also said that it had carried some local programming in Sensasi's line-up such as the Hari Raya Light Up Launch concert. Unfortunately, local content is expensive to produce. In the absence of any external funding, StarHub is restricted in the volume of such content it can commission.