

Mediacorp and NTU sign agreement to prepare more students for news media industry



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Leonard Leong/TODAY

A livestream of a TODAY webinar for youth in November 2022.

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- Mediacorp and NTU signed a three-year agreement to collaborate and nurture students for the news media industry
- Students may have more opportunities to engage in media-related assignments and jobs in the newsrooms under Mediacorp

- Through this, Mediacorp will know better how to serve young people's needs as consumers and as future collaborators

SINGAPORE — In a bid to nurture future media professionals and prepare them for the industry upon graduation, Mediacorp and Nanyang Technological University (NTU) signed a three-year Memorandum of Understanding (MOU) on Monday (Dec 12).

It was signed by Ms Tham Loke Kheng, chief executive officer of Mediacorp, and Professor May O Lwin, chairperson of NTU's Wee Kim Wee School of Communication and Information.

Mediacorp said that the MOU would offer more internships and training opportunities for students across a wide range of roles.

WHY IT MATTERS

- This is to equip students in NTU's Wee Kim Wee School of Communication and Information with industry-relevant skills
- Ms Tham of Mediacorp said that the national media network — which has TODAY, news channel CNA and various radio stations in its fold — is committed to doing its part in nurturing the next generation of media professionals and equipping students with the right skillsets and experiences needed for the business
- Prof Lwin of NTU said that the partnership will help to further advance the development of media talent in Singapore's workforce and strengthen NTU's efforts in training industry-ready professionals
- Mediacorp would also be able to have closer interaction with students and know better how to serve their needs as consumers and as future collaborators in the media ecosystem, Ms Tham said

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WHAT THE PARTNERSHIP ENTAILS

- Under the agreement, Mediacorp and NTU will develop a range of programmes and activities in the entertainment and the news and current affairs fields
- Students will have more opportunities to engage in media-related assignments and jobs
- These would include individual internships and mentorships, cohort-wide industry sharing sessions, content co-creation opportunities and faculty-wide industry attachments

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HOW STUDENTS MAY BE ENGAGED

They may:

- Have a hand in scripting and commissioning short-form content for Mediacorp's digital platforms
- Develop youth-targeted experimental content across a range of genres including drama, entertainment, digital short-form content, podcasts, children's programming and news
- Collaborate on user research projects that feed product development, including user research artificial intelligence, data analytics and infographic projects
- Be engaged to work on consumer-targeted marketing campaigns for Mediacorp's programmes and relevant digital platforms, for exposure to industry-level projects
- Be involved in ongoing youth-focused projects with Mediacorp's television, radio and digital newsrooms. For example, students interested in audio-focused careers may apply for opportunities in high-demand radio and podcast roles such as music director, programme executive, creative producer, and podcast commissioning editor
- Take part in workshops and training in new areas of communication, technology and news

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OTHER COLLABORATIONS

- The latest MOU is the third one signed between Mediacorp and NTU this year
 - Two agreements were signed in March to award a gold medal to an outstanding student each from NTU's Bachelor of Communication Studies degree programme and Master of Media and Communication degree programme
 - Part of the two institutions' long history of collaboration include activities such as sharing sessions, guest lectures and workshops helmed by media professionals, Mediacorp said
 - As an ongoing process, the company offers placements for NTU students completing their 22 weeks of professional internship course requirement
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