

## Significant Events

### September 1, 2002

Life!, the well-read lifestyle section of The Straits Times, was revamped with a new and refreshing masthead and the introduction of special daily features to engage readers as part of the "Got Life!" campaign. Sunday Plus was also renamed Sunday Life!.

### September 1, 2002

To raise funds for the annual President's Challenge, the Chinese Newspapers Division co-organised the **National Treasure Hunt** which drew some 14,000 people. It also organised a **Horse Sculpture Charity Auction** between September 3 and 9. Together, the two events raised S\$445,200 for the President's Challenge 2002.

### September 2, 2002

SPH was awarded the **Distinguished Patron of the Arts Award** by the National Arts Council for the 10th consecutive year, in recognition of the company's steadfast support for local arts.

### September 2, 2002

The **English/Malay Newspapers Division (EMND)** announced changes in four top editorial positions in a move to strengthen the capability of the division to better serve readers. Patrick Daniel, former Editor of The Business Times, was appointed Managing Editor of EMND, Leslie Fong, former Editor of The Straits Times, became the Editor at Large, while Han Fook Kwang and Alvin Tay were appointed Editor for The Straits Times and The Business Times, respectively.

### September 16, 2002

**Shin Min Daily News** was given a makeover, which added four pages of sports, entertainment, lifestyle and other news to give readers a more colourful and refreshing read. The revamp paid off, boosting Shin Min's circulation by over 7,000 copies daily.

### October 1 to December 31, 2002

Launched in 2000, **The Straits Times School Pocket Money Fund** entered its third year and, despite the difficult times, managed to raise a record S\$3 million for 7,200 needy students.

### October 26, 2002

SPH was given the **Corporate Gold Award** by the Community Chest to acknowledge its contributions to community service. The Group contributed S\$346,000 to ComChest in the 2001/2002 financial year, including its participation in the SHARE programme, under which a monthly sum is deducted from the SPH employees' pay, with the company matching dollar-for-dollar.

### November 11, 2002

SPH named its new building at Toa Payoh North **News Centre**, a name transferred from its former headquarters in Genting Lane, to create an identity for the high-tech complex which now houses more than 2,600 staff.

### December 4, 2002

**SPH MediaWorks** and its Chinese TV channel, **Channel U**, clinched two of the most prestigious awards – Broadcaster of the Year and Terrestrial Channel of the Year, respectively – at the 7th Asian Television Awards. It also won awards for the Best Talkshow, Best Youth Programme, Best Comedy Performance By An Actor and Best Original Song.

### December 12, 2002

Dr Yaacob Ibrahim, Acting Minister for Community Development and Sports, presented cheques totalling S\$175,000, raised by the **SNPL Charity Fund**, to 20 charity organisations from various ethnic groups at News Centre. The SNPL Charity Fund was set up in 1987 to administer public donations received by the Chinese Newspapers Division.

### December 13, 2002

**Lim Chin Beng** was appointed the non-executive Chairman of SPH at the Company's 18th Annual General Meeting.

### January 1, 2003

**Lim Kim San** stepped down as Executive Chairman of SPH after 14 years at the helm but remains in the Company as Senior Advisor. SPH Group President Alan Chan became the Chief Executive Officer.



Clockwise from left Straits Times Editor Han Fook Kwang (left) receiving the Gold Design Award from Epson Singapore Chairman Fujita Shinichiro. President S R Nathan (third from left) and CEO Alan Chan (second from left) showing support for the Show You Care Buy a Tile charity programme organised by Chinese Newspapers Division. SPH MediaWorks celebrates its second anniversary in May 2003.

### January 12, 2003

**Ren Ci Charity Show**, SPH MediaWorks' first major charity show, was telecast "live" on Channel U. The mega charity show raised S\$6.5 million – the highest amount ever raised in a single event – for the Ren Ci Hospital and Medicare Centre and propelled Channel U's prime-time ratings to a high of 24.2 per cent, according to the Nielsen Media Research.

### January 30 to February 5, 2003

The attractions of the Chinese province of Hunan were showcased at the **River Hongbao** to usher in the Lunar Year of the Goat. For the first time, the cultural performances were held at the Concert Hall of The Esplanade.

### February 8, 2003

Channel U and Lianhe Zaobao were official broadcaster and newspaper, respectively, for the **Chingay Parade**, which was telecast "live" on the channel.

### March 14, 2003

The Straits Times started the **Mobile News Alert Service**, which sends out the latest news to mobile phones of readers who put in an SMS request at 30 cents each.

### March 20, 2003

Channel i inked an exclusive distribution deal with **Paramount International Television** to unleash the first-run of Paramount programmes on its channel from July 1, 2003. The deal is part of Channel i's ongoing international alliance initiatives to build it into a leader in movie and TV content.

### March 27, 2003

**Lianhe Zaobao** was given a total overhaul to make it more trendy, lively and fun to meet the changing needs and expectations of its readers and advertisers. The redesigned Chinese daily includes the addition of three new sections – Zaobao China, zbNow and Zaobao Sports, and more pages for expanded coverage.

**April 1, 2003**

**Wee Leong How** was appointed the Executive Director of SPH MediaWorks, in addition to his portfolio as Executive Vice President of Human Resources and Chairman of SPH Magazines.

**April 8, 2003**

SPH Magazines signed a four-year contract with Singapore Airlines to publish its popular in-flight magazine, **SilverKris**. It will leverage on the synergy and talent within SPH to produce SilverKris and explore new contract publishing opportunities.

**May 19, 2003**

The Straits Times TV News was rebranded **Channel i News** to better align it with the channel on which it airs and to develop its own identity.

**May 28, 2003**

BG George Yeo, Minister for Trade and Industry, officiated at the launch of "**Singapore Enterprises in China: Collection of 40 Success Stories**" – a Chinese book co-published by Lianhe Zaobao.

**June, 2003**

**Young Parents** underwent a complete facelift to emerge with brighter layout and pictures, as well as new sections.

**June 5, 2003**

Prime Minister Goh Chok Tong, accompanied by Minister for Information, Communications and the Arts Dr Lee Boon Yang, visited the **SPH News Centre** for a discussion with SPH journalists on the current issues and long-term challenges facing Singapore.

**June 15, 2003**

A birthday bash was organised to celebrate SPH's new adoption, the **All Star BirdShow** at the Jurong BirdPark turning 21. The party attracted 13,000 people to the BirdPark.

**June 19, 2003**

Following its second anniversary celebration in May, SPH MediaWorks was conferred the "**Superbrand**" title by the Superbrands Council, an independent arbiter of branding. Companies are judged based on goodwill, market dominance, longevity, overall market acceptance and customer loyalty.

**June 19 to 21, 2003**

SPH co-sponsored **The Global Soul**, a TheatreWorks production, at the Singapore Arts Festival.

**June 23, 2003**

Times Periodicals Pte Ltd was renamed **SPH Magazines Pte Ltd** to better reflect the progressive and international corporate image of the company.

**June 24, 2003**

The "**80 Engaging Moments**" photo exhibition organised by Lianhe Zaobao and The Photographic Society of Singapore was launched at the opening of the annual World Book Fair to celebrate Lianhe Zaobao's 80th anniversary.

**July 5, 2003**

Fifty aspiring playwrights took part in the SPH-sponsored **TheatreWorks' 24-hour Playwriting Competition** held at the Singapore Turf Club.

**July 11, 2003**

SPH Magazines joined hands with Berita Publishing Sdn Bhd to set up a joint venture company in Malaysia called **Magazine World Sdn Bhd** to publish and distribute magazines, including Her World Malaysia, as well as provide contract publishing services in Malaysia.

**July 17, 2003**

SPH Magazines entered into a joint venture with GMM Media Public Company Ltd to publish **Her World Thailand** in the first quarter of next year.

**July 25, 2003**

Lee Ah Bee, Executive Chairman of Amtek Engineering Limited, was Businessman of the Year, Neil Montefiore of MobileOne (M1) Limited was Chief Executive of the Year and Accord Express clinched the Enterprise Award at the **Singapore Business Awards** for 2002 organised by The Business Times and DHL.

**July 30, 2003**

The Straits Times won the Best in Newspaper Design (Gold), Best in Newspaper Infographics (Gold) and a bronze award for Best in Digital Photography (Sports), and Lianhe Zaobao clinched Best in Print (Gold) for a newspaper printed on the bigger, double-width press, at the prestigious **IFRA Publish Asia Awards** given out in Kuala Lumpur.



Clockwise from left ST TV News is rebranded Channel i News. SPH is a co-sponsor of The Global Soul in the Singapore Arts Festival. 20,000 pop fans brave the rain to watch the ZPOP Concert organised by zbNOW. Iskandar Mirza is named the Achiever of the Year.

**August 6, 2003**

Veteran composer and music arranger Iskandar Mirza won the **Achiever of the Year Award**, co-organised by Berita Harian and McDonald's.

**August 9, 2003**

SPH was awarded the **President's Certificate of Commendation** for its role in helping to overcome the Sars outbreak in Singapore. The Group's newspapers and TV provided information about Sars through the use of easy-to-understand comics, infomercials and programmes.

**August 21 to 27, 2003**

SPH sponsored the biennial **Singapore Writers' Festival**, organised by the National Arts Council. Apart from celebrity readings and breakfast with writers, a

poetry slam and SMS haiku competition were introduced at the premier literary event. It culminated in the **NAC-SPH Golden Point Award** presentation to recognise the best short-story writers and poets.

**August 23, 2003**

zbNOW organised the **ZPOP Concert** at the Padang to celebrate Lianhe Zaobao's 80th anniversary. Some 20,000 people braved the rain and turned up for this outdoor event.

**August 29, 2003**

The New Paper organised the **Be Yourself Day** where students made a donation to the President's Challenge 2003 to show up in their favourite attire which best expresses their personalities.