

Media Release



# Berita Harian

**Berita Harian dan Majlis Seni Kebangsaan mula misi mencari bakat penulis kreatif menerusi peraduan menulis cerpen**

**Singapura, 31 Mei 2016** –Berita Harian akan memulakan misi mencari penulis kreatif berbakat mulai 1 Jun 2016. Menerusi program enam bulan yang dikenali sebagai 'Mencari Kristal', Berita Harian akan menganjurkan dua acara utama – peraduan menulis cerpen dan siri bengkel penulisan yang memberi peluang kepada penulis baru dan mapan untuk menimba ilmu daripada penulis tamu tentang cara menghasilkan karya yang bersifat 'best-seller' untuk bacaan lebih meluas.

'Mencari Kristal' adalah satu kerjasama antara Berita Harian dan Majlis Seni Kebangsaan (NAC) yang diharap dapat mencungkil bakat-bakat baru demi menyuburkan persada persuratan tanahair selain membantu mereka mencipta nama di peringkat serantau dan antarabangsa.

Konsep program ini serupa dengan pendekatan realiti, yang dipenuhi keseronokan dalam berkarya, menguji kesan sosial masyarakat, serta hiburan yang didorong media dan respons orang ramai. Mencari Kristal memberi tumpuan kepada peraduan menulis cerpen, yang terbuka kepada warga Singapura, dari pelajar hingga pesara.

Pendaftaran dan penyertaan adalah percuma. Tema untuk peraduan cerpen ini ialah 'Debar Cinta' (Love Thriller). Penyertaan hanya dalam Bahasa Melayu dan pemilihan ke program ini berdasarkan dua proses:

1. Pusingan Awal (Penyertaan dibuka mulai Rabu, 1 Jun hingga Jumaat, 22 Julai 2016, 5 petang)
2. Pusingan Akhir (Sabtu, 13 Ogos hingga Sabtu, 15 Oktober 2016, 5 petang)

Peserta yang terpilih ke peringkat akhir berpeluang mengikuti satu siri bengkel eksklusif yang dibimbing oleh penulis tamu dari dalam dan luar negara. Antara lain, peserta peringkat akhir berpeluang menimba ilmu tentang pelbagai teknik; menghasilkan karya kreatif, "memahami khalayak anda", dan memahami trend pasaran.

Satu panel penilai akan memilih lapan karya terbaik dari yang dihasilkan 35 peserta peringkat akhir. Pemenang akan diketahui pada 10 Disember dan akan berpeluang meraih piala dan wang tunai. Lebih menarik lagi, karya terbaik akan dijadikan satu drama video lima-minit.

Untuk maklumat lanjut, kunjungi <http://mencarikristal.sg>

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Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms.

#### **Media**

The English/Malay/Tamil Media group comprises the print and digital operations of The Straits Times, The Business Times, The New Paper, Berita Harian, My Paper (English section) and two student publications IN and Little Red Dot. It also consists of Tamil Murasu Ltd, which publishes Tamil Murasu and tabla!; book publishing arm Straits Times Press; SPH Data Services, which licenses the use of the Straits Times Index, in partnership with the Singapore Exchange and FTSE Ltd; financial data company ShareInvestor; and the two English stations of SPH Radio - Kiss92 and ONE FM 91.3.

The Chinese Media group publishes three Chinese newspapers - Lianhe Zaobao, Lianhe Wanbao and Shin Min Daily News; the digital editions of Lianhe Zaobao and Lianhe Wanbao, four student weeklies - zbCOMMA, Thumbs Up, Thumbs Up Junior and Thumbs Up Little Junior, ZBBZ Newsgazine and My Paper (Chinese section). It also operates SPH Radio's Chinese radio station, UFM100.3, and Focus Publishing, which produces a range of books and magazines including U-Weekly.

SPH's other new media initiatives include AsiaOne, Stomp, [zaobao.sg](http://zaobao.sg), [omy.sg](http://omy.sg) and SPH Razor.

On an average day, 2.8 million\* individuals or 68 per cent of people above 15 years old, read one of SPH's news publications in print copies or one of our digital platforms. (\* *Nielsen Media Index 2015, Monday-Sunday, read any SPH newspapers in print or digital format*)

SPH Magazines, SPH's wholly-owned subsidiary, publishes and produces more than 100 magazine titles and has various online sites, like [hardwarezone.com](http://hardwarezone.com), [herworldplus.com](http://herworldplus.com) and [luxuryinsider.com](http://luxuryinsider.com) in Singapore and the region, covering a broad range of interests from lifestyle to information technology. It has also invested in digital newsstand Magzter.

SPH also provides out-of-home (OOH) advertising options where it manages large format screens and static billboards at key locations in the Central Business District, Orchard Road, City Fringe as well as

major heartland hubs.

SPH Buzz is a modern retail convenience chain with a network of stores around the island.

SPH has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8 and U, and a 40 per cent stake in MediaCorp Press Limited, which publishes the free newspaper, Today.

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The Seletar Mall, located in Sengkang, is SPH's latest retail development. This property is a potential asset to be injected into SPH REIT. SPH's wholly-owned subsidiary, Times Development Pte Ltd, also developed a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road.

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