

# SPUR Adds Newness To Old Staff

By **Naseema Banu Maideen**

**M**ediaCorp Studios Private Limited has a new Senior Producer – Teresa Lim.

Actually, Miss Lim, 43, has worked at MediaCorp for 17 years, as Senior Producer packaging “Crime Watch” for eight years and “Okto-LIVE” for about a year. But after attending a two-day course on “Create Technical Editing Decisions” at Singapore Media Academy Private Limited under SPUR (Skills Programme for Upgrading and Resilience) funding, she is like a new staff.

“I am more productive as I am better equipped to perform my job roles efficiently,” said Miss Lim, a member of the Singapore Union of Broadcasting Employees.

“I am now able to make better judgment on work processes. For example, I am able to identify if colour standards are acceptable, access quality standards of visuals and audio to make sure they are perfect for transmission. These competencies add value to my job role. These are new skills that I learnt on the course that have enabled me to multi-task.”

Union leaders of SUBE, together with NTUC Assistant Secretary-General Seng Han Thong, visited SMA on 20 January 2010 for insights on how more members like Miss Lim can benefit from its training facilities and improve their productivity and capabilities.

SMA offers training, educational and



Leaders of Singapore Union of Broadcasting Employees had good insights on the advanced training facilities that members can tap on at the learning visit to Singapore Media Academy.

consultancy services to address the needs of the local and regional media industries. It offers a wide buffet of courses that cater to up the competency standards of trainees in various avenues of the media industry.

Said Mr Leo Goh, SMA’s Chief Operations Officer (Enterprises): “We provide competency-based skills training, leading to Workforce Skills Qualification certifications. What distinguishes us from academic institutions is that we provide hands-on industry-based training. Our training facilities and equipment are state-of-the-art and most advanced.

“We also work with industry subject matter experts to develop customised courses. And we are looking forward to work with SUBE to deliver courses that cater to its members’ learning needs.”

**“The technological developments in our industry are emerging at a very fast pace and workers will need continuous training in order to keep up with these changes. Most of our members in this industry are veterans. Attending training courses will enhance their skills further, add value to their jobs and help them remain employable. The training courses offered by Singapore Media Academy will help equip our members with the relevant skills required for the industry.”**

Erat Vinodan, Singapore Union of Broadcasting Employees General Secretary



## Go To The Go-To Girl



By **Vanessa Teo**

**W**hat’s the next new course for union leaders? When’s the next social gathering?

Every union leader knows who to go to for answers: Lu Lu Goh, Principal Executive at the Ong Teng Cheong Labour Leadership Institute.

“Training, assisting and engaging union leaders are part and parcel of my job. I source for materials for training purposes and customise programmes according to their needs. It is also my job to keep them engaged and aligned with the Labour Movement’s objectives and targets. These days, we’re also extending our outreach programmes – the Singapore Tripartite Forum which will help union leaders better understand policies and recreational outings like the Formula One Singapore Grand Prix to give them worklife balance.

“I also head the relationship and networking unit at OTC Institute and my colleagues and I plan annual programmes for our union leaders. More of our union leaders are returning to the home base and I guess it’s because they like the

programmes that we deliver. UNITE 2009, for example, was one event that we wanted to do differently. So we held the dinner at Mount Faber Jewelbox. The response? Union leaders loved it,” said Miss Goh.

Miss Goh’s passion for working with people started as early as her school days when she was a member of a drama group in the National University of Singapore Chinese Society. With rich stage experience, the word “shy” has dropped out of her dictionary.

“From my drama days I’ve learnt how to interact with people and not be shy in front of audiences, so you can say that I’ve learnt how to be thick skinned,” Miss Goh said with a laugh.

Miss Goh’s so called “thick skin” has helped her in her career in training. Her friendly disposition, sincerity, and bubbly nature never fails to engage her union leader-students.

Chemical Industries Employees’ Union President Rajendran s/o Govindarajoo said: “She is firm when it comes to lessons, yet funny and encouraging. Lessons are never boring when she is around.”

Miss Goh explained: “All my audiences are different and so, I have to engage them differently. Occasionally, I crack a joke and make them laugh to help them relax as well as keep



them attentive. I challenge myself to be creative, and constantly source for funny yet good and educational videos to break the monotony of the subject matter.”

Miss Goh, who is approaching her ninth year with the NTUC family, is also President of the Staff Union of NTUC-ARU, and this has given her the privilege to better relate to union leaders.

“Being in SUN’s Executive Committee keeps me attuned to matters related to industrial relations which are useful for my classroom lessons. I draw on my own experience, and I can tell union leaders, ‘Hey, I understand what you are going through because I am also in the same boat’.

“So union leaders are comfortable approaching me to ask all sorts of questions. I’m the girl they go to for answers.”