

Student's Contribution: An Escapade to

If 'Escape to Paradise' was the tagline for this year's UCSI prom night, the students from the [School of Social Science and Liberal Arts \(SSLA\)](#) had an escapade of our own to one of the most hip and upcoming local television stations, 8TV. A total of 18 enthusiastic students participated in this trip along with four lecturers – Ms. Yeoh Pei Lee, Cik Nadzrah, Cik Norul Hidayah, and Mr. Ken Choong, who is also Advisor to the SSLA Association and the organiser of this tour.

The much-anticipated trip finally came. As planned, we gathered at 8TV's well-guarded premises at 2.30pm. 8TV is located at Sri Pentas, Bandar Utama and shares the building with its 'bigger sister' TV3, as well as TV9 and several radio stations such as FLY.fm and HOT.fm. We started the tour from the lobby, led by Encik Azwar Nazli Md. Shuaib, Executive Public Relations Officer at the station.

We were first taken to the auditorium where we were given a short briefing about 8TV. Topics varied from the motto and objective of the station to the programmes that are aired, including the popular reality TV singing competition, Malaysian Idol.

The programme took the nation by storm when it first made its debut two years ago, only a few months after 8TV began its operations. Other popular programmes included Alias, CSI: Miami, and the station's in-house production, the 8TV Quickie. The genre of programmes aired by 8TV explains why its viewers mainly consist of the urban and young generation. Besides these programmes, 8TV also caters to the entertainment needs of the Chinese community. One of the most surprising facts about 8TV, according to Encik Azwar, is that most of the people working in 8TV are young people who are below the age of 30. We were then given an opportunity to ask questions regarding the station and the broadcasting industry, to which answers were readily available.

After the briefing, we were taken to the various sections and departments of the building. We were first shown the control room and given explanations as to how programmes are aired, the commercial breaks, and the flawless coordination between the different departments during the broadcasting. We were then shown the 'heart' of 8TV, which was a room where all the computers and electrical systems are kept and maintained to keep the station 'alive'.

Next, we were taken to the administration and finance departments. After that we were shown the news department where daily news is edited and read. We had an opportunity to watch 'live' news coverage when we witnessed a newsreader recording a voice-over for the evening news to be aired later that day.

We were then taken to the creative services department upon special request by one of the students. In this department, we met some of the 'brains' behind 8TV who are responsible for the promotion of new programmes.

The moment we were all waiting for finally came when we were taken to one of the mini studios where shows like the '8TV Quickie' are shot. Some of us even had the opportunity to sit on the cushion seats where personalities like Adam Carruthers and Marion Caunter sit and entertain late night viewers.

The truly inspiring tour came to an end at about 5pm. We thanked and bade farewell to our tour guide, Encik Azwar, as we made our way to the cafeteria to have some light refreshments and talked about our tour of 8TV – the TV station by the young, for the young.

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