

PSB Contestable Funds Scheme (PCFS)

Panel of PCFS Evaluators 2016 - 2018

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 2016 – 2018 is listed below:

Ms Arlene Tan Arlene's careers spans more than 15 years across dynamic industries and she has held various positions in media, television programming and brand communications including strategic communications.

Currently with the National University of Singapore, Office of Corporate Relations, Arlene looks after the corporate branding and strategic communications for the University. Prior to that, during her tenure with Mediacorp as a Senior Manager for Channel 5, working in the commissioning unit, she had the opportunity to develop local programmes for the channel and to work closely with the Media Development Authority (MDA) to develop compelling local content for the communities here in Singapore.

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 under the 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.

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 International Emmy Awards Academy and a committee member of Singapore Film Commission.

Mr Ray Ng

Ray Ng is a bilingual professional with more than 18 years of work experience in the media and education sectors. As a Course Chair and Senior Lecturer at Singapore's internationally-recognised tertiary institution Ngee Ann Polytechnic, he has spearheaded the launch and development of the Diploma in Chinese Media & Communication. Conducted in English and Chinese, the Diploma in Chinese Media & Communication 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. Before joining the polytechnic, he has also worked as a journalist and TV producer.

- Ms Samantha Loh Samantha currently leads a team of Learning & Development Specialists and Programme Officers at the Civil Service College's Institute of Governance & Policy to design, develop and deliver conferences, seminars and training programmes for the Public Service in Singapore. The Institute covers these domain areas: governance, public economics, international relations, social policy, as well as, public communication and engagement. In particular, Samantha takes a keen interest in building capacity for public officers active in government communication and citizen engagement.
- Prior to this, she was with the teaching faculty at the Republic Polytechnic and lectured on mass communication.
- Ms Tan Li Yi A veteran in the local radio industry, Li Yi joined Mediacorp FM93.3 in 1997 as Producer/ Presenter and stayed with the station for 12 years. She bagged 3 awards (Best Presenter, Best Production/ Most humorous Dj) in the 2004 Golden Mic Awards Ceremony organised by Mediacorp. Broadcasting aside, Li Yi has written and published two best seller Korean Travel books - "Korea Jjang" and "Seoulful Living". She has also written columns for I-Weekly, U-Weekly, Nuyou Magazine etc. Li Yi is currently a full time lecturer with Ngee Ann Polytechnic.
- 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.
- He loves to work with young people to inspire them to push boundaries and take their ideas to fruition. His stint in Republic polytechnic in Singapore has allowed him to creatively interact with today's youth.
- He recently completed a Master's program in MEDIA DESIGN at Keio University – Japan where he got the opportunity to work with students from all over the world (including Japan) using design thinking & media tools to solve everyday problems. He also experimented with 4K digital media to capitalize on the incredibly high resolution to tell 'powerful' engaging stories. Veeramani is keen in designing ways for any individual to creatively express their ideas in an engaging manner while still trying to tell the story from their point of view. He strongly believes these design techniques will help to enhance participative story telling in an Asian or South East Asian context.
- 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.

Ms Zarina Yusof

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

She started her TV career as a Producer, and Script & Research Writer at Caldecott Productions International, a subsidiary of the former Television Corporation of Singapore (TCS). After several years producing documentaries and filmlets behind the camera, she switched to programming at another TCS subsidiary, STV12. In her seven years at STV12, Zarina assumed several posts including those of a Commissioning Editor and Head of Programming & Scheduling. Hence, she had worked in tandem with many local and foreign production houses and stations.

The lure of the lenses enticed her to front the camera again soon after. She was asked to anchor primetime news on Suria and hosted several info-educational programmes on Suria and Channel 5.

Zarina eventually left the TV industry for other interests but is still passionate about TV; she keeps up with developments in this sector through her voluntary posts as a Member of the Malay Programmes Advisory Committee.

She currently works at a locally-based foundation organisation.

Ms Zu Wee Ling

Zu Wee currently leads *SCAPE's programme team in organising programmes that connect youth with aspirations in the media industry with industry insiders and professionals. She has over a decade of experience in the broadcast media industry and has worked on numerous local television programmes such as The Noose, Sayang Sayang, The First XI, and many more.