

PSB Contestable Funds Scheme (PCFS)

Panel of PCFS Evaluators 2018 - 2020

The PSB Contestable Funds Scheme (PCFS) aims to support the production and delivery of Public Service Broadcast (PSB) content on local media platforms via a contestable funding framework. Local media platforms that are invited by IMDA to participate in the Scheme to commission and produce PSB content will be required to consult with an IMDA-appointed, independent panel of PCFS 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 PCFS Evaluators is drawn from the panel of PCFS Evaluators. Together with a representative each from the platform and IMDA, they will select the proposals to be funded as PSB productions.

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 PCFS Evaluator is appointed for a term of 2 years. The panel of PCFS Evaluators for 2018 – 2020 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, Ashraf further broadened his portfolio as a freelance writer and producer before becoming a multimedia video producer at Nanyang Technological University (NTU). During his tenure at NTU, he was a researcher and producer of educational content. 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 has also worked as a Lecturer in Ngee Ann Polytechnic and Republic Polytechnic, where he lectured modules relating to the arts and media.

Ms Catherine Yap Catherine started her career as Executive Officer – Strategic Planning & Development Division of the Ministry of Home Affairs in 1992. In 1999, Catherine joined the then Television Corporation of Singapore (TCS) as Business Development Executive in its News & Current Affairs Unit. Over the next nine years, Catherine assumed various roles in the Network Programming & Promotion Division of Channel NewsAsia. Her last appointment was Assistant Vice President (Programming), where she took charge of the Channel's programming, promotions and operations.

From Jul 2009 to June 2010, Catherine helped to set up MediaCorp's Out-Of-Home Media unit. She was responsible for brand creation and content management of the outdoor screens at ION Orchard and Orchard Central. In July 2010, Catherine moved over to okto and has assumed the position of Senior Programming Director (Channel Management/ Programming Strategy & Planning) till September 2014.

Catherine joined Sentosa Leisure Management Pte Ltd in October 2014 as its Marketing Director and was re-designated as Director, Destination Marketing in Apr 2017.

Dr Gui Kai Chong

Dr. Gui Kai Chong taught full-time in Communications and New Media-related subjects for several years at the National University of Singapore (NUS), and received six awards for teaching excellence during his time there. Among the subjects he taught at various levels (from first year to Honours year) were Globalization and New Media, Culture Industries, Digital Economies, Ethical Issues in Emergent Technologies, Media and Representation, and Financial Communication. He has also taught as an adjunct lecturer at other institutions in Singapore, including Singapore Institute of Technology (SIT), SIM University (UniSIM, now SUSS), and Ngee Ann Polytechnic. He received his PhD in Communications and New Media from NUS in 2018. Currently, Dr. Gui is Administrative Manager at Shangyew Public Accounting Corporation, a local accounting firm serving small and medium-sized enterprises in Singapore. From 2006 to Dec 2018, Dr Gui served on the Advisory Committee for Chinese Programmes (ACCESS), and received the Long Service Award from IMDA in 2016.

Ms Hanie Nadia Hamzah

Before joining the Esplanade, Hanie was working in the broadcast industry, specializing in programmes for the Malay community and the arts for 12 years. In her years in the broadcast and entertainment industry, Hanie has had the opportunity to work on various genres of programmes, from dramas to variety, infotainment to children, travelogues to reality series. Though in the past decade she specializes mainly in producing and directing, she also had the opportunity to contribute in other roles such as research, scriptwriting and much more. Hanie has also worked closely with various artistes, entertainers, arts groups and people in the Malay community, allowing her to understand and relate to their work and how it contributes to the Malay community as a whole.

Mr Jason Wang

Jason is a video game artist that specialises in providing art direction and conceptual design. He is also versatile in 3D modelling, sculpting and texturing. Formerly based in Seattle, Washington between 2013 to 2016, Jason has worked on independent games like Mekazoo as an art director and Four Sided Fantasy as a concept artist. Since his returned to Singapore, Jason have ventured into teaching with the Institute of Technical Education. Jason hopes to pass on his experience and knowledge to the next generation so that they can produce the next big hit.

- 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 is the member of Singapore Media Festivals Advisory Board. He is also a panellist on the Singapore Press Holding Chinese Media Advisory Committee and awarded Top 50 Film maker of the Asia 2007 by Variety Magazine.
- Mr Ray Ng
- Ray Ng is a bilingual professional with more than 20 years of work experience in the media and education sectors. As a Course Chair, he spearheaded the launch and development of the Diploma in Chinese Media & Communication at Singapore's internationally-recognised tertiary institution, Ngee Ann Polytechnic. Conducted in English and Chinese, the diploma is a unique bilingual media course that aims to nurture creative media professionals who are capable of producing Chinese-language content for different media platforms. Currently the Assistant Director of International Office at Ngee Ann Polytechnic, he supports the strategic planning of overseas programmes and partnerships with overseas institutions. Before joining the polytechnic, he has also worked as a journalist and TV producer. Ray is a member of My Singapore Micro Film Competition organising committee.
- Ms Samantha Loh
- Samantha is a Senior Lecturer with the Republic Polytechnic contributing to their mass communication curriculum.
- Prior to this, she cut her teeth as a broadcast journalist with the national broadcaster, MediaCorp. She then moved on to producing current affairs and magazine programmes, as well as, documentaries and special events such as the National Day Parade and General Elections.
- Subsequently, she worked on policies for government agencies such as the then Media Development Authority (now Info-Communications Media Development Authority) to commission public service programmes and develop local content, and also the then National Population Secretariat (now National Population and Talent Division) to champion a sustainable and integrated population.
- In recent years, Samantha turned her attention to the area of Learning & Development, exploring innovative methodologies and technologies to

inspire young and adult learners. At the Civil Service College, she developed competency frameworks, training roadmaps and courses for public officers to build capabilities in government communication and community engagement.

Mr Seah Wee Thye

Wee Thye has always found beauty and fulfilment in the arts, media and events space. Since his early twenties, Wee Thye has been in the creative industries, starting as an actor in TheatreWorks. Wee Thye is proud to be involved in the creation and launch of two of Singapore's most successful intellectual properties. At MediaCorp, he was a director and executive producer for the award-winning sitcom Under One Roof.

At Universal Studios Singapore, he was in the pioneer team that created and grew Halloween Horror Nights into the biggest horror event in Asia. Wee Thye has a strong passion for local arts and media which led to him joining MDA, where he was leading teams in developing local content and production companies. Wee Thye's conceptual skills was also put to good use then as he was involved in the master planning proposal for Mediapolis.

Wee Thye is a self-motivated and responsible people-leader, with an approachable but firm style of leadership. He strongly believes in his ability to create a trusted, empowering, and encouraging environment for staff to contribute and excel in. He provides an energising force in a team, and he re-energise himself by working with youth who are dynamic. These attributes have also led him to being Head of several diplomas at Nanyang Polytechnic, developing and delivering media production courses to teens. He is currently on his second term as a school advisory committee member for Republic Polytechnic.

Ms Soo Siew Lee

Soo Siew Lee is currently the Deputy Director of the School of Business Management (NYP), overseeing the diplomas in Mass Media Management, Sport & Wellness Management, Hospitality & Tourism Management and Food & Beverage Business. She is also in charge of the Business Communication Section in the school. Prior to joining NYP, she was a media practitioner for 12 years in MediaCorp. Her broadcast experience spanned the areas of production (Producer, Executive Producer), programming (Assistant Vice-President, MediaCorp TV12) and Head of Commissioning (Kids and Arts Central).

Mr Veeramani S/O
Krishnan

Clocking more than a decade in the media industry, Veeramani specialises in managing TV channels, programs, production facilities and conceptualizing, producing, scripting, directing, managing programs and production facilities.

Veera loves to work with young people to inspire them to push boundaries and take their ideas to fruition. His current stint in Republic polytechnic in Singapore allows him to creatively interact with today's youth. He hopes to plant a seed of creativity in each student for them to come up with the next BIG thing.

Mr Wesley Wong

Wesley Wong is a lecturer of film and visual effects in Singapore Polytechnic. After obtaining his Bachelor of Film and Television from Australia's Curtin University of Technology, he returned to work in production with various production companies like Scribe Media, Visualforge and Dreamforest Productions. He had also freelanced in television and independent feature filmmaking and also in video training and education. He was last with broadcast technologies and cinema post production, Ross Video (of Canada) and Mocha Chai Laboratories before returning to the education sector.

Education Sector:

2008-2011 & 2014 - present both with Singapore Polytechnic, Visual Effects and Motion Graphics. Wesley is involved in creative storytelling and production for visual effects

Ms Zarina Yusof

Zarina brings with her a strong background in the television broadcasting industry. She was involved in both the production and programming aspects, and fronted the camera in the past.

Zarina started her TV career as a Producer, and Scriptwriter at Caldecott Productions International, a subsidiary of the former Television Corporation of Singapore (TCS). After several years of producing television programme and advertisements behind the camera, she switched to programming at Singapore Television 12 (STV12). In her seven years at STV12, Zarina assumed several posts including those of a Commissioning Editor and Head of Programming & Scheduling. Hence, she worked in tandem with many local and foreign production houses and broadcasters.

Zarina also had the opportunity to anchor primetime news on STV12 and hosted several info-educational programmes on Suria. Zarina eventually left the TV industry for other interests but continue to be passionate about TV; she has been a member of the Malay Programmes Advisory Committee since 2009.