

**SPEECH BY DR LEE BOON YANG, CHAIRMAN, SPH AND SPH FOUNDATION AT THE SPH AND SPH FOUNDATION SCHOLARSHIP AWARDS CEREMONY 2019 HELD ON WEDNESDAY, 31 JULY 2019 AT 3.00 PM AT THE SPH NEWS CENTRE AUDITORIUM**

Ladies and Gentlemen

Good afternoon and welcome to the 2019 SPH and SPH Foundation Scholarship Awards Ceremony.

I offer my heartiest congratulations to all scholarship recipients. Today we are presenting a total of 27 scholarships - 3 journalism scholarships, 14 scholarships to children of SPH staff and newspaper vendors and 9 Lim Kim San Memorial Scholarships. In addition, we will present an award to the first SPH recipient of the Singapore-Industry Scholarship.

I would also like to congratulate the proud and supportive parents, family members and loved ones, without whose encouragement, care and love, their children would not be here today.

Engaging audiences and presenting pressing issues

To all scholarship recipients and families, we are delighted to welcome you to SPH. Most if not all would be familiar with SPH and our media products such as The Straits Times, Lianhe Zaobao, Berita Harian and Tamil Murasu. I trust that you also regularly read, watch or listen to our accurate, timely and engaging news content across multiple platforms.

Our journalists abide by the highest professional standards to ensure their reports and stories are accurate and reliable. We pride ourselves as a

credible source of news that readers can trust. We also strive to provide in-depth and objective insights for readers to gain deeper understanding of what is happening in Singapore and also in the world as whatever happens will have an enormous impact on us.

Current and pressing issues such as trade war between US and China, economic volatility, dangers of climate change, challenge of sustainability and community development are issues which we offer to our readers regularly. It is not all doom and gloom. For instance the Straits Times' Climate of Change series, reports on the global impact of climate change and also highlights some solutions for a sustainable future. Lianhe Zaobao's The Inequality Sketch is an illustrated interactive feature that tackles the subject of inequality through real life success stories.

In today's multimedia age, we engage our audience by delivering quality and creative products to build trust and loyalty with our readers. I am pleased to share with you how our efforts in these areas have been recognised.

The Straits Times Asia Report, a magazine which curates some of the best features on the region from the ST Foreign Desk, was named Best New Print Product and Best in Asia/Pacific for Regional/Local Brands at the International News Media Association (INMA) Global Media Awards in New York in May.

Zaobao.sg, the digital platform of Lianhe Zaobao, was the Singapore winner of the first Asia-Pacific Google News' Innovation Challenge, for its proposal to engage readers using a new gamified membership

system. Readers can watch a video advertisement or read a certain number of free articles in order to “unlock” access to subscriber-only content. The first phase of this project is slated to roll out at the end of this year.

For our journalism scholarship recipients these awards by our flagship newspapers are clear indicators that SPH is able to provide our journalists and staff with an innovative ecosystem to compete for a wider audience. We are well equipped to cope with the challenge posed by digital media and to offer you a rewarding career with us.

#### Scholarships to children of SPH staff and newspaper vendors

This afternoon, SPH is also presenting 4 junior college, 4 polytechnic and 6 university scholarships to the children of SPH staff and newspaper vendors.

These awards recognise their academic achievements and acknowledge the contributions of their parents – our staff and newspaper vendors who are instrumental to SPH’s success of many years.

One of them is Abdullah Bin Harun from Production. His two sons, Muhammad Irfan and Muhammad Rusyaidi, are receiving a junior college and a polytechnic scholarship respectively today.

Congratulations to all the parents and their children!

## Lim Kim San Memorial Scholarships

This is the 14<sup>th</sup> year that we are presenting the Lim Kim San Memorial Scholarships, which is sponsored by the SPH Foundation.

Today, we are presenting 9 Lim Kim San Memorial Scholarship to deserving recipients who have been selected for their academic excellence, outstanding records in extra-curricular activities including active community work.

These students have shown tremendous strength, fortitude and maturity to overcome challenging circumstances in their personal lives. The scholarships will provide financial security to them and their families, and allow them to focus on their studies.

I hope that they will continue to serve the community after their studies.

Well done to all of you!

## Singapore-Industry Scholarship

Last but not least, we will be presenting our first Singapore-Industry Scholarship to Muhammad Rilwan, who will be reading Information Systems in the National University of Singapore after he completes his national service.

SPH is one of the organisations participating in this multi-industry scholarship, in partnership with the government to groom the next generation of talents in Singapore's strategic sectors such as infocomm, media, transport and social services.

Rilwan will be using the skills he will be learning to contribute to SPH's future success after his graduation. All the best, and we look forward to having you with us!

### Conclusion

In conclusion and on behalf of SPH and SPH Foundation, I would like to congratulate all the scholarship recipients, and wish you every success in your studies! Thank you.