



**For immediate release**  
**Media release**

## **Mediacorp and Ngee Ann Polytechnic seal partnership to nurture new talent pipeline of media professionals for the future**

**Singapore, 2 July 2021** – Mediacorp and Ngee Ann Polytechnic (NP) have inked a three-year Memorandum of Understanding (MOU) for the co-development of media programmes to support the academic and creative growth of full-time NP students as well as part-time adult learners across various courses.

Effective immediately, this strategic partnership will leverage the expertise of both organisations to offer in-depth industry-relevant training to prepare NP students for careers in an evolving media industry. It is also aligned with Mediacorp’s commitment as the national media network to collaborate closely with institutes of higher learning to develop the media industry, nurture the next generation of talent and position itself as the employer of choice in the media space.

Co-created initiatives under this partnership will capitalise on the strong synergy between NP’s curriculum and Mediacorp’s key priorities, such as creating a future talent pipeline of Chinese-language media professionals via NP’s Diploma in Chinese Media & Communication (CMC) from the School of Humanities & Social Sciences (HMS); and working closely with NP’s School of Film & Media Studies (FMS) to build upon its track record of producing top radio personalities, journalists, filmmakers, and creative talents in the film and media industry. To that end, HMS and FMS students can anticipate activities that have been specially structured to strengthen their skills as future media practitioners:

**(a) Job attachments and hands-on learning.** These include formalised mentorships with Mediacorp and internships with Mediacorp’s radio stations. Selected FMS students may be offered two-week attachments with TODAY during their term breaks, with both remote and on-site opportunities to work on feature stories for the digital newsroom.

**(b) Content co-creation courses and business solutions.** Students will be extended exciting opportunities to work with Mediacorp on content co-creation and solutions for business challenges. These include potential opportunities for:

(i) Students’ work to be showcased across Mediacorp’s platforms. As part of their annual curriculum, students from FMS’s Diploma in Mass Communication (MCM) and CMC will conceptualise and produce podcasts for Mediacorp’s audio platforms. Meanwhile, students from the Diploma in CMC will conceptualise and produce Chinese-language audiovisual content, including video podcasts for 8world.

(ii) Recommendations to be proposed by students for problem statements and business challenges facing Mediacorp, with the aim of attaining fresh insights to address existing issues within the media industry.

**(c) Co-development of Continuing Education and Training (CET) programmes to upskill media professionals and reskill career switchers.** This collaboration will start with a five-day bootcamp targeted at aspiring content creators and media practitioners, which will cover media-related topics such as storytelling, videography and photography. The curriculum for this CET programme will be co-developed and co-presented by NP's FMS and the [Singapore Media Academy](#), Mediacorp's media continuing education and training centre for creative industries. Other collaborations being explored include workshops in podcasting and media presentation skills.

**(d) Sharing sessions and career planning.** Mediacorp will provide cohorts with customised sharing sessions tailored to the students' respective specialisations. For example, CMC students may be invited to embark on one-day learning journeys with Mediacorp's Chinese News and Current Affairs team, to experience a workday as a news reporter with Channel 8 or CAPITAL 958. On a broader level, talks by Mediacorp will provide graduating students with career-planning advice and information on possible occupational paths and upcoming trends in the media space.

Taken holistically, this partnership will support Mediacorp and NP's common objectives of preparing future talents for the media sector and driving industry-wide innovation through collaborative projects.

Lim Kok Kiang, Principal and CEO of Ngee Ann Polytechnic said: "With this partnership with Mediacorp, we can look forward to more opportunities for specialized training for students who aspire to go into careers in the media industry. Adult learners will also benefit from in-depth training programmes that draw from the expertise of both the Singapore Media Academy and NP. This puts us in good stead to continue to equip students of all ages with the relevant skills to contribute to and excel in Singapore's media industry."

Tham Loke Kheng, CEO, Mediacorp said: "Mediacorp is committed to doing our part to nurture the next generation of media professionals by sharing our first-hand industry knowledge and offering students opportunities to put what they learn in the classroom into practice. By working with Ngee Ann Polytechnic to deliver courses that are core to the current and future needs of the media sector, I am confident that we will build a strong pipeline of industry-ready graduates with the right skill sets to enter and excel in the broader media ecosystem, including fulfilling careers at Mediacorp."

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### **About Ngee Ann Polytechnic**

Ngee Ann Polytechnic started in 1963 and is today one of Singapore's leading institutions of higher learning with over 14,000 enrolled students in close to 40 disciplines. It seeks to develop students with a passion for learning, values for life, and competencies to thrive in a global workplace.

For more information, please visit [www.np.edu.sg](http://www.np.edu.sg).

### **About Mediacorp**

Mediacorp is Singapore's national media network and largest content creator. Its purpose is to create engaging and trusted content, as well as to connect communities and inspire people. Mediacorp engages over three million people in Singapore daily across four languages on its digital platforms including meWATCH, meLISTEN and CNA.asia, six TV channels and 11 radio stations. Beyond Singapore, Mediacorp also has a growing international audience through CNA and content distributed across markets.

With a focus on nurturing talent and growing the sector, the company is committed to investing in nation-wide initiatives like Star Search, Anugerah, Yaar Antha Star and SPOP, commissioning a wide variety of work from local content creators, and collaborating with institutes of higher learning. As Singapore's first local Multi-Channel Network in partnership with YouTube, Mediacorp is also committed to developing a network of digital content creators.

For advertisers, Mediacorp has partnered industry-leading brands like ESPN, Mothership, Popcorn, Singapore Tatler, theAsianparent, VICE, YouTube and 99.co to form the Mediacorp Digital Network in offering more effective content-driven solutions.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards.

For more information, please visit [mediacorp.sg](http://mediacorp.sg).

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