

CHAPTER 4

ENGAGING THE INDUSTRY, COMMUNITY & EMPLOYEES

Feedback and insights from engagements with industry players and the community are invaluable in helping MDA better fulfil its roles as a media regulator and industry promoter.

- (From left to right)
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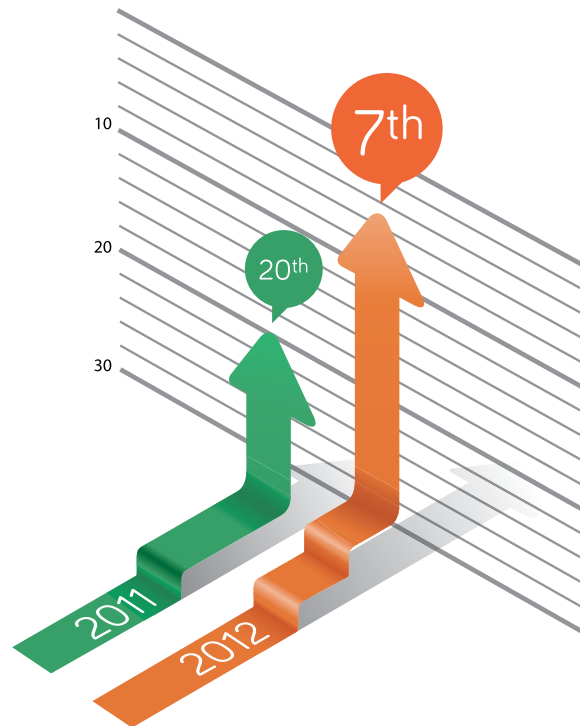


BECOMING MORE PRO-ENTERPRISE

MDA's engagement efforts bore fruit during the year in review with an improvement in its Pro-Enterprise ranking, from 20th place in 2011 to 7th in 2012.

Some of the factors behind this are MDA's ability to meet 100 per cent of its service standards for Satellite Broadcast, Internet Service Provider, Film Exhibition and Printing Press license applications. MDA officers also provided prompt service with 100 per cent of enquiries and feedback answered within three working days. The training of video distributors and retailers to classify films under General (G), Parental Guidance (PG) and Parental Guidance 13 (PG13) ratings also contributed to the improvement.

IMPROVEMENT IN PRO-ENTERPRISE RANKING According to Ministry of Trade & Industry, Pro-Enterprise Ranking 2012



ENGAGING THE PUBLIC AND COMMUNITY



MDA uses social media platforms such as Facebook to update the public on the developments of the local media scene.

Social media platforms such as Facebook, Twitter and YouTube continue to be integral channels of communications for MDA. Through these social media platforms, the public is kept updated on the local media scene through our sharing of industry news. During the year in review, fans of MDA's Facebook page were also treated to movie premieres such as *The Last Tycoon* and *The Wedding Diary II* through online contests held during the week of ScreenSingapore. MDA's Facebook page has accumulated some 2,300 fans while the Twitter account has garnered close to 4,700 followers.

Apart from industry news, MDA also uses social media platforms to keep the public abreast of new policies and updates, as well as to promote local talent and content. While the SGFilm Channel seeks to create awareness for Singapore short films and extend their reach to online platforms, the MDA YouTube channel presents a snapshot of the local industry and highlights of Singapore content across

all media sectors including those offered at key international trade events and markets. Since 2011, MDA's YouTube channel has attracted more than 225,000 video views for the 230 videos uploaded.

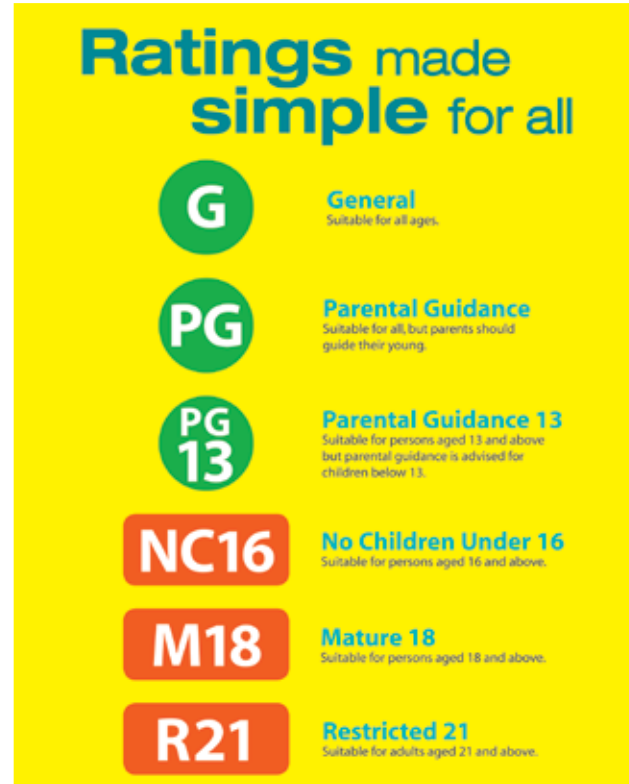
Consultation with committees

MDA works hand in hand with the community and the industry when reviewing content codes and guidelines to meet the changing needs and expectations of Singapore society. One of the ways is to seek feedback and guidance from citizen-based communities and focus groups. Members of these committees come from a cross-section of society, representing various age groups, races, religions and professions and they help provide input to MDA on content standards and guidelines, as well as suggest improvements to our regulatory frameworks.

There are currently eight consultative committees and two appeal committees. The eight are the Advisory Committee on Chinese Programmes, Programme Advisory Committee for English Programmes, Indian Programmes Advisory Committee, Malay Programmes Advisory Committee, Arts Consultative Panel, Publications Consultative Panel, Films Consultative Panel and the Political Films Consultative Committee.

In 2012, MDA sought the committees' advice on content standards and the range and quality of broadcast programmes. MDA also sought the committees' feedback on content harmonisation across various media and the standardisation of consumer advisories. The Publications Consultative Panel, Arts Consultative Panel and Films

Consultative Panel were also consulted for content related to religion, sex, nudity, violence and race.



MDA is advised by the Films Consultative Panel (FCP) to ensure that its rating decisions, guidelines and policies reflect community standards.

The two appeal committees for seeking recourse on MDA's content decisions are the Broadcast, Publications and Arts Appeal Committee (BPAAC) and the Films Appeal Committee (FAC). In 2012, there were no appeals made to the BPAAC while the FAC received four appeals against MDA's classification decisions.

The FAC upheld the Restricted 21 (R21) with edits classification decision by MDA for *Dogtooth* and *Shame*, agreeing that there was a need to respect community standards and values. It also cautioned against setting a precedent for allowing films with explicit sexual content which exceeded the R21 rating. Guided by the general policy governing dialect films, the FAC also upheld MDA's decision to disallow the commercial exhibition of the Cantonese version of the Hong Kong film *Love in the Buff*.

On *Sex, Violence, Family Values*, the FAC decided to accord it with a R21 rating with edits after considering the grounds for the appeal, the producers' representations as well as views from MDA's advisory panels and interested members of the public. The film was previously given a Not Allowed for All Rating by MDA for its depiction of derogatory racial references.

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EMPLOYEE ENGAGEMENT AND CORPORATE SOCIAL RESPONSIBILITY

The mandate for engagement is also practised internally. Employee engagement activities such as iTalks, town hall sessions and work plan seminars were held throughout the year. At such sessions, employees and the management teams exchanged ideas that would help improve quality of work and address issues that required attention.

MDA also implemented a learning framework for holistic employee development. With the framework, employees would have an overview of the learning targets for the different stages of their careers with MDA. This also guides them in their individual training plans.

Efforts have not been spared when it comes to employee welfare. During the year in review, MDA organised various wellness activities that provided opportunities to strengthen employee cohesion and cross-divisional interaction. These included excursions to Kukup and the ArtScience Museum, art workshops and ice-cream making lessons.

In addition, MDA also ran a "Back to School with Mom and Dad!" programme that allowed employees with school-going children to accompany their children to school during the first week of the new academic year and the annual "Eat with your family" day.

Employees are also rewarded for their contributions. Prizes are given to good suggestions provided through the Staff Suggestion Scheme. To further motivate and bring out the best in them, employees who demonstrated exemplary

service quality were nominated for the MICA (Ministry of Information, Communications and the Arts) Star Service Award, PS21 (Public Service) Star Service Award and the Excellent Service Award.



Employees of MDA volunteered at The Society for the Prevention of Cruelty to Animals.