

CHAPTER 2.2

A YEAR OF EXCEPTIONAL PSB PROGRAMMES

POWERING
PROGRESS



In February 2015, the four broadcast Programme Advisory Committees (PACs) of MDA released its first combined annual report for 2014, covering a review on programming and content standards for programmes in the four language channels. Special mention was given to the quality of PSB content, an area of focus for the PACs since 2013.

The PACs lauded improvements in PSB offerings, including the use of innovative concepts and increased variety of programmes.

The following PSB programmes in the PAC Choice list were commended on their production quality, creativity, engagement, and informative value.



Channel NewsAsia's IT Figures Season 2



Follow Fasha on Suria



Kalaimanigal (Doyens Of Art) on Vasantham



*Channel 8's cultural travelogue series
The Place We Live In (生活在这里)*

Content standards, advertisement and sponsorship credibility among other observations were also discussed in the PAC report. This report, together with the ongoing dialogue between the PACs and the industry, will help MDA and the broadcasters in the development and improvement of broadcast programmes.

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TOUCHING LIVES



With PSB programmes tackling everyday issues surrounding Singaporeans, it's no surprise that the most engaging PSB shows had also been discussed extensively in MDA's Programme Advisory Committee report.

“The MPAC is happy to note the many improvements in our Malay-language PSB programmes. There have been efforts to produce more innovative and well-researched programmes. There were also more meaningful topics being explored. It is important that pertinent issues to the Malay community continue to be conveyed in an effective, entertaining and well-researched manner. We look forward to more high quality programmes for the betterment of the Malay community.”

Dr. Suzaina Kadir

Chairperson of the Malay Programmes Advisory Committee (MPAC)