

# INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE

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## PRISM AWARDS 2015 – Have you sent in your entries yet?

It's just **THREE days** to go to 31 December and the end of 2014. This is also the closing date for **Early Bird Nominations** for PRISM Awards 2015, the only peer awards scheme for the Singapore PR industry.

Excellence and Merit Awards await the top nominations for the 19 categories that form part of PRISM 2015. All winners are automatically eligible for the annual global award scheme of the Global Alliance for Public Relations – COMM PRIX.

Closing date for Early Bird Nominations: **noon, 31 December 2014.**

Closing date for Nominations: **5.00pm, 16 January 2015.**

PRISM Awards 2015 Gala Night: confirmed date (**late February/early March 2015**) to be announced soon.

Please click [here](#) for details on the Categories and Criteria and [here](#) for the Guidelines & Details. For more details on PRISM Awards 2015 including sponsorship and ticketing, please contact [admin@iprs.org.sg](mailto:admin@iprs.org.sg) or 6534 1841.



Celebrations at past PRISM Awards

## Happy New Year!

The President, IPRS Council 2013/2015 and the Secretariat would like to thank you for your support in 2014 and wish you a Happy New Year! May the New Year bring you joy and happiness! Join us at our activities in 2015!

## 03 November 2014 – IPRS Lunch Talk Featuring MediaCorp Editors



Mr Walter Fernandez addressing the audience.



From L to R: Mr Stephen Forshaw, President, IPRS, Mr Jaime Ho, Ms Farah Abdul Rahim, and Mr Nicholas Fang.

About 80 IPRS Members and guests got the opportunity to get up close and personal with Mr Nicholas Fang (Supervising Editor of Singapore News, MediaCorp TV), Mr Jaime Ho (Deputy Chief Editor, English Radio News, MediaCorp Radio) and special guest, Mr Walter Fernandez, (Editor-in-Chief, MediaCorp). In a dialogue session moderated by Ms Farah Abdul Rahim, Honorary Secretary, IPRS, the editors also provided a glimpse of the upcoming changes to MediaCorp's Channel 5 and 938Live!

- Channel 5's News 5 at 9.30pm will be aired at 9pm in 2015
- A new "live" programme focusing on local issues, "The 5 Show", will make its debut
- 938Live! to incorporate more analysis in its programmes

**DECEMBER**

31 – Close of Early Bird Nominations for PRISM Awards 2015

**JANUARY**

16 – Close of Nominations for PRISM Awards 2015  
 20 – IPRS Brownbag Series – Navigating Communications: PR in Emerging Markets  
 28 – IPRS Networking Night

**FEBRUARY**

9 – Visit to LinkedIn Singapore  
 11 to 13 – Introduction to Public Relations and Mass Communication (tentative)

**The Secretariat**

Interim Manager  
**Robert CONCEICAO**

Assistant Manager  
**Jacelyn KOH**

Volunteer  
**Ernst LIM**

Other insights and tips shared include:

**When pitching to TV and Radio**

- Know the news cycle and how the newsroom operates
- Three unique dimensions to crafting and pitching a story
  - How it comes across in print
  - How it will look visually (for TV)
  - How it will sound (for radio)
- Resist the tendency to always think about print first and not forget about broadcast visuals/soundbites
- Ensure narratives are compelling and say why it should matter to readers/viewers alike

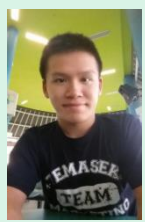
Watch out for our next Quarterly Lunch Talk!



Ms Nurul Rasheed, Associate Manager, Asia PR Werkz  
*"I found the talk very useful. There were many learning points. It was especially worthwhile hearing about the stand on the use of embargoes."*



Mr Moses Mok, Account Supervisor, Weber Shandwick  
*"The talk was informative. The panelists gave good insights into what the TV and radio newsrooms are looking for in today's changing landscape. It's also a nice validation of our work to hear that newsrooms are increasingly looking for content that is easily adaptable for social media."*



The article and photos were contributed by Mr Chester Choy and Ms Charis Lam, respectively, from the Temasek Polytechnic – IPRS Student Chapter.

*"The talk was very informative. I never knew that there were so many things to consider in the media and PR industry. I'm thrilled to be given this chance to experience writing an article for the IPRS newsletter. I look forward to attending more IPRS events so that I can be exposed to more new experiences,"* said Chester.

**12 November 2014 – SPH Visit**

It was 4.30pm on a Tuesday afternoon. The rain was pelting down from the skies. But it didn't deter a group of 32 PR professionals from heading to Singapore Press Holdings (SPH) to hear its Digital Media Group share insights on STOMP, AsiaOne, SPH Razor and Kiss92.

STOMP Editor, Mr Azhar Kasman, shared how the STOMP team actively collaborates with Singaporeans in the daily news making process. The team sifts through hundreds of news alerts and curate the most engaging content to educate the public about less known facts and happenings.

And that's not all. Did you know that AsiaOne tracks readers' digital consumption? Editor, Mr Adrian Tay, shared that affluent, working professionals, who are AsiaOne's main target audience, typically surf the website on desktops during office hours; access via mobile devices after work; and use iPads to navigate information over the weekends.

The visit, exclusively for IPRS Members, included a tour of SPH Razor's production studio hosted by Editor, Mr Jonathan Tan; a behind-the-scenes peek at a live-recording by Kiss92's Music Director and DJ, Ms Desiree Lai; and a visit to the Straits Times newsroom.



Ms Desiree Lai (seated) demonstrating a live-recording session.



Mr Jonathan Tan (extreme right) briefing participants on the Straits Times' newsroom's operations.

# Event Highlights

IPRS would like to express its thanks to Mr Deror Wong, Senior Executive, Corporate Communications and CSR Department, SPH for facilitating this visit.



**Mr Derek Ho, a public sector employee**  
*"The visit was very enriching and definitely an eye-opener."*



**Mr Kevin Tan, a public sector employee**  
*"I enjoyed the face-to-face interaction with the SPH representatives. I now have a better appreciation of the work processes across various SPH divisions."*

## 17 November 2014 – IPRS Networking Night with Guest Speaker, Mr Mark Sheehan (Deakin University)

IPRS held its third and final networking night for the year, which was well attended by close to 50 participants, including a visiting delegation from Australia's Deakin University led by Mr Mark Sheehan, Course Director, School of Communication and Creative Arts.

In his welcome to the Deakin delegation, Mr Robert Conceicao, Vice President, IPRS, presented an introduction to the PR landscape in Singapore. He shared insights into the environment surrounding today's PR industry, the challenges that PR professionals had to contend with, the history of IPRS and how the Institute works with PR professionals and external partners.

As the guest speaker for the evening, Mr Mark Sheehan shared excerpts from his book, *"Asian Perspectives on the Developments of Public Relations: Other Voices"* including the following:

- The diverse PR models in the different Asian countries in light of an absence of a "standard Asian PR model".
- How Asian PR models varied from the commonly studied Anglo-American PR model.
- How some PR models have evolved from National, cultural and communication practices.
- The growth and development of PR in Asia.



**Mr Aaron Soh, Business Consultant, Meltwater Group.**  
*"This event was the first of its kind for me. Meltwater generally attends events focused around professionals. Here, we have students that are just starting out their careers in the PR industry and are keen to get their next chapters started."*



**Ms Alyssa Jackson, PR undergraduate, Deakin University.**  
*"Communicating and networking is important, especially for people in our industry. I was able to acquaint myself with a variety of people who have been working in communications for many years."*



From L to R: Ms Bronwyn Kirby, Lecturer, Deakin University, Mr Robert Conceicao and Mr Mark Sheehan.



From L to R: Ms Kate Sloan, Ms Krizia Fiora, Ms Sarah Messina, Ms Marija Skukan, Ms Lily Rocke, and Ms Ruby McDougall, PR undergraduates from Deakin University.



From L to R: Ms Liu Shu Qi, Director, Q Communications, Ms Wan Ying, Executive, Ernst & Young, Ms Joyce Poon, Senior Manager, Corporate Communications Division, Ministry of Culture, Community and Youth, and Mr Aaron Soh, Business Consultant (Client Acquisition), Meltwater Group.



The article and photos were contributed by Ms Aishah Tamiri and Ms Eloise Sim, respectively. They are 3rd Year Bachelor of Communication students, University of Newcastle.

## 18 November 2014 – TP-IPRS Tea Appreciation Session



The incoming EXCO with Mr Robert Conceicao (3<sup>rd</sup> from L), and their mentors, Ms Kathy O'Brien (4<sup>th</sup> from L), Mr Lars Voedisch (3<sup>rd</sup> from R) and Ms Christina Cheang (2<sup>nd</sup> from R).



Mr Robert Conceicao (L) sharing insights with the audience during the session.



Mr Phillson Rajan,  
President, TP –IPRS  
Student Chapter  
*"I enjoyed this session*

*and am so glad that everyone enjoyed themselves. It's great to know that the Student Chapter has so many supporters. The only way for us to go is forward."*

Capping off their many exciting activities and events held throughout the year, the Temasek Polytechnic (TP) - IPRS Student Chapter hosted a Tea Appreciation Session to thank the Chapter's outgoing Executive Committee (EXCO) and to welcome the incoming EXCO. Letters of Appointment were presented to Mr Phillson Rajan, the incoming President of the Chapter, and members of the new EXCO.

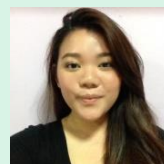
Mr Daniel Yeow, Director of School of Business, Temasek Polytechnic, thanked IPRS and senior Public Relations (PR) practitioners for their support for the Chapter since its inception in 2012.

In his address, Mr Robert Conceicao, Vice President, IPRS, re-affirmed IPRS' support for the Chapter. He outlined the various opportunities, including a visit to Google Singapore HQ and a networking night at Toby's Estate, which the Institute had provided to members from the Chapter, to enable them to network with PR professionals and the media. Robert urged the student members to step forward to share their views on the PR profession and to support more IPRS' initiatives.

The Student Chapter then thanked the PR professionals present who had played an integral role in mentoring Chapter members. They were:

- Ms Christina Cheang, Chairman, Weber Shandwick,
- Ms Kathy O'Brien, Managing Director, Red Shoe Communications
- Mr Lars Voedisch, Managing Director, PRevious Communications
- Mr Dean Shams, Principal PR Consultant, KinetiqBuzz PR

The event closed with an inspiring address by Christina, who recounted her journey to becoming a PR professional and the importance of being versatile and resilient in order to succeed in the profession.



The article and photos were contributed by Ms Vanessa Yee, Vice-President, TP – IPRS Student Chapter, and a Year 2 Communications and Media Management student.

## 04 November 2014 – IRPAS Talk by 'Mrs Money Penny'

IPRS Members were provided with complimentary invitations by the Investor Relations Professionals Association (Singapore) (IRPAS) to an insightful presentation at the SGX Auditorium, by Dr Heather McGregor, Director, Taylor Bennett, on the Investor Relations (IR) jobs market and career development opportunities in Asia.

An award-winning author and Financial Times columnist, who is better known as "Mrs Money Penny", Dr McGregor shared her observations on the key factors driving demand for IR officers, the skills required to excel in IR, and ways to move up the IR career ladder.

IR officers will be heartened to know that an increase in private equity, market capitalisation and in the number of listed companies, have contributed to a growing IR job market in Asia. To effectively manage an IR career, job seekers need to accumulate investor knowledge, IR experience, finance-related qualifications and social capital.



Dr McGregor sharing insights into the IR job market with IPRS and IRPAS members.



The articles for the SPH visit and the IRPAS Talk by 'Mrs Money Penny' were contributed by IPRS Affiliate Member, Ms Liu Shuqi, Director, Q Communications.