

Significant Events

September 1, 2000

SPH was awarded the Distinguished Patron of the Arts award for the eighth consecutive year, confirming its commitment to support the development of the Arts in Singapore.

September 4, 2000

Streets, a free tabloid-sized English newspaper that offers bite-sized news for commuters, was launched. The newspaper with a circulation of 200,000 was an instant success with readers and advertisers.

September 16, 2000 **1**

The second volume of Senior Minister Lee Kuan Yew's celebrated memoirs entitled "From Third World to First, The Singapore Story: 1965 - 2000, Memoirs of Lee Kuan Yew" was launched on the Senior Minister's 77th birthday. The sale of special-edition copies, autographed by the Senior Minister, raised more than \$4 million for three endowment funds in education and training.

Picture: Senior Minister Lee Kuan Yew and Mrs Lee blowing out birthday candles.

October 16, 2000 **2**

The Lim Kim San Professorship in Business Policy for the National University of Singapore was launched. A total of \$2.75 million was raised for the endowment fund, including a contribution of \$750,000 by SPH. President S. R. Nathan was the guest of honour at the launch ceremony.

Picture: Dr Michael Fam, Director of SPH handing the mock cheque to President S. R. Nathan. Looking on is Tjong Yik Min, Group President of SPH (far left) and Prof Shih Choon Fong, Vice-Chancellor of NUS (extreme right).

October 27, 2000

SPH signed a \$123 million deal with Koenig & Bauer Group to purchase four KBA Commander presses, to print The Straits Times and The New Paper by early 2003. The KBA Commander can print 112 pages of The Straits Times in full colour and will be housed in a new \$139 million plant and other facilities at the SPH Print Centre.

October 31, 2000

SPH and the National Heritage Board signed a Memorandum Of Understanding to transfer six million newspaper photo negatives and digitised images dating back to 1950 to the National Archives of Singapore for preservation. In conjunction, an exhibition titled "From the Picture Press: SPH Photographs Collection 1950-1965" was held to showcase 162 published and unpublished news photographs from the collection.

November 1, 2000 **3**

SPH MediaWorks unveiled its company logo and logos of its TV channels, Channel U and TV Works, at a trade launch. SPH's broadcast subsidiary also announced a joint venture with Fantastic Circle Investments Ltd, a subsidiary of Star East Holdings Ltd, to form StarEastWorks Ltd, to produce Chinese language TV content for Asia.

Picture: A firm handshake between Lee Cheok Yew (in black top), Chief Executive Officer of SPH MediaWorks, and Alan Tam, Chairman of Star East, to seal their partnership. Looking on are Channel U artistes Bryan Wong (extreme left), Evelyn Tan (far right) and Eric Tsang, Deputy Chairman of Star East (in background).

November 4, 2000

Tamil Murasu was presented the first Ulu Pandan Community Club Community Achievement Award by Lim Boon Heng, Minister without Portfolio, for its contributions to the Indian community.

November 8, 2000

The Straits Times was re-packaged into five separate sections – Main, Home, Asia, Sports and Money and Life! – to provide readers with a more efficient and pleasurable read. The sectioning exercise is part of The Straits Times' branding campaign, started in October, to make the national English daily more reader-friendly.

November 12, 2000 **4**

President S. R. Nathan launched The Straits Times Million Dollar Duck Race along the Singapore River. This popular event broke the world record for the number of yellow rubber ducks adopted for a charity race with 100,000 ducks taking to the water.

December 8, 2000 **5**

Twenty finalists vied for top spot at the eighth The New Paper New Face contest. Callie Roberts, 18, won top spot which included \$10,000 cash plus a trip to New York in prizes.

Picture: The New Paper New Face 2000, Callie Roberts.

December 17, 2000 **6**

The 10th birthday celebrations of Inuka, a polar bear adopted by SPH since birth, at the Singapore Zoo drew a crowd of over 8,000. Inuka's adoption was renewed for five years as part of SPH's continuing efforts in the wildlife conservation of endangered species. The latest addition to the programme is Samson, a golden eagle at the Jurong BirdPark, adopted on February 8, 2001.

Picture: Samson, an endangered golden eagle adopted by SPH.



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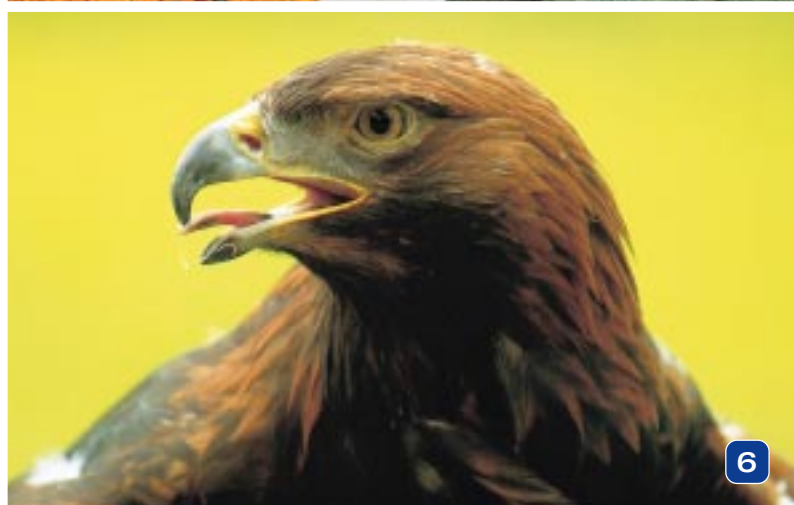
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January 15, 2001

SPH MediaWorks moved into new facilities in a purpose-built annex to the News Centre. The new building features a 4,000 square feet triple-volume studio fully equipped with editing facilities.

January 19 to 28, 2001

SPH co-organised the annual Singapore River Hong Bao 2001 at the Marina Promenade to welcome the Year of the Snake. Started in 1987, some one million visitors attended the spectacular festivities this year.

February 26, 2001

The Straits Times organised the Life! Theatre Awards 2000 to recognise the best talents in the local theatre scene. Thirty-seven plays vied for nine awards at the inaugural event and *Titoudao*, written and directed by Toy Factory Theatre Ensemble's Goh Boon Teck, garnered five awards including the Play of the Year.

Significant Events

March 2, 2001 **7**

SPH extended its adoption of the SPH Conservation Centre at the Singapore Zoo for the next five years. The centre is one of the rare sites in the world providing a conducive environment for a troupe of proboscis monkeys to breed successfully while in captivity. An annual SPH Junior Conservationist Award was initiated to educate the young about endangered animals and inculcate awareness of conservation in a fun and interactive way.

Picture: Bernard Harrison (left), Chief Executive Officer of Wildlife Reserves Singapore, unveiling the SPH Conservation Centre marquee with Wee Leong How, Executive Vice President, Human Resources & Corporate Relations of SPH.

March 10, 2001

The Chinese Newspapers Division organised the first National Secondary School Chinese Debate with 32 teams from secondary schools in Singapore participating in the competition. Radm Teo Chee Hean, Minister for Education, was the guest of honour at the finals.

March 11, 2001

Friday Weekly and Thumbs Up celebrated their 10th and first anniversaries respectively at a carnival held at the Singapore Zoo, attended by more than 10,000 readers and their families.

March 13, 2001 **8**

Dr Jennifer Lee, KK Women's and Children's Hospital Chief Executive Officer, was named Her World's Woman of the Year 2000 and two-time Sportswoman of the Year. Jing Jun Hong, was named Her World's Young Woman Achiever of the Year 2000. The awards were presented by Abdullah Tarmugi, Minister for Community Development and Sports. The Woman of the Year award was first given out in 1991 while the Young Woman Achiever of the Year award started in 1999.

Picture: Jing Jun Hong (left), Her World's Young Woman Achiever of the Year 2000 and Dr Jennifer Lee, Her World's Woman of the Year 2000.

March 19, 2001

The New Paper FastAds together with the Singapore Billiard and Snooker Council launched The New Paper After 5 Pool League, the first nationwide pool league with prizes worth over \$50,000. The "19th Hole" team came up tops at the finals held on August 15, 2001.

March 20, 2001 **9**

The Business Times and DHL Worldwide organised the 16th Singapore Business Awards to recognise the contributions of outstanding companies and individuals in the business community. Goh Lik Tuan, Executive Chairman of GES International, was Businessman of the Year 2000. The Outstanding Chief Executive award went to Boon Swan Foo, Deputy Chairman and Chief Executive Officer of ST Engineering and Chan Brothers Travel clinched the Enterprise Award. The awards were presented by Yeo Cheow Tong, Minister for Communications and Information Technology.

Picture: Left to right: Boon Swan Foo, Outstanding Chief Executive 2000, Minister Yeo Cheow Tong, Goh Lik Tuan, Businessman of the Year 2000 and Anthony Chan, receiving the Enterprise Award.

May 4, 2001

You Weekly, a comprehensive Chinese guide on the latest in entertainment, lifestyle and TV, was launched. More than 70,000 copies of the launch issue were sold.

May 6 and 20, 2001 **10**

SPH MediaWorks launched its Chinese entertainment channel, Channel U, on May 6 with a star-studded 'live' variety show that featured performances by Channel U artistes and celebrities from Hongkong and Taiwan. The launch show recorded some 538,000 TV viewers. Channel U's English counterpart, TV Works, was launched on May 20 with a 'live' telecast of "TV Land", a musical that featured both local and international artistes.

Picture: The grand finale at the Channel U launch show.

May 7 and 21, 2001

History was made with the debut of Chinese TV News on Channel U on May 7, and Straits Times TV on TV Works on May 21. SPH became one of few newspaper publishers to have integrated newsrooms delivering content for print, TV and Internet.

May 20, 2001 **11**

Abdullah Tarmugi, Minister for Sports and Community Development, flagged off 75,000 walkers at The New Paper Big Walk 2001. Into its 11th year, a national cheerleading contest was organised to add excitement to this year's event.

June 1 to 3, 2001

Young Parents organised the Young Parents Fiesta cum Young Parents of the Year / Family of the Year awards. The Young Parents of the Year award is a new award to recognise young parents who are able to strike a good balance between family and work.

July 25, 2001

SPH Classified organised the first Pink Slip Party in Singapore. Some 1,200 professionals in information technology registered for the party. Originated in the United States of America, the Pink Slip Party is a way for out-of-work information technology professionals to get jobs in a casual, party-like atmosphere.



Dressed for fun - a participant at The New Paper Big Walk 2001.



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August 7, 2001

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Berita Harian and McDonald's jointly presented the Achiever of the Year Award 2001 to Halimah Jacob, Assistant Secretary-General of the National Trades Union Congress. Dr Tony Tan Keng Yam, Minister for Defence, was the guest of honour at the award presentation ceremony. The award was started in 1999 to honour outstanding individuals who have made significant and valuable contributions to the Malay / Muslim community.

Picture: Hamilah Jacob receiving the Achiever of the Year 2001 award from Deputy Prime Minister, Dr Tony Tan Keng Yam. Looking on is Guntor Sadali, Editor of Berita Harian.

August 15, 2001

SPH partnered all three mobile telco operators to launch PIC or Personal Infotainment Centre, the first-ever interactive service to disseminate up-to-date and personalised news and information to readers of The Straits Times and The New Paper via SMS or Short Message Services, or through their personal Internet folder or e-mail.

August 17, 2001

UnionWorks Pte Ltd, a 50-50 joint venture between NTUC Media Co-operative Ltd and SPH MediaWorks, unveiled UFM1003: a brand new radio station scheduled to hit the airwaves on October 3, 2001.