

UMS Link, RTM collaborate to introduce broadcasting course

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NST 02-12-2011 14

KOTA KINABALU: Universiti Malaysia Sabah (UMS) through its wholly-owned company, UMS Link, plans to introduce courses covering broadcast media skills, communication, recording and filming in collaboration with the Malaysian Broadcasting Department (MBD).

UMS Link Executive Director, Prof. Dr. Roselina Ahmad Shaufi said at the moment such courses are offered at the Academy of Arts, Culture and Heritage (ASWARA) in Kuala Lumpur, an institution of higher learning under the MBD.

"We can see that there is a huge demand in Sabah for skills related courses in broadcasting, communication, recording, filming, documentation and the like. So, as an academic institution, UMS Link is obliged to make available such learning opportunities in collaboration with the expertise and experience of RTM Sabah," she said.

She was speaking at a news conference after presenting donated de-

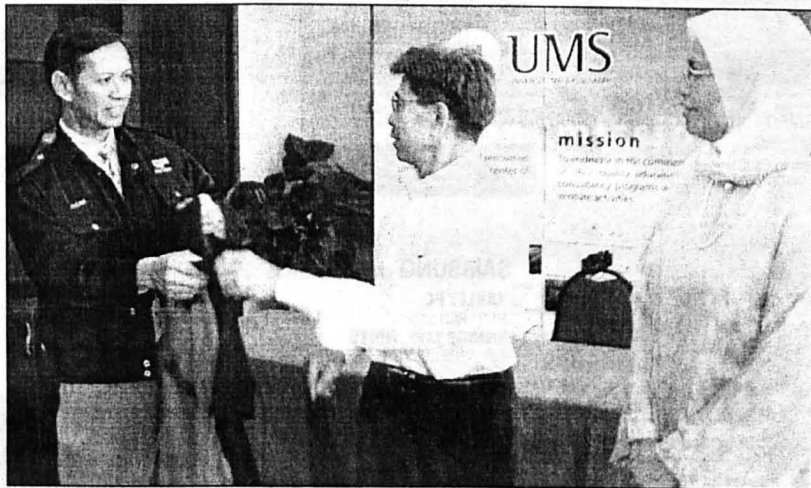
signed soccer jerseys to the RTM Sabah contingent before they depart for Malacca for the RTM Malaysia Sports Carnival from 2 to December 8 at Merlimau Polytechnic.

Also present to assist in the presentation was UMS Link Executive Chairman, Datuk K Y Mustapha. The donated jerseys were received by the Assistant Director Broadcasting of Sabah Vfm, Jaafar Jaidin.

Dr. Roselina said, the UMS would be able to provide academic staff for the relevant segment of the course while RTM Sabah can tap on their highly experienced and skilled personnel to jointly implement the courses related to broadcasting, communication, recording, documenting and filming.

"Theoretical knowledge can be provided by the academic staff from the UMS, while the innate technical skills could certainly be provided by the relevant technical personnel from RTM.

"If we combine theory and skills, we can have the strength to meet the requirements for implementing the relevant courses," she said.



DONATED.....Jaafar (left) on behalf of the RTM Sabah contingent receives a football jersey from UMS Link Executive Chairman, K Y Mustapha observed by Dr. Roselina.

She added that the courses could be completed in the short term with a recognized credential.

Earlier in his speech, Jaafar said RTM is ready to collaborate to implement programs that can enhance the dissemination of knowledge and in-

formation to the community.

The RTM Sabah contingent comprising 90 athletes will compete in 11 contested sports events such as soccer, takraw, badminton, volleyball, bowling, darts, chess, netball, futsal, carrom and table tennis.