

PSB Contestable Funds Scheme

Panel of Evaluators 2014 - 2016

The PSB Contestable Funds Scheme (PCFS) aims to support the production and carriage of Public Service Broadcast (PSB) content via local media platforms via a contestable funding framework. Local media platforms that are invited by MDA to participate in the Scheme to commission and produce PSB content will be required to consult with a MDA-appointed, independent panel of evaluators. The role of the Panel is to assess the programme proposals and shortlist concepts with the potential to be developed into quality PSB productions. For each media platform's call-for-proposals, a minimum of 2 evaluators is drawn from the pool of panel evaluators. Together with a representative from the platform, they will select the proposals to be funded.

The panel of evaluators comprises members with a range of extensive experience in the media industry and public broadcast programming, including production, commissioning and distribution expertise.

Each evaluator is appointed for a term of 2 years. The panel of evaluators for 2014 – 2016 is listed below:

Mr Ashraf Hamid Ashraf's experience in the media industry includes script writing, television program production, direction and network programming. He started as a scriptwriter and studio manager for Cinematic Studios in Malaysia, writing for programmes shown on ASTRO and Malaysia's free-to-air channels. When he returned to Singapore, he continued as a writer and producer before becoming a multimedia video producer at Nanyang Technological University, researching and producing content for educational purposes. Following his stint at NTU, Ashraf took on a position at MediaCorp TV 12 as a network programming manager. His responsibilities included commissioning programmes for Suria and overseeing production operations.

Ashraf is presently working as an Academic Staff in Republic Polytechnic, where he facilitates modules relating to the arts and media.

Mr Gilbert Chan Gilbert is a multiple award-winning writer/director/trainer residing in Singapore. His writing accolades include the top prize in the Singapore Screenplay Awards in 2001 and the merit award at the prestigious MDA Scriptwriting Competition in 2002. He is also a recipient of Singapore Film Commission's Script Development Grant for his movies "Little Genius" and "The Girl Next Door".

Other noteworthy projects include:

- Director, writer for short film "A Cantonese Crime Story", winner of the UTV International Award for Short Film.
- Producer, writer and director of the digital movie "S11", an official selection at the Shanghai International Film Festival 2006 and winner of the audience's

choice award at the Toronto-Singapore film festival. • Director, writer for horror short film *Directed movie 2359, which grossed more than SGD\$1.5 million in Singapore.

- Co-director and writer for film “Love Matters” with Jack Neo, which is a box office success, grossing more than SGD\$3million in Malaysia and Singapore.
- Most recently released supernatural horror movie “Ghost Child” in March 2013.

In addition to movies, he has also directed many television commercials and corporate projects for multi-national corporations like Sony, Acer, and Nokia. Besides being a filmmaker, Gilbert also works with many schools and institutions on various arts development programs. He has won numerous awards at the Singapore Youth Festivals (Drama) and the School Video Awards with various schools and institutions including the prestigious platinum award for drama at the 2006 Video Awards.

Ms Karen Tang

Karen has close to 10 years of experience in media content production. She was with local production company Peach Blossom Media as the Vice President of Production and Marketing. Her experience includes producing animation shows, exploiting license and merchandise, and creating co-production partnerships. Currently a Lecturer in Republic Polytechnic, she facilitates the teaching of media design and production related modules.

Mr Man Shu Sum

Mr Man is a veteran of the local media industry, with a wealth of experience in TV management, content development, as well as industry development. He started his career in Hong Kong as a writer and journalist. He joined the Singapore Broadcasting Corporation in 1981 and spearheaded its entertainment productions as well as managing a satellite television channel in Taiwan. In 2000, he was appointed the COO of MediaWorks Singapore, and tasked to launch two new free-to-air channels.

In 2005, Mr Man joined the Media Development Authority (MDA) as the Director of Broadcast and Film, and was in-charge of developing Singapore’s media industry. He managed public service funding as well as the drive for the creation of high-definition content in Singapore’s nationwide HD TV trial. In 2008, Mr Man left the MDA to join Mark Burnett Productions Asia as its CEO. In November 2009, he re-joined MediaCorp to helm Raintree Pictures.

Mr Man has held the office of Chief Judge for the Asian Television Awards since 2006, and serves on a number of other committees. He is the Chairman of the Media and Communications MSTC at the Singapore Workforce Development Agency, a member of the panel of jury of Hong Kong Academy of Film 2015 and Top 50 film leader of Asia awarded by Variety magazine.

Mr Mohammad
Fuadi Bin Rahmat

Fuadi has more than five years of experience in the media industry, working at MediaCorp first as a deputy head, programming manager and commissioning editor for Suria, and later as a manager in-charge of international market development and program distribution for MediaCorp TV12.

In his current appointment as a media consultant for Adigital Stream, Fuadi

specializes in broadcasting, media, communication, public relations and events planning. He is concurrently a lecturer in Mass Communication Studies at Management Development Institute of Singapore (MDIS).

Fuadi is also an active member of advisory committee for English Television and Radio Programmes (PACE) as well as Malay Program Advisory Committee (MPAC). He was also actively involved with grassroots activities. In 2015, he was awarded Ministry of Communication and Information (MCI) Special Recognition Awards.

Ms Samantha Loh

Samantha has more than 16 years of experience in the media industry. She started her career as a broadcast journalist and TV producer for news and current affairs in MediaCorp Singapore. She went on to policy and industry development work at Media Development Authority, where she took on the role of Assistant Director in Broadcast and Film, and oversaw the funding and commissioning of PSB programmes. Currently, as an Assistant Director in the Civil Service College, Samantha leads learning and development specialists to research, develop and deliver training programmes for the Public Service in Singapore.

Mr Tony Chow

Tony has more than 19 years of experience in the media, advertising, broadcast and communications industry, including 10 years in digital media. He is an award winning Executive Producer & Producer & Director. Over the course of his career, he has produced many award winning TV commercials, online videos and Television programs for major clients like McDonalds, Sony, Canon, P&G, Calvin Klein, Levi, StarHub to name a few, as well as for broadcast networks like Discovery Channel, National geographic, BBC, History, AETN, Fox International, CCTV China, Scripps and Food Networks USA/UK.

He was also the elected President of the Singapore Independent TV Production companies' Association for a consecutive 7 years term, from 2001 to 2007. Following that, Tony went on to helm international content distribution and production company, Off The Fence's Asia's office in Singapore, overseeing the production and distribution of TV content in Asia.

Tony is an International Media Consultant & Chief Storyteller. He is a sought after speaker, strategic consultant & trainer at various international media events and a regular jury member of several international TV and Film awards which include the prestigious International TV Emmy.

Ms Zarina Yusof

Zarina had garnered extensive experience while helming various positions at MediaCorp. She was a producer, research writer and script writer at Caldecott Productions International before moving on to be a commissioning editor, acquisition officer and then head scheduler for Suria. She was also a newscaster and TV host for Suria's news and other programmes. Currently, Zarina is a Deputy Director at a statutory board. She is also a member of Media Development Authority's Malay Programmes Advisory Committee.