

## **A Platform for Cooperation between Academia and Industry**

TKU is one of the leading universities in the ever-expanding field of culture and creative industries. It offers a diverse array of courses that provide students with cross-discipline knowledge and expertise related to Taiwan's culture and creative industries. For this reason TKU was invited, by the Chinese Television System, to jointly establish a "Platform for Cooperation between Academia and Industry". The opening ceremony for the "Platform for Cooperation" was held on October 31 with the President of TKU, Dr. Flora Chia-I Chang, in attendance.

Other distinguished guests at the ceremony included the President of Taiwan, Mr. Ma Ying-jeou (fifth from left), the Government Information Office Minister Phillip Yang (fourth from left), TKU Department of Mass Communication professor and Chairperson of the Public Television Service and Chinese Television System, Dr. Chao Yaly (third from right), the President of Tainan National University of the Arts, Professor Chao-Hsiu Lee (second from right), the President of National Chengchi University, Dr. Se Hwa Wu (far left), the President of Taipei National University of the Arts, Professor Ju Tzong-ching (second from left), and the President of the National Taiwan University of Arts, Professor Yung-Cheng Hsieh.

The "Platform for Cooperation" will take the form of personnel training and exchange, program development and marketing, TV station operation and management, TV station resource management, academia-industry joint projects, and other cooperative initiatives involving the media and the culture and creative industries.