

Corporate Social Responsibility



Photo courtesy of National Arts Council



Living our Core Value in Social Responsibility

As Singapore's leading media company, SPH has always been an active corporate citizen in helping the community which has been supporting our business through the years.

Our corporate social responsibility goes beyond providing accurate and quality news, and giving Singaporeans the platform to engage in fair discussions of issues in order to enhance their lives.

SPH has been promoting the heartware that creates the soul of a more cultured, well-educated and compassionate society. We support and contribute to arts and culture, education, community and charity, sports, environment and conservation. Through these efforts, SPH not only fosters community spirit but also encourages our readers and the public to play their part. We also support Government and community campaigns and initiatives in many areas, from language and education to fitness and environment.

SPH's contributions to these meaningful and nation-building causes are complemented by the efforts of the SPH Foundation, a charity set up in 2003.

Bringing Arts & Culture to the People

In recognition of our efforts to help promote cultural vibrancy and arts appreciation in Singapore, SPH has been honoured with the Distinguished Patron of the Arts award by the National Arts Council every year since 1993. This year, as a premier partner of the Singapore Arts Festival, SPH sponsored a sell-out, cutting-edge symphonic concert featuring award-winning music from popular blockbuster video games. Called PLAY! A Video Game Symphony, the concert made its Asian debut in Singapore after sell-out success in US and Europe.

Building on the success of the SPH Gift of Music series, which has featured musical talents from the Singapore Symphony Orchestra, Singapore Chinese Orchestra as well as local and foreign musicians in performances held in HDB heartlands, parks, hospitals and hospices, and tertiary institutions, new performing venues were added this year and these included bustling shopping centres such as Vivo City as well as children's homes, with a focus on music that appeals to the young.

The Chinese Newspapers Division also organised a colourful Mid-Autumn Festival event to brighten up the Singapore River. This is in addition to organising the hugely popular Singapore River Hongbao Lunar New Year fair and light-up held at Marina Promenade.



Heart for Charity

SPH donated \$200,000 in the 4th SPH Annual Group Giving to 20 charity programmes that benefit the disabled. The programmes enable people with different types of disability to pick up useful skills for daily living and to increase their employment opportunities and self confidence.

We continued our support for the President's Challenge, which raised funds for 32 charities in 2007, by tapping on our media outreach and publicity. The New Paper once again promoted its extremely successful *Be Yourself Day* for students – an annual highlight of the charity drive. Also showing their support was the Chinese Newspapers Division which launched the inaugural Youth Talent Concert aimed at promoting Chinese culture and art forms, and raising funds for the President's Challenge at the same time.

SPH and its commercial partners continued to raise money for the less privileged children and those who need assistance to nurture their talent. For the third year, young talent were sought to perform in ChildAid, a fund-raising concert for The Straits Times School Pocket Money Fund and The Business Times Budding Artists Fund, which aimed to raise \$2.7 million to help 9,000 school-going children.

SPH continued to match its employees' monthly contributions dollar-for-dollar for the Community Chest SHARE programme since it was introduced in 1988. Our staff also donated gifts worth close to \$20,000 to needy children, elderly and families as part of the Sharity Gift Box in December 2006, and a party was held for the beneficiaries.

Life-saving Cause

SPH held its 8th SPH Red Apple Day in May 2007 to encourage staff, the public and organisations located near its HQ in Toa Payoh North to donate blood in aid of the Bloodbank@HSA's national blood donor recruitment campaign. The event was organised together with Beatty Secondary School and Singapore Red Cross Society.

Fighting Climate Change

SPH screened the premiere of *Arctic Tale*, a movie that highlights the serious threats of global warming, for staff and corporate clients in August 2007. The company also gave away eco-friendly shopping bags to the public at events such as the SPH Gift of Music concerts.

SPH Foundation

Understanding New Media

This year, the SPH Foundation organised the inaugural lecture series entitled "Media in Transition: Social & Economic Impact" in which well-known Professor Henry Jenkins from the Massachusetts Institute of Technology (MIT) spoke on "From YouTube to YouNiversity: Learning and Playing in the Era of Social Networks".

An authority on media issues, Professor Jenkins is the founder and co-director of MIT's Comparative Media Studies Program and the author/editor of 12 books on media subjects and popular culture. He also shared his extensive experience and knowledge on digital aesthetics, media convergence, transmedia storytelling, computer games, and youth culture with invited guests.

Supporting Education and Language

In the area of education, the SPH Foundation awarded the Lim Kim San Memorial Scholarships to a total of eight outstanding students in two presentations. The awards were created to recognise the outstanding contributions of the late Mr Lim Kim San, former Chairman of SPH and a pioneer leader of modern Singapore.

For the third year, the Foundation supported the English Language and Literature Teachers Association, Singapore, ELLTA(S), in organising a



special one-day conference for all language and humanities teachers. This conference on “Multiliteracies: Connecting with the Language Classroom”, held at the Suntec Convention Centre in May 2007, was in line with the Ministry of Education’s drive on encouraging the use of interactive digital media in teaching and learning and its ‘Teach Less Learn More’ and ‘Thinking Schools Learning Nation’ policy initiatives.

To promote reading and proficiency in the English language, the SPH Foundation set up reading corners in five polytechnics, six junior colleges and 11 ITE campuses across the island. These reading corners carry copies of *The Straits Times*, *Lianhe Zaobao*, *Berita Harian*, *Tamil Murasu*, *The Business Times*, *International Herald Tribune*, and *Financial Times*.

The Foundation also presented *Story Challenge*, a nationwide storytelling competition in English and Chinese for schools organised by The Theatre Practice. Opened to primary and secondary schools as well as tertiary institutions, *Story Challenge* was first organised as a pilot competition by The Theatre Practice under the Singapore Arts Festival Outreach programme in 2006.

The Young who Need Special Help

Less privileged children and adolescents were not forgotten. SPH Foundation donated \$200,000 in aid of 20 charities that provide special education, early intervention, support and rehabilitative services to children with special needs, as well as care and protection to young children and adolescents who are at risk due to neglect or abuse and/or lack of adequate family support. The Foundation also treated 300 children and youths from these charities to an entertaining performance of *JUMP*, a Korean martial arts comedy at the Esplanade Theatre.

In addition, the Foundation gave \$50,000 to the Young Women’s Christian Association (YWCA) to acquire a van to deliver meals to 80 children under its new Meals-on-Wheels Programme.

Protecting Wildlife and Endangered Animals

SPH Foundation supports the wildlife conservation programmes through the adoption of endangered animals such as Inuka, the polar bear and sponsorship of the SPH Foundation Conservation Centre at the Singapore Zoo, which houses the endangered Proboscis Monkeys from Borneo. SPH Foundation also adopts the popular *Birds n Buddies* show, the Caribbean Flamingos and Samson the Golden Eagle at the *Birds of Prey* exhibit at the Jurong BirdPark.

The SPH Foundation Conservation Ambassadors and Wildlife Buddies programme at the Singapore Zoo trains students as guides to introduce selected exhibits to their visitors. Through this programme, both visitors and student guides learn more about the importance of conservation and protecting endangered animals. The programme also helps the young guides to boost their confidence in public speaking.

Other conservation efforts of the Foundation includes the support for the Animal Concerns Research and Education Society (Acres), Singapore’s first wildlife rescue centre, and the Sun Club programme at Sungei Buloh Nature Reserve which gives children with special needs the opportunity to appreciate nature.