

CHAPTER 4:

ENGAGING INDUSTRY, COMMUNITY AND EMPLOYEES

MDA regularly consults industry players and members of the community to gain invaluable feedback to shape its policies and programmes. As an employer, MDA also looks for different ways to engage staff and recognise their contributions.







ENGAGING THE PUBLIC, INDUSTRY AND COMMUNITY

MDA engages the public, industry and community actively through social media platforms such as Facebook, Twitter and YouTube. For example, to raise awareness of our local industry's flagship events, online contests were held during the week of ScreenSingapore and Asia TV Forum & Market. A series of pop quizzes on Singapore's TV history was also posted on MDA's Facebook Page to commemorate 50 years of TV broadcasting.

In the year in review, MDA's social media engagement grew steadily, with MDA's Facebook page accumulating some 2,800 fans while its Twitter account has gained more than 7,800 followers. MDA's YouTube channel, which has 360 videos uploaded, attracted more than 600,000 total views and over 900 subscribers.

As part of MDA's efforts to better serve the needs of the public and industry stakeholders, its corporate website (www.mda.gov.sg) was also revamped and launched on 6 March 2014. Some of the enhancements include a streamlined navigation menu with content tailored for specific audience needs, a more intuitive sitemap, a Facebook plug-in for social media compatibility and a more mobile-friendly site to adapt to changing consumption habits.

Meanwhile, MDA ramped up the promotion of Singapore media content, talent and companies online by launching a new platform, The Singapore Media Gallery (<http://www.mda.gov.sg/sgmediagallery>) in December 2013. More than 200 titles across the Film, Broadcast, Animation, Games, Music and Publishing sectors are now showcased in the virtual gallery.



MDA's revamped corporate website and the Singapore Media Gallery were launched as part of its ongoing efforts to engage the public and promote the media industry.

Consultation with Committees

Citizen-based committees, comprising members of the public from different age groups, races, religions and professions, provide valuable feedback to MDA on content standards and guidelines and suggest improvements to regulatory frameworks. This ensures that MDA's content codes and guidelines keep pace with the changing needs and expectations.

There are currently eight consultative committees and two appeal committees. They are:

- Programme Advisory Committee for English Programmes (PACE)
- Advisory Committee for Chinese Programmes (ACCESS)
- Malay Programmes Advisory Committee (MPAC)
- Indian Programmes Advisory Committee (IPAC)
- Arts Consultative Panel (ACP)
- Publications Consultative Panel (PCP)
- Films Consultative Panel (FCP)
- Political Films Consultative Committee (PFCC)
- Broadcast, Publications and Arts Appeal Committee (BPAAC)
- Films Appeal Committee (FAC)

For the year in review, the Films Consultative Panel, the Publications Consultative Panel, the Political Films Consultative Committee, the Indian Programmes Advisory Committee and the Programme Advisory Committee for English Programmes were renewed for further two year terms. The Films Appeal Committee was renewed for another term of three years.

In 2013, there were some changes to MDA's four broadcast programme advisory committees (PACE, ACCESS, MPAC and IPAC). The terms of reference for the committees were revised with effect from 1 August 2013 to include an additional focus on providing feedback on the quality of locally-produced public service broadcast programmes, in addition to providing feedback on content standards in programmes and advertisements on free-to-air TV, Radio and Pay-TV channels. The committees will also continue to provide advice to MDA in the formulation and review of broadcast content guidelines.

In addition to the 13 individual committee meetings last year, the broadcast committees also held their first combined

meeting on 13 November 2013 to discuss common issues that span across the four languages. At this session, members discussed the innovativeness and effectiveness of content format and topics explored in PSB programmes as well as whether vernacular programmes should use English. More of such meetings are planned in the future to discuss issues that transcend language.

The broadcast advisory committees were consulted on five content cases in 2013. Three of the cases resulted in financial penalties imposed on the broadcasters, and warnings were issued for the remaining cases. The issues surfaced involved religiously insensitive remarks made on radio, portrayal of violence in trailers, a programme with gambling elements, as well as undue prominence given to sponsors in a New Year countdown show and a current affairs series.

The Publications Consultative Panel was consulted on over 30 publications related to religion, sex and nudity in 2013, spanning the range of local and imported magazines, books, and audio materials. In addition, the PCP was consulted extensively on the revised *Content Guidelines for Local Lifestyle Magazines*, and its views, together with those of the industry, helped to strengthen MDA's review of the guidelines that were implemented in November 2013.

Last year, the Films Appeal Committee (FAC) received one appeal for a film which had sexually explicit illustrations of sexual acts and religiously offensive comments and was Not Allowed for All Ratings (NAR) by the MDA. The FAC upheld MDA's decision on grounds that the content had failed to respect local values and sentiments and exceeded the Film Classification Guidelines.



EMPLOYEE ENGAGEMENT AND CORPORATE SOCIAL RESPONSIBILITY

Highly engaged employees think, feel, and act in ways that reflect commitment to the organisation and become integrated into the company's culture. Acknowledging the importance of engagement, MDA has in place a five-pronged staff engagement strategy, covering relationship building, recognition of staff, career development, staff well-being and valuing staff inputs.

Relationship Building

MDA has several platforms to build strong, positive relationships among MDA employees. Apart from quarterly townhalls to discuss internal staff matters at an organisational level, iTalks are also organised to facilitate smaller group discussions. Hi-Tea and teambuilding sessions are regular features to foster greater social interactions between staff away from the usual work environment.

Recognition for Staff

MDA is committed to honouring staff for their dedication, service quality and work achievements. Individuals regularly receive accolades for their contributions. In 2013, Mr Tan Chee Wee, Deputy Director, Content & Standards (Broadcast, Internet & Publications) received a National Day Commendation Medal. Ms Lena Cheng, Personal Assistant to

Assistant Chief Executive (Industry) and Director (Public Service Broadcast), as well as Ms Angela Goh, Personal Assistant to Director (People Development) and Assistant Executive, People Development, were awarded the Star Service Award by the Ministry of Communications & Information. 19 other MDA officers also received the Long Service Award.

Career Development

MDA is dedicated to nurturing talent at all levels and developing staff through training to build a culture of continuous learning. Every officer is encouraged to set aside at least 65 hours of learning each year to upgrade their skills and expand their knowledge. A sponsorship programme is also in place for leadership and professional training to facilitate lifelong learning and development. In 2013, MDA supported Dinesh Pasrasurum, Assistant Director, Content & Standards (Films, Video Games and Arts), who will be pursuing a Masters in Film Studies at Columbia University.

To develop and retain officers with management skills and deep domain knowledge, MDA has introduced an annual posting framework. This allows for officers to be rotated to different roles, in line with their career aspirations and long-term development needs.

Well-Being

During the year, staff also benefited from a series of programmes designed to help promote work-life balance. Besides supporting government-wide initiatives such as “Eat with your Family Day”, MDA also rolled out staff welfare activities under the auspices of The Play Club (TPC). In 2013, TPC organised more than a dozen activities including movie screenings, museum visits, “Bring your Kids to Work Day” and MDA’s annual “Dinner and Dance”.



The Play Club organised various welfare activities for staff during the year to help promote work-life balance.



Employees of MDA participated in 412 hours of community service activities in 2013.

MDA recognises the importance of giving back to the community and strongly encourages its staff to participate in activities organised by its employee volunteer group, Care Connexion. During the year, MDA staff accompanied elderly folks from PEACE-Connect for visits to Kusu Island and to Sentosa, and children from Mighty Kids, Families and Community to the River Safari. In 2013, employees of MDA participated in 412 hours of community service activities, accumulating a total of 2,712 hours since its inception in 2009.

Valued Input

MDA values staff involvement in setting future directions. Workplan seminars are conducted for different divisions to communicate divisional roles and deliverables. This culminates in the annual staff conference where MDA-wide plans are shared with the entire organisation.