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Group 8- 'Hello is Me'

'Hello is Me' the podcast hosted by Michelle Goh released on the 13th December focuses on the overarching theme of personal online brand identity. I picked this as one of the three podcasts to review and reflect upon as I wanted to explore how professional podcasters delve deeper into engaging audiences through asking specific questions. In addition, I find the topic discussed to be something relatable and practical as and when I find my footing in the media industry.

The main themes that this specific podcast episode touches upon is the idea of personal online branding in particular highlighting ways to build and form one's identity in terms of branding especially for individuals who may be entry-level employers who are starting out in the industry and might lack experience and exposure.

In addition, the podcast also delves deeper into how certain factors can play a role in determining the

potential likelihood of being successful to portray one's own online brand identity such as the use of networking as well social media to help to elevate one's brand identity.

In the podcast , the guest and the host did elaborate the main themes and topics discussed comprehensively. The guest, Michelle Martin answered the questions prompted by the host in a way that has depth and substance.

For instance, when she is trying to get her point across to her host with regards to the question on advice that she wants to give to individuals wanting to build their identity online, she didn't just talk about what are some actionable steps they need to take to explore their identity but she also explained how they could do so.

This is especially evident when she explains the idea of exploring one's strengths, she doesn't just talk about how one can find out by their strengths through the form of experimenting with what they are skilled or competent at.

She mentions how they can find out what their strengths are by doing a strength inventory in the form asking reflective questions such as "What am i really good at" can help the individuals to have a clearer and

better idea as to what their strengths may look like when they are not certain of it.

I think the content of the podcast ties in with the intended target audience pretty well as I think some of the themes mentioned in the podcast such as networking and the usage of social media marketing to enhance one's personal brand identity are things that the audience would want to learn more about.

The host speaks in a relatively enthusiastic tone in particular the part on the 'Yes or No' mini-section meanwhile the guest expresses herself very well in terms of her persona. The questions that the host asked are generally relevant and add value to the podcast. For instance the question about having a strong network being a base to being crucial to successful brand marketing provides insight to potential audiences as they know what plays a role in determining their success.

The part of the podcast whereby the topic of feedback is something that I find extremely relatable as it is through feedback that allows me to grow and become a better version of myself.

This podcast has taught me the importance of having a clear structure as well as the need for engagement

between the host and the audience. I will apply this by coming up with an engagement section for my podcast in future podcast recordings.

Group 5- Beyond The Spotlight

‘Beyond The Spotlight’ the podcast hosted by Sonia and Hye Won released during the 15th December explores the themes of what a Commercial strategy and Partnership manager does. I choose this to write my reflection and report as I wanted to gain insights as to how such a role contributes to the media industry.

The key topics that the episode of the podcast explores includes strategy building in particular placing emphasis on the process as to how MoonBug Entertainment distributes and sells their content through the help of intellectual properties as well as broadcast companies in the APAC region [APAC refers to Asia-Pacific which is a

region of netflix which includes offices in Singapore, Tokyo, Mumbai and Seoul].

Aside from strategy building, the episode of the podcast delves deeper into partnership, specifically maintaining strong brand partnership by expanding the business model through coming up with content in different businesses due to the restrictive nature of Intellectual Property (IP) owner rights.

Thus they are currently working on a 360 business model which enables them to build strong stable partnerships by implementing ideas such as organizing strong events and endorsing consumer products as part of a potential tool to strengthen the engagement with the customers directly.

I think the depth of discussion present in the podcast is generally quite comprehensive and detailed, the discussion in the podcast provides insights as to the importance of the use of intellectual property, something that I probably would not have been aware of had I not watched the podcast.

The guest reiterates the role that the intellectual property plays in terms of how it contributes to the success of the company MoonBug Entertainment, she also expanded on this point by discussing how they have a wide variety of intellectual properties that cater to the needs of different audience profiles.

In terms of audience alignment, I think the podcast matches the stated purpose as I think it gives a very comprehensive and elaborative overview of how the guest contributes to the operation of the company at the same time providing some much needed exposure as to what are some potential challenges and obstacle that anyone one whom is keen in starting out might face which in turn can be very useful for any viewers listening to the podcast who aspires to become a Commercial Strategies and Partnership Manager.

The host keeps the conversation engaging by providing some of her own input on the topic of discussion. In addition the tone of her voice helps to give the podcast more zest. Meanwhile the guest on the other hand will summarize her pointers and use anecdotal experiences which makes it engaging.

The questions that the host asked the guest helps to guide the podcast effectively as most of the questions are relevant and open-ended. There are a couple of questions that are thought-provoking such as the question whereby the host asked the question how she would expand the business as well as some of the skills that are required for such a role.

In addition, the use of examples helps to enhance the audience's understanding. For instance the use of Little

Angel to illustrate the use of different intellectual property as well as the use of John to portray the narrative of the show whereby they deviate from the normality of portraying the characters to be good kids shows the versatility they possess.

This specific podcast taught me the importance of the choice of questions to ask the guest. I will apply this in my future recording by being selective in terms of the choice of question and the quality of it. I will focus on asking questions that add value and depth to the topic of discussion.

Group 3- 'North fight seven stars'

'North fight seven stars' the podcast hosted by Pin Hui, Shi Jie and Jia Hao released during the 13th December focuses on the role of the film director in the film industry. I picked this podcast as I was curious to find out what are some of the insights I can gain and the topic of discussion is something that I am interested in.

Some of the key themes that are being discussed in the podcast range from how Director Xiang's journey in this industry began and how he managed to get to the current stage of his career. On top of that, the podcast also delves deeper into certain key skill sets that are deemed to be a prerequisite for aspiring directors which can help them to elevate their career as they first attempt to find their footing. Besides that, the podcast also provides audiences with an insight as to how he manages to settle potential disputes with actors or actresses on set.

I think the podcast covered these topics in a very comprehensive and detailed manner as the discussion of the podcast provided me with a fresh perspective. For instance, prior to the podcast, I didn't really expect that a film director needed to possess such a wide range of skills so when I was listening to the portion on the skills section, I gained plenty of insights.

This discussion is thorough as it does not just talk about what skillsets are required it also provides some sort of example to better denote or convey the points that were intended to get across to the audience which I feel adds depth and substance as it shows how these skill sets can be applicable.

I think the content of the podcast strongly compliments the target audience as the topic of discussion such as ways to manage dispute that may occur on set are extremely valuable insights for anyone who is keen to aspire to become a film director as they would be able to learn how to manage and cope with such a potential circumstance as and when it crops up, allowing them to be more well prepared to deal with such a dynamic.

The host and Director Xiang kept the conversation engaging due to the fluctuation of tone in their voice, when they are both trying to emphasize on certain pointers they tend to speak in a more enthusiastic tone.

The questions that the host used were relevant to the topic of discussion and the podcast uses plenty of anecdotal examples to illustrate key pointers specifically in the portion on skillsets, Director Xiang highlighted certain interactions he had with the director of photography whereby he voiced his opinion on adjusting the composition to which the director of photography deems him to be challenging his authority to elaborate his point on having a keen sight.

These elements enhance audience understanding by simplifying the pointers that discussion covers and it allows the audience to put themselves in the shoes of the guest.

This podcast taught me the importance of being self-expressive as the host. I will apply this by being able to express myself in a more natural manner in front of the camera as and when I get a chance to host in the future.

‘Kiasu Corner’- Group 4 [My own group]

‘Kiasu Corner’ the podcast hosted by myself and Glenn focuses on the topic of voice acting.

Some of the key themes that are being discussed in the podcast includes how Noella Menon got exposed to voice acting, specifically how her journey in voice acting was like. In addition, she also delves deeper into how she forms and maintains connections with professionals from the media field as a way to network .

In addition, apart from that, she also highlights some of the most notable moments in her career thus far in terms of her achievements such as citing specific awards that she won throughout her career and how that in turns helps to motivate her to keep improving herself in order to reach new heights due to the recognition that she receives for the quality of her work.

I think the discussion of the podcast provided me with some fresh perspective and debunk some sort of misconceptions that I have along the way, one of which was the idea that a female voice actress would not be able to voice act the role of a potential male character

be it in a film or commercial. This misconception was being completely thrown out of the window when Noella Menon elaborates on her personal experience of voice acting of the role of the King in Si Luncai.

This in turn made me realize that there is probably a suitable role for anyone who wants to venture into voice acting in the sense that everyone's voice is unique so to speak. I think the depth of discussion is present in my team's podcast.

Having played a part in the creation of my team's podcast during the research phase, I realize that there were a lot of mitigating factors that needed to be taken into account before anyone wants to venture into the industry of voice acting like one needs to be aware of what type of medium that they are going to use to voice act be it in the form of advertising commercial or short films etc. On top of that one would also need to know how to market or brand themselves in terms of knowing their identity and what makes them stand out as compared to others.

I think the content of our podcast aligns with the content of the audience as I think through the podcast the target audience would be able to gain a better understanding of how the industry is like and what are some of the key attributes that can help to thrive in an industry of this sort.

I think that some of the questions that me and my co-host came up with are quite thought-provoking and are of relevance. In addition, I also think that the examples in the podcast used help to illustrate its main points. For instance the use of facebook groups that Noella Menon uses in order to find potential gig opportunities as well as using it as a form of networking tools.

These elements in turn help to bolster the audience's understanding of the topic of discussion as it helps to deconstruct and simplify the topic through the use of examples.

Some of the key takeaways I have learnt from the podcast is the importance of doing comprehensive research on the topic of the discussion as it helps to better equip myself by having a more in- depth understanding of the podcast topic. I will apply that in my future podcast recording so that I ensure the information and the accuracy of the contents of the podcast is of the highest order possible.

