

易华仁：资媒局系列计划 助培养媒体人才站上国际舞台

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资讯通信媒体发展局推出系列计划，培养本地媒体人才，协助他们站上国际舞台。其中，媒体从业员未来两年将有机会申请到知名媒体公司，包括Beach House Pictures和长信传媒等当学徒，向资深媒体人讨教，更深入了解媒体业的运营。

这项名为“Story Lab Apprenticeship”的学徒计划已开放申请，截止日期为9月29日。

通讯及新闻部长易华仁昨天在拉萨尔艺术学院（LASALLE）毕业典礼致辞时，宣布上述消息。

他说，要打造成可通往亚洲门户的媒体中心，我国须培养具备相关领域经验的创意人才，协助他们为世界各地的观众，制作出更好的故事。

“Story Lab Apprenticeship”计划将在下来两年内，提供超过60个学徒机会，而媒体从业员在当学徒期间，将获取一笔津贴。学徒不仅能学习到内容制作和讲故事的技巧，也能吸取媒体运营的宝贵经验。

已确定参与计划的公司包括Beach House Pictures和长信传媒（GHY Culture and Media）以及mm2娱乐（mm2 Entertainment）和新传媒。更多媒体公司，如HBO Asia也料加入该计划。

易华仁也透露，资媒局计划和英国电影协会（British Film Institute，简称BFI）合作，提高本地学生和专业人士的水平。

例如，20名获提名的媒体学生可到松林制片厂（Pinewood Studios），修读为期10天的影片

制作课程，并有机会参观拍摄现场，了解专业的拍片和筹备过程；本地制作人也能参加制作人指导计划，并获得英国影片制作人的指导，甚至有机会参加BFI伦敦电影节。

推出创意制作与融资课程

另外，资媒局将同拉萨尔艺术学院合作，推出一项创意制作和融资的课程（David Puttnam's ProducersLab）。课程明年3月开放报名，之后，12名参与者将获选参加这项为期九个星期的课程，期间还能得到著名英国制片人大卫·帕特南的指导。

该计划旨在协助本地媒体专业人士掌握实际技巧，包括制作、推销和为电视和网络平台内容融资。

过去三年，资媒局一直支持拉萨尔艺术学院举办的“WritersLab”课程，传授剧本写作和讲故事技巧。今年，资媒局决定推出“剧本至荧幕”（Script to Screen）计划，让“WritersLab”参与者有机会将故事点子或剧本制作成真实作品。

资媒局局长陈杰豪说，本地和区域对媒体专业人士的需求较高，也为国人提供了良好的就业机会。不过，随着数码媒介和工具的崛起，需要新的讲故事技巧，以取得观众的共鸣。“我们的目标是加强新加坡作为亚洲媒体中心所扮演的角色，鼓励更多‘与新加坡共同制造’（made-with-Singapore）的内容。”

欲知更多资媒局上述计划的详情，可电邮至storylab@imda.gov.sg，或浏览资媒局网站。

IMDA Launches Series of Programmes to Nurture Media Talents for the International Stage

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The Infocomm Media Development Authority (IMDA) has launched a series of initiatives to nurture local media talents to assist them in stepping up to the international stage. Amongst the initiatives, media professionals will have the opportunity in the next two years to apply for apprenticeship roles in renowned media companies such as Beach House Pictures and GHY Culture and Media, to be mentored by media veterans, and gain valuable exposure and experience in the operational aspects of the media industry.

This apprenticeship programme, known as “Story Lab Apprenticeship” has kick-started its call-for-applications, with a closing date of 29 September.

Mr S. Iswaran, Minister for Communications and Information announced the above during his speech at the LASALLE College of the Arts (LASALLE) convocation yesterday.

He commented that in order to create a media hub that serves as a gateway to Asia, Singapore must nurture creative talents with experience in the relevant fields and help them create better stories for audience around the world.

The “Story Lab Apprenticeship” programme will provide 60 apprenticeship roles over the next two years, and media professionals will receive a subsidy during their apprenticeship. Not only will the apprentices pick up techniques on content creation and storytelling, they can also gain valuable experience in the business of media operations.

Companies which have confirmed their participation in the programme include Beach House Pictures and GHY Culture and Media as well as mm2 Entertainment and Mediacorp. More media companies such as HBO Asia are expected to join this programme.

Mr S. Iswaran also revealed that IMDA plans to collaborate with British Film Institute (BFI) to raise the standards of local students and professionals.

For example, 20 nominated media students will visit Pinewood Studios for a 10-day film production masterclass, and will be given access to live sets for insights into the preparation and shooting of films at a professional level. Local producers will also get to participate in the Producers’ Mentorship Programme, receive mentorship by UK film producers, and even the opportunity to attend the BFI London Film Festival.

Launch of ProducersLab in Creative Producing and Financing (David Puttnam's ProducersLab)

In addition, IMDA also plans to work together with LASALLE to launch ProducersLab in Creative Producing and Financing (David Puttnam's ProducersLab). The course opens for registration next March, after which up to 12 participants will be selected to

take part in this nine-week programme, where they will receive mentorship from renowned British producer Lord David Puttnam.

The programme is designed to equip local media professionals with practical skills to enable them to create, pitch, and finance content for TV and online platforms.

In the past three years, IMDA has been supporting the WritersLab programme organised by LASALLE to nurture scriptwriting and storytelling skills.

This year, IMDA will introduce a new “Script to Screen” programme, which aims to provide participants from WritersLab with the opportunity to pitch their story ideas and scripts to be produced into a pilot.

Mr Tan Kiat How, CEO, IMDA commented that there is a high demand for media professionals locally and in the region, consequently creating good job opportunities for Singaporeans. However, new skills in storytelling are required with the rise of digital mediums and tools to tell personalised stories that resonate well with audiences. “Our goal is to strengthen Singapore’s role as a media hub in Asia, and encourage the creation of “made-with-Singapore” content.”

For more information on the above programme by IMDA, please email storylab@imda.gov.sg or visit IMDA’s website.