

Pelbagai inisiatif demi tingkat keupayaan media setempat

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GOLONGAN karyawan dan pelajar media kini boleh meraih manfaat daripada pelbagai daya usaha yang dilancarkan Pengusaha Pembangunan Infokom Media (IMDA) semalam yang bertujuan meningkatkan keupayaan media di sini.

Antara lain, karyawan muda bidang media boleh memohon menyertai program Story Lab Apprenticeship yang bertujuan memberi mereka latihan berstruktur sambil bekerja serta peluang mengembangkan kemahiran agar dapat memainkan peranan lebih besar dalam kerjaya masa akan datang.

Mereka yang berminat boleh memohon bagi peranan perantisan di syarikat media yang berpangkalan di Singapura dan telah memenangi pelbagai anugerah seperti Beach House Pictures, GHY Culture and Media, MediaCorp dan mm2 Entertainment.

Lebih 60 peranan perantisan termasuk penerbitan, penulisan, pemasaran digital dan penghasilan kandungan akan ditawarkan sepanjang tempoh dua tahun.

Permohonan bagi program itu berlangsung sehingga 29 September, menurut kenyataan IMDA.

Usaha yang dilancarkan IMDA itu diumumkan Menteri Perhubungan dan Penerangan, Encik S. Iswaran, di majlis konvokesyen Maktab Seni Lasalle di Singapore Expo semalam.

Semasa menyampaikan ucapannya, Encik Iswaran berkata Singapura komited menyampaikan lebih banyak cerita Singapura serta membantu karya pencipta kandungan setempat dinikmati masyarakat di luar negara juga.

“IMDA giat mempromosi konsep ‘Dibuat Dengan Singapura’ untuk menyatukan bakat setempat dan antarabangsa yang terbaik bagi menghasilkan penceritaan yang bermutu tinggi dan memasuki pasaran baru serta merebut peluang baru,” katanya.

Daya usaha lain yang turut dilancarkan termasuk program baru yang dinamakan Script to Screen.

Program itu bertujuan membantu penulis melihat karya mereka diterbitkan.

Menurut IMDA, mereka telah menyokong program WritersLab anjuran Lasalle untuk membangunkan kemahiran menulis skrip dan bercerita.

Menerusi program Script to Screen, peserta WritersLab berpeluang membentangkan idea cerita dan skrip mereka untuk diterbitkan.



KONVOKESYEN LASALLE: Encik Iswaran (*tengah, depan*) bersama anggota lembaga dan pengurusan kanan Lasalle serta penerima Anugerah Kecemerlangan Akademik Lasalle. – Foto MCI

Ia akan memberi penulis skrip yang terpilih itu pengalaman berharga sebagai sebahagian daripada penerbitan di set.

Selain itu, bakat setempat juga akan belajar daripada pakar media antarabangsa menerusi satu siri program latihan dan bimbingan dengan rakan kerja utama seperti Lasalle dan Institut Film Britain (BFI).

Bagi mewujudkan lebih banyak wadah bagi bakat media setempat mendapat akses kepada rangkaian antarabangsa dan belajar amalan terbaik dari seluruh dunia, IMDA misalnya merancang bekerjasama dengan BFI untuk menawarkan pelbagai program latihan dan kelas pakar.

Ini termasuk program bimbingan bagi

penerbit setempat melibatkan kursus mendalam selama dua minggu dan peluang bekerja dalam industri selain mengikuti Pesta Filem London BFI serta kelas pakar digital khusus bagi karyawan media dan markom selain pengalaman imersif di Pinewood Studios bagi 20 pelajar media dari institut pengajian tinggi (IHL).

IMDA juga akan meluaskan kerjasamanya dengan Lasalle untuk memperkenalkan program David Puttnam's ProducersLab dalam bidang pembiayaan dan penerbitan kreatif yang akan bermula tahun depan.

Ketua Eksekutif IMDA, Encik Tan Kiat How, berkata terdapat permintaan tinggi bagi karyawan media setempat dan serantau.

Sementara itu, kemahiran baru juga diperlukan dengan perkembangan wadah digital untuk menyampaikan kisah yang mudah diterima orang ramai.

“Oleh itu, IMDA sedang bekerjasama dengan rakan kerja kami untuk memperkenalkan pelbagai program bagi membantu bakat kami bersedia memasuki industri dan menyokong karyawan media meningkatkan kemahiran mereka,” ujarnya.

Sedang Singapura berharap dapat menjadikannya media dan pintu masuk ke seluruh Asia, Encik Iswaran berkata negara ini akan terus membangunkan bakat kreatifnya dengan pengalaman industri yang relevan bagi menghasilkan cerita lebih baik bagi orang ramai di seluruh dunia.

A myriad of initiatives to raise the capabilities of local media professionals

Yesterday, the Infocomm Media Development Authority (IMDA) launched various efforts aimed at raising the standards of Singapore's media landscape.

They include the Story Lab Apprenticeship programme which endeavours to provide young media professionals structured training while they work, giving them the opportunity to develop key skills across in-demand job roles so that they can play bigger roles within the media sector.

Those interested can apply to work with award-winning media companies based in Singapore, such as Beach House Pictures, GHY Culture & Media, Mediacorp, and mm2 Entertainment. More than 60 apprenticeship roles, including those in broadcasting, writing, digital marketing and content production, will be offered over a period of two years.

Applications for the programme will end on 29 September, according to a statement issued by IMDA.

Announced yesterday by Minister for Communications and Information, Mr S Iswaran, who was Guest-of-Honour at LASALLE College of the Arts' convocation ceremony, he said in his speech: "IMDA has been promoting the concept of 'Made-with-Singapore' to bring together the best local and international talent for quality storytelling, and to gain access to new markets and opportunities."

Other efforts that were launched include a new programme called Script to Screen, which is aimed at helping writers get their works produced. According to IMDA, this supports the current WritersLab programme that is organised by LASALLE to develop scriptwriting competencies.

Through the Script to Screen programme, WritersLab participants will have the opportunity to present story ideas and watch it get produced into a pilot, offering them an invaluable experience to be part of an actual production on set.

Apart from that, local talents can also learn from international media experts through a series of training programmes and masterclasses as delivered by the British Film Institute (BFI). There will additionally be opportunities for producers to participate in London Film Festival, and students from Institutes of Higher Learning (IHL) to attend a ten-day immersive experience at Pinewood Studios.

IMDA will also expand its cooperation with LASALLE to introduce the David Puttnam's ProducersLab programme. Beginning next year, it is designed to equip media professionals with practical skills to enable them to create, pitch, and finance content for TV, online and streaming platforms.

IMDA's Chief Executive Officer, Mr Tan Kiat How, said that though there is a high demand for local and regional media professionals, the rise of digital platforms necessitates new skills in storytelling. He continued, "For that reason, IMDA is working with partners to introduce various programmes to help aspiring talent become industry-ready, and support media professionals in upgrading their skills"

As Singapore hopes to become a media hub and gateway to the rest of Asia, Mr S Iswaran further added that Singapore will continue to develop its creative talents with relevant industry experience in order to produce better stories for audiences around the world.

Photo caption: Mr S Iswaran (middle, front) together with board members and senior management of LASALLE, as well as recipients of the LASALLE Award for Academic Excellence. Photo credit to the Ministry of Communications and Information.