

Broadcasting conviction

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IN the months after secondary school and before starting college, one could make some money working part-time, go on a diet or even go backpacking.

IACT College student Dominic Sean Charles, 19, however, used the time to convince his parents that he wanted to study Broadcasting.

"My father is quite traditional and he had his doubts about the course," said Dominic. "He always preferred that I study something like civil engineering.

"It was tough, but he relented in the end and gave me his blessing. It meant a lot to me and I'm determined to make the most of my time at IACT and make my mark as a professional."

Encouraged by his conviction, I decided take Dominic up on his offer to show me around the campus.

We stepped into a green room, and the aspiring

producer noticed my raised eyebrow.

"I know the colour puts some people off but we use this room to record videos," he said.

"In weather forecasting, for example, the caster points at different positions on a map but in truth, they're talking and pointing to an empty green wall behind them."

We next headed to the college's recording studio and broadcasting room, with Dominic talking the whole way.

Attempting to absorb the information overload, I commented that Dominic must really like his course.

Bursting into a grin, Dominic corrected me and said: "I don't just like it, I love it. And it's even more special because I discovered my passion by chance.

While subjects like Photography and Digital Imaging, Advanced Audio Production and Video Production appeal to Dominic, some 50 other Broadcasting students of the

college have favourites of their own.

The relatively new, two-and-a-half year Diploma in Broadcasting fuses practical and theoretical elements, and the modules – which include Creative Thinking, Idea Conceptualisation and Creative Execution and Production – are the result of meticulous planning.

Industry professionals are often brought in to determine the relevancy of the syllabus and minor changes are constantly made to ensure that the students are getting their money's worth.

"Feedback from practitioners is extremely important as it enables us to deal quickly with any inadequacies," said Zencall Holdings chairman and Pos Ad Sdn Bhd chief executive officer Raymond Chew.

As he plays a similar role at Universiti Tunku Abdul Rahman's School of Social Sciences, Chew is familiar with such affairs.

"In this industry, we must make sure that we are up-to-



CHEW: We want to become the top broadcasting school in the country.

date," said Chew, who is also IACT's chairman.

"We consult good thinkers to take a closer look at our syllabi and we will take prompt action if anything needs to be replaced."

Additionally, the students also have access to top-notch equipment and facilities which could rival a professional production house.

"At IACT, all our facilities are of professional standard," Chew quipped.

"We want to become the top broadcasting school in the country in time and this



Lights, camera, action: Students getting ready to record in the green room.

can only materialise with strong commitment.

Chew is raring to implement a scouting system at the college which sets students on the best possible career path.

A student's skills, temperament and qualifications will be taken note of, and suitable roles in the broadcasting industry will be recommended to them. It is hoped that this will provide students with greater focus and early specialisation will give them an edge at the workplace.

Despite the large investment into the college's Broadcasting programme, Chew conceded that it would take time before the students enrol in droves.

"Broadcasting is still a relatively new field of study in Malaysia, and we need to create greater awareness for the course," he said.

"Many people are not

aware that the broadcasting industry is a great place to work."

Despite the tepid reaction from certain parents, Chew is confident that the programme will continue to grow.

His confidence stems from the fact that a similar change of heart took place when the college moved to its new premises in Jaya One, Petaling Jaya.

"Many parents may have heard good things about the college but they were put off by the old premises," he continued. "However, they are very impressed with the new 'resort campus' and have no qualms sending their children here.

The college's new intake begins on April 12 and visitors can drop by their campus day on March 27 and 28. For more information, log on to www.iact.edu.my.