

# INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

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## 2013/2015 Council

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## President's Message

As part of the leadership renewal that I had spoken about at our 44<sup>th</sup> Annual General Meeting (AGM) on 25 March 2014, I am pleased to announce that two Accredited Members, Mr Dilip Anand (Principal Corporate Communications Manager, Housing & Development Board) and Ms Christina Cheang (Chairman, Weber Shandwick Singapore) have stepped forward to serve as Co-opted Members on the IPRS Council. Their experience will be a valuable addition to the IPRS Council's efforts in positioning the Institute a thought leader in the PR industry and in bringing more benefits to our Members. There's still room for more of you, our Members, to step forward to serve the Institute, in one way or the other. So please don't hesitate to contact either me, or any of our Council Members should you wish to do so.

After deliberation by the Council, it has been decided that we will launch the forthcoming PRISM Awards with the call for nominations in October this year. The gala night will be in March 2015. We hope that this will afford agencies, corporations and individuals ample time to decide and to prepare their nominations for PRISM, which will be the thirteenth in the series since its inception in 1987. Watch out for details on the PRISM Awards on our website.

With June upon us, I wish those of you who are planning time with the family during this month-long school vacation, and those who need that much needed mid-year break, happy holidays!

**Stephen FORSHAW**  
President  
IPRS Council 2013/2015

## Have you renewed your Membership?

If you've not done so, or have not received your Membership Renewal Form, please email to [admin@iprs.org.sg](mailto:admin@iprs.org.sg) or call 6534 1841. IPRS Membership has its special privileges - Members-only events and special rates for our talks, workshops, courses, and many more. Keep a look out for our upcoming Members-only events!

## Applications Now Open for IPRS-SMU Graduate Diploma in Public Relations (GDPR) Programme

With Communication being more recognised as a necessity in all walks of life today, those who wish to have a more well-rounded foundation in Public Relations (PR), can turn to the IPRS-SMU Graduate Diploma in Public Relations (GDPR) Programme. The 12-month, part-time, Programme, provides a comprehensive base for PR practitioners who are looking to enhance their careers with a specialist Diploma. The Programme is ideal for Communication Professionals with about three years of practice and who possess a good first Degree.

Applications are open until 30 September 2014 for the January 2015 intake. For more details on the GDPR: <http://www.iprs.org.sg/graduate-diploma-public-relations-master-science-communication-management>

You can submit your application via <http://business.smu.edu.sg/master-communication-management/admissions/apply>



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**JUNE**

7 – Press Club *Makan Kakis* Brunch at Medzs (open to IPRS Members and friends)

4<sup>th</sup> Week (TBC) - Networking Night

**JULY**

3 – Visit to Google

Mid-July – IPRS Introduction to Public Relations and Mass Communication (3-day course)

**AUGUST**

Late-August – Launch of IPRS Professional Certificate in Public Relations and Mass Communication

TBC – National Day Party

## Christina Cheang (Chairman of Weber Shandwick Singapore)

Following IPRS' 44th Annual General Meeting (AGM) on 25 March 2014, Christina stepped forward to serve as a Co-Opted Member of the IPRS Council.

There's no doubt that Christina leads an incredibly busy life with her different roles and responsibilities both at Weber Shandwick and as a volunteer for various not-for-profit organizations.



Having been an IPRS Member for more than a decade, and having served as a Council Member previously, Christina said that she understood the importance of IPRS' role as the voice of the industry. She believed that despite her busy schedule, joining the IPRS Council once again was the least that she could do to help promote the professional causes that IPRS is championing.

With decades of experience in both Journalism and PR behind her, Christina said that she understood the real meaning of being 'a student for life'. "Knowing that I am not good enough makes me want to learn from the best in the industry. Often, the best lessons come from competing with highly-experienced international PR counsels and practitioners, including those from the US and UK. The PR industry there is more matured. Their PR histories go back almost a century," said Christina. Christina added that exposure to high-level competition compels her and her team to grow and learn valuable lessons in the process.

Christina shared the following advice to those who are starting their careers in PR:

- Do not take shortcuts if you want to be a trusted counsel of your client
- Read widely
- Engage and network extensively
- Continuously upgrade and re-skill yourself

We would like to extend our appreciation to Christina for taking time to share her insights! If you have your own PR story to tell, share it with us at [admin@iprs.org.sg](mailto:admin@iprs.org.sg)!

## The Secretariat

Interim Manager  
Robert CONCEICAO

Senior Executive  
Jacelyn KOH

## Event Highlights

### 29 April 2014 – Visit to Bloomberg News

About 20 IPRS Members got an exclusive 'behind-the-scenes' look at how Bloomberg News works. Ours Members were well-received by our host, Mr Linus Chua, Singapore Bureau Chief, Bloomberg News, who brought them on an office tour, covering the studio, newsroom, and training rooms.

One interesting point that was noticed during the visit was that there were no camera crews around Bloomberg's Singapore studio! Newscasters took instructions from the New York office while stories were framed by its London office.



Mr Linus Chua (center) with our members

Another unusual aspect of Bloomberg was its 'culture of transparency'. For example, all meeting rooms had glass windows and doors, and everyone used the same type of desk in an open-office concept.

#### Key points from the session:

- News were in memo bullet style as Bloomberg's audience were mainly financial traders
- More than 5000 stories a day by more than 2400 news and multimedia professionals working in over 150 bureaus in 34 countries.
- The typical Bloomberg news story format:
  - 1<sup>st</sup> paragraph: Introduction
  - 2<sup>nd</sup> paragraph: Background (data points and analysis takes place)
  - 3<sup>rd</sup> paragraph: Explanation (why the story is important to the reader)
  - 4<sup>th</sup> paragraph: A quote to end the story.

#### Mr Dean Shams, PR Strategist, KinetiqBuzz PR

*"The visit was a real eye opener! I was amazed at their capability to track and mine data to uncover trends and connections. It's interesting that their office has no 'corner offices'. Everyone is on the floor in the midst of action."*

For those who missed out on the visit, look out for our next Members-only media visit!

## 21-23 May 2014 – Introduction to Public Relations and Mass Communication

Seventeen bright-eyed participants gathered intently for a three-day introductory course in Public Relations (PR) and Mass Communication. Coming from various industries, designations, and experiences, the participants listened eagerly and participated actively in the course that was conducted by an IPRS team of experienced trainers, all of whom are Accredited Members: Ms K Bhavani, Mr Adrian Heng, Mr Gregory Tan, and Mr Robert Conceicao. With their wealth of knowledge and experience in the industry, the trainers were able to share their insights and practical tips. The participants also took the opportunity to ask probing questions and discussed real challenges that they have encountered in their workplace.

This course covered the essential tools in PR including Media Relations, Corporate Identity and Reputation, Event Management, and Crisis Communication. At the end of the course, the participants were conferred with Certificates of Participation by Ms Jovina Ang, Honorary Treasurer, IPRS. Not only did the participants gain ample insights into the world of PR, they also made new friends from the industry!

Kok Yin Yin, Corporate Communications Officer, A\*Star

*"The course was very beneficial. It provided useful backgrounders and life experiences from the trainers. I found the case studies very relevant and helpful in understanding the topics better."*

Daryl Fong, Corporate Communications Senior Executive, NTUC Eldercare

*"The course helped to reinforce my prior knowledge of PR. It will help me in my current on-the-job training. I found Internet PR and Employee Communication most relevant to my current work. Overall, my expectations of the course were very well met!"*

Mahat Mohamed Bin Supri, Communications Executive, Urban Redevelopment Authority

*"This was a good refresher course for me, especially in the area of Media Relations. The course has equipped me with practical tips that can help me in my job."*

If you are interested in signing up for the next Introduction to Public Relations and Mass Communication course, drop us an email at [admin@iprs.org.sg](mailto:admin@iprs.org.sg) or look out for details on our website - <http://www.iprs.org.sg/introduction-public-relations-mass-communication-2>



Trainers: Robert Conceicao, Vice President, IPRS, (Extreme R, back row) & Ms Jovina Ang, Honorary Treasurer, IPRS (Third from R, back row) with participants)



Presentation of Certificates by Ms Jovina Ang (R).

## B u z z

### Mileage Communications Opens Korea Office

In its 22<sup>nd</sup> year of operation, one of Singapore's largest homegrown Public Relations (PR) agencies, Mileage Communications, extended its footprint in Asia when it opened its Seoul (South Korea) branch on 12 May 2014. Mileage Communications (Korea) is a joint venture with an established PR veteran, John Kim, and his team.



Mr John Kim, Managing Director of Mileage Communications Korea, (L) and Mr Yap Boh Tiong, Chairman, the Mileage Group (R) at the signing ceremony.

Mr Yap Boh Tiong, Chairman, the Mileage Group, and a former IPRS President (1985-1993), said: "Korea is Asia's fourth largest economy. The business outlook is positive. We have clients pushing for work to be carried out in the Korean market. Having an office in Seoul will be a boon for our clients."

Mr Yap Boh Tiong added that the joint venture company is well positioned to assist Korean companies in their marketing communications needs in Asia where the Mileage Group has offices. Similarly, Mileage Communications (Korea) can assist companies that wish to break into Korea.

To date, Mileage Communications has established 15 offices across Asia including India, Malaysia, Thailand, Indonesia, China, Vietnam, Myanmar, South Korea, and Singapore.