



FOR IMMEDIATE RELEASE

***SCAPE TO SUPPORT YOUTHS TO PURSUE THEIR PASSION AND DREAMS IN PODCASTING**

- The new programme, organised by *SCAPE, will see young aspiring podcasters turning their podcast ideas into reality amidst the pandemic.

SINGAPORE, 9 MARCH 2021 – As the podcast consumption continues to rapidly grow, with Singapore ranked as fourth in Asia and tenth globally in a study conducted by Reuters Institute for the Study of Journalism in 2018¹, *SCAPE launched its first Podcast Competition+ to allow greater opportunities for youths to challenge their potential and pursue their goals.

As part of an ongoing partnership, *SCAPE is working with Mediacorp to support young podcasters in taking their first steps on their podcasting journey. This mentorship programme is aligned with *SCAPE's vision to nurture youths and maximise their potential, allowing them to develop and grow to achieve greater success.

Supporting Youths to pursue Podcasting

Between 7th January 2021 and 26th January 2021, more than 70 participants have pitched their podcast content ideas and submitted an audio introduction of their concepts to *SCAPE. Amongst them, the Top 10 finalists were selected to go through a mentorship programme to bring their podcast ideas to reality.

¹ Newman, N. (2018). Podcasts and New Audio Strategies? Retrieved March 02, 2021, from <https://www.digitalnewsreport.org/survey/2018/podcasts-and-new-audio-strategies/>

During the mentorship programme from 6th February 2021 to 13th March 2021, shortlisted finalists will be taught how to produce a podcast series from ideation to scripting and technical techniques - all of which will be closely supervised. Their final podcast products will then be professionally judged.

“With the growing interest in podcast among youths, *SCAPE is proud to kick-start a programme that reaches out to these young aspiring podcasters,” said Ivy Lim, Executive Director of *SCAPE. “This programme provides opportunities for youths to express themselves, tell their stories and motivate them to keep chasing after their goals. *SCAPE will continue to support our young aspiring podcasters as they hone their skills and materialise their dreams.”

“As part of Mediacorp's efforts to champion local creative communities, we are delighted to support *SCAPE in mentoring aspiring podcasters to tell their stories in this fresh format,” said Sapna Angural, Head, English Audience, Mediacorp. “Podcasts as a content format is a key trending genre in the digital audio landscape, so we encourage participants of this exciting programme to seize this opportunity and fulfil their dreams of showcasing their work to a wider audience!”

Myriad of Contents and Talents

The possibilities in podcasting are endless. This can be seen in the diverse and interesting podcast contents submitted by our Top 10 finalists.

- Maddie goes deep in her podcast to share shocking crimes that took place in Singapore.
- Fariza Juffri, a content coordinator in a marketing agency promoting K-dramas to the APAC region, talks about what goes on in the Korean contemporary living culture.
- Sze Min, a sound artist, talks to young people who have experienced the loss of public spaces and story tells a collective memory which fills in the gaps in the city of lost scenes and sound.
- Junus Eu, who started her personal finance journey a decade ago, discusses about finances and what it takes to be financially fit.

Top 10 finalists' bio can be found in Annex A.

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Winners Announcement and Audience Choice Award

The top 2 winners, selected by the judges, will be announced on 31 March 2021. The judges comprise of Mediacorp 987 DJs, Gerald Koh and Kimberly Wang, and podcasters - The Thirsty Sisters, Sylvia Chan and Nina Tan from Night Owl Cinematics (NOC).

Audiences will also get to take part by voting for their favourite podcasts on *SCAPE's website between 16 March 2021 to 26 March 2021. The winning podcast will win the Audience Choice award.

Top finalists will receive cash prizes, podcast equipment sponsored by Audio Technica, City Music, Ebenex and IMS Mahajak Pro Audio to aid their podcasting journey. Winners will also stand a chance to work with Mediacorp and *SCAPE to further develop their podcasts into a series.

Additionally, *SCAPE has also partnered with Audio Technica, City Music and Ebenex to set up a podcast studio, The Pod, in *SCAPE, which comes fully furnished with top-end podcast equipment and even video facility for live stream needs.

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About *SCAPE

*SCAPE Co. Ltd is a non-profit organisation with its mission and vision rooted in support of youth, talent and leadership development. The organisation aims to facilitate youth-oriented programmes and support within various communities of youth interest in Singapore. The youth of today will be inspired and empowered to **DREAM IT AND LIVE IT at *SCAPE!**

*SCAPE exists to serve and support youths to live their dreams and realise their full potentials. As the integrated talent and resource hub for young people in Singapore, *SCAPE offers a holistic network of programmes, communities, partners and facilities for youths to explore, create and strive. No dream is too small, no dream is too big. *SCAPE wants youths to be inspired to come forward and share their interests, share their dreams. Through guidance and facilitation, *SCAPE wants to see their dreams turn into ideas, and ideas into reality. Living their dreams should no longer be a dream at *SCAPE.

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SCAPE
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Annex A: Finalists' bio

Name	Bio
Eraj Naurain Khan	<p>Here's Eraj Naurain Khan, she's a brand-new shot of energy coming your way, with a bubbly and boss babe attitude, she's ready to take down anything that comes between her and her dreams.</p> <p>Being the social butterfly she is, she strongly believes in human connection be it, via food, travels, cultures and is going above and beyond to have the dream life. Her friends and family describe her as the life of the party, but also a crazy bimbo girl you wouldn't want to mess with, but also a girl who would stick by you for life!</p> <p>Giving life-changing messages into the hands of millions of people is her calling. Like what she always says, Be only the best of the better vibes, if not ciao! - "leave your message with ENK"</p>
Madeleine Poh	<p>Madeleine Poh, aka Maddie, is a huge crime and horror fan, fascinated with the dark side of human nature. On the weekends, Maddie transforms into a bubbly barre instructor on land and a mermaid in water.</p> <p>On one end of the spectrum, Maddie is mesmerised with all things fluffy, girly, and pink. Picture her like Elle Woods in Legally Blonde.</p> <p>At the other end of the spectrum, Maddie absolutely adores terror-inducing movies, the gore, the thrill, and she often watches them alone, late at night! What a juxtaposition of interests! Do tune in to hear her spooky podcast storytelling shocking Singapore crimes!</p>
Gladys Bay Yun Ting	<p>Gladys is a professional bilingual emcee and live stream host. Her distinctive hosting style emanates relatability and positivity. She is not only a passionate dancer with love for the arts and culture, but also tries to give back to her community and support when she is able.</p> <p>Her curious and daring nature has brought her to venture the plains in Mongolia, drive down the snowy Pyrenees mountains in Spain, and hike the Black Forest in Germany.</p>



	<p>With a strong desire for learning and growth, she aims to develop both her heart and mind, hone her skills in time.</p>
Soh Shi Nan (Shane)	<p>Shane Soh is a final-year student at NTU, majoring in Communication Studies. Small in size but big on voice, he is a freelance emcee and live streamer.</p> <p>Unlike a typical millennial, he enjoys his vegetables, especially when it comes to coriander and bitter melon. In his free time, he lip syncs to his favourite songs on the radio like a drag queen contestant or binges on his favourite Pixar movie, Toy Story.</p> <p>As an aspiring podcast content creator and voice personality, he reps his humble hood of Sembawang.</p>
Junus Eu	<p>MissFITFI started her personal finance journey ten years ago, whilst building her career in the technology investments space. At the heart of her passions is building health and wealth.</p> <p>Health and happiness do not need to be put off when looking to achieve financial independence. Like fitness, financial independence takes discipline, focus and patience.</p> <p>On the BFF (a.k.a. Building Financial Fitness) podcast, we discuss what it takes to be financially fit, why it applies to all of us, and why it helps to start as early as possible. Welcome to the #fitfam!</p>
Ng Sze Min	<p>Sze Min is a sound artist interested in expanding participatory and documentary forms. Her works include singing poetry on the spot and experimenting with a 'paper orchestra' featuring a 1000-strong crowd.</p> <p>In 2019, she was a resident artist in Kluang, Malaysia, engaging local residents to detail a sound map of their town. It culminated into an audio walk and song titled: Story of the Coffee Town, on Spotify. Her works have also been on American Documentary's PUBLIC UPDATE, hillsceneLIVE (Australia), and Singapore Writers Festival.</p> <p>Mostly recently, she was featured on CNA Into the Vault: Ep 3 Sounds of Home.</p> <p>She is currently collecting and digitising cassette tapes.</p>



<p>Nur Fariza Binte Juffri</p>	<p>Meet Fariza - she has an exuberant personality, rarely stops talking and she's fluent in Korean.</p> <p>Having fallen in love with all things Korean from a young age, she has seen K-culture grow from the small following it had to the household name that it is now: from your friends to even your mum and grandma, everyone is talking about the latest K-drama, the hottest boyband or girl group, and salivating over the trendiest Korean dish.</p> <p>Now in a marketing agency promoting K-dramas to the APAC region, Fariza is living proof that you can turn fangirling into a professional career.</p>
<p>Christopher Chee Michelle Simon Melissa Peh Tricia Mok</p>	<p>Incorporating performance into podcasting, the team behind Dream State is motivated and excited to venture further into other performance styles through this exploration of the auditory form.</p> <p>Trained in scriptwriting and performance, Chris, Melissa, Michelle and Tricia are excited to expand their skill sets further into sound and audio creation. Michelle and Tricia are NUS Theatre Studies graduates who have produced, written and performed for Late Night Texting at the Singapore Night Festival. Christopher was 2017's winner of the 24-hour playwriting competition while Melissa graduated class of 2020 under W!ldrice's Young & W!ld programme.</p>
<p>Elizabeth Lee</p>	<p>Elizabeth Lee works for a cyber company in the day and plans for this podcast at night. A communications graduate from NTU, she has worked at magazines, a PR firm and even a fish farm.</p> <p>Elizabeth has hosted multiple events but her favourite thus far has been interviewing stars on the red carpet for musical opening nights. Now, she will interview a different set of stars: in this podcast, she'll be speaking to ah mas to ask for their stories on love and life.</p>
<p>Clarence Beh & Nicole Varella</p>	<p>After years hustling in a media agency, colleagues Clarence and Nicole wondered: How can we spend even more time working together? The answer — starting a podcast!</p>



	<p>A fun workplace is a fresh take on modern work culture, filled with dumb jokes, honest banter, and maybe some actual advice.</p> <p>On their days off, the two friends make videos and drink too much while listening to disco music</p>
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