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AWARDS
2006

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President's Message

K. Bhavani Havani (Ms)
President, IPRS

I am pleased to note the tremendous interest in PRISM Awards. IPRS has seen a big surge in the number of entries for these awards over the last few years. For the 2006 Awards, the strong interest continued unabated. Entries came not only from PR agencies but also individual organisations which felt that their PR efforts are worthy of recognition.

Public relations is about influencing our key audiences. It is an organisation's valuable resource for building brands, maintaining good relationships with stakeholders and establishing a good reputation.

In this fast changing world, the PR industry has to set high standards and new benchmarks. In line with this direction, the PRISM Awards aim to serve as a benchmark for the PR and communications community. It is part of IPRS' efforts to raise the standard of public relations practice in Singapore. The strong interest in the Awards is testimony to the growing recognition of the PR function and its contributions to organisations in Singapore.

For the 2006 Awards, we have reviewed the Award categories taking into account new trends and issues facing the PR profession. However, the Awards only recognise the PR practice in Singapore. In future, IPRS could also consider entries for projects done in regional and international markets.

On behalf of the IPRS Council and the Organising Committees, I would like to thank Senior Minister of State for Information, Communications and the Arts and Health, Dr Balaji Sadasivan for officiating at PRISM Awards 2006.

I would also like to thank the people who came forth to help IPRS in various ways. I would like to convey my sincere appreciation to the panel of twelve judges chaired by Mr Lee Chong Kai. The panel did an excellent job of evaluating the numerous entries over two full Saturdays. Also, a big thank you to the Awards Ceremony committee chaired by Michael Rose for handling this evening's glitzy Awards Ceremony and the Project Selection Committee chaired by Ms Cheng Lee Ching for doing a good review of the Award categories.

Finally, I would like to urge all in the PR profession and industry to continue on this journey of excellence.

just to say
a heart-felt...

t H a n K s

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Project Selection Committee Chairperson's Message

Into its 9th round, the PRISM Awards continue to recognise best-of-class public relations programmes for their strategy, execution and impact to the community. This year, a Project Selection Committee was formed to review the Awards and their criteria, to reflect current communication needs and developments.

There were 12 categories and 3 individual awards this year. Three new categories, namely, Strategic Positioning/ Corporate Reputation Management, Marketing Communications and Internal Communications, were introduced to encourage strategic thinking in communications efforts. Communications that promote credibility and value to both organisations and their publics is so important especially in a world of frequent changes and uncertainties.

A new individual award, the Young PR Professional of the Year, has been created with the aim of encouraging young entrants to the industry to reach for the best standards in their practice and to continue building a quality PR career.

We are happy that the PRISM Awards have received the encouraging support of organisations and PR professionals committed to pushing the standards of the local PR industry to greater heights.

Cheng Lee Ching
Chairperson
Project Selection Committee

Awards Ceremony Committee Chairperson's Message

It was a great pleasure to be given the honour to put together the ninth PRISM Awards Presentation Ceremony 2006. It being scheduled so close to the Oscars; we thought it would be appropriate to pay homage to the "STARS" of the PR community.

It was never an easy task to put together a PR-event for the Public Relations community however with the dedication of the Awards Ceremony Committee, we managed to create an Oscars-worthy evening that we hoped - would "WoW" all of you.

This year, we have seen great support from both our sponsors and the IPRS community. From the take up rate of the sponsorship packages, advertisement and ticket sales, we can see that PRISM Awards 2006 is still an event that the local community feels an affinity for.

A big THANK YOU to all our kind sponsors, advertisers and supporters!

I would also like to give special thanks to my committee, without which, I could never have put together such a spectacular programme. My sincere thanks to Anusha, Tracy, Sin Yee, Rosanna and not forgetting, my friend and advisor, Ms Kathy O'Brien for your support and patience.

Finally, like what they always say in show biz, let the fun begins!!

Michael Rose
Chairperson
Awards Ceremony Committee

About the Awards

The PRISM Awards competition is organised biennially by the Institute of Public Relations of Singapore.

PRISM stands for "Public Relations in the Service of Mankind". As a symbol, the prism – a solid which splits a single beam of white light into the seven colours of the spectrum – represents the implementation of a public relations activity that benefits an organisation and its target publics.

The PRISM Awards are given to recognise outstanding achievements of individuals and organisations and their contributions in public relations projects conducted for the benefit of the Singapore community.

This prestigious Award aims to encourage and reward creative and effective application of communication programmes across broad areas of the PR industry. As part of the Institute's on-going endeavor to raise the standard of public relations practice in Singapore through the recognition of outstanding efforts, the Awards also serves as a benchmark for high industry standards of public relations in Singapore.

Rosaling
Origin: Spanish
Means: Beautiful Rose / Bombom Eye-Candy

You are exceptionally responsible and meticulous, especially when serving coffee to important clients. Gifted in communication, your natural flair with words is put to good use – by taking meeting minutes.

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The 15 categories in this year's 9th PRISM Awards are:

- Corporate Social Responsibility
- Crisis Management
- Public Service Campaign (Government) – for a budget of \$500,000 or less
- Public Service Campaign (Government) – for a budget of more than \$500,000
- Public Service Campaign by non-government/private sector- for a budget of less than \$100,000
- Public Service Campaign by non-government/private sector – for a budget of more than \$100,000
- Events Management
- Marketing Communications *
- Internal Communications
- Investor Relations Programme – Companies with market capitalisation of less than \$300M
- Investor Relations Programme – Companies with market capitalisation of more than \$300M
- Strategic Positioning / Corporate Reputation Management *
- Integrated Communications
- Use of New Media in PR
- PR Professional of the Year 2006
- Young PR Professional of the Year *
- Lifetime Achievement Award

* New Category

Participants of PRISM Awards 2006

(in alphabetical order)

- ABN Amro
- Asia PR Werkz Pte Ltd
- Bang Public Relations Pte Ltd
- Burson-Marsteller (SEA) Pte Ltd
- CapitaLand Commercial Ltd
- Citigate Dewe Rogerson, i.MAGE Pte Ltd
- CK Tang Limited
- DHL Asia Pacific Regional Office
- East West Public Relations
- Edelman Public Relations, Worldwide Pte Ltd
- Far East Organization
- GolinHarris International Pte Ltd
- Hewlett-Packard Asia Pacific Pte Ltd
- Institute of Technical Education
- MDK Consultants Pte Ltd
- MediaCorp TV Singapore Pte Ltd
- Mileage Communications Pte Ltd
- Ministry of Information, Communications & the Arts (MICA)
- Ministry of Manpower
- Ministry of the Environment and Water Resources
- Motorola Electronics Pte Ltd
- Nanyang Technological University
- National Arts Council
- National Crime Prevention Council
- National Library Board
- NCS Pte Ltd
- Ngee Ann Polytechnic
- OCBC Bank
- Ogilvy Public Relations Worldwide
- PR Communications Pte Ltd
- Republic of Singapore Navy
- Ruder Finn Asia
- Singapore Civil Defence Force
- Singapore Police Force
- Singapore Polytechnic
- Singapore Technologies Engineering
- Singapore Telecommunications Ltd
- StarHub Pte Ltd
- Text 100 Pte Ltd
- Traffic Police Department
- Upstream Asia (S) Pte Ltd
- Urban Redevelopment Authority
- Weber Shandwick Worldwide (S) Pte Ltd

PRISM Awards 2006

Special Awards Winners

~ Young PR Professional of the Year 2006 ~

Rita Chia (Ms),
Weber Shandwick Worldwide (S) Pte Ltd

~ PR Professional of the Year 2006 ~

Jimmy Tay (Mr),
Hill & Knowlton (SEA) Pte Ltd

~ Lifetime Achievement Award ~

Arun Mahizhnan (Mr),
Yeo Toon Joo (Mr)

IPRS Valued Partner Award

Ibu Prita Kemal Gani,
Director & Founder
London School of Public Relations - Jakarta



Sekolah Tinggi Ilmu Komunikasi The London School of Public Relations - Jakarta

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with these four concentrations :

- Corporate Communication
- Mass Communication
- Marketing Communication
- Journalism Studies

Bachelor of Arts in Communication Studies

(Sarjana Ilmu Komunikasi)
with these four concentrations :

- Public Relations
- Mass Communication
- Marketing
- Advertising

Accreditation

STIKOM The London School of Public Relations - Jakarta is accredited by :

- The National Accreditation Body of Higher Education in Indonesia for its Undergraduate Programme in Communication studies in the year 2002.
- The London Chamber of Commerce & Industry Examinations Board (LCCIEB), United Kingdom as an official training center in the year 1993.

- City and Guilds of London Institute, in the year 1998. STIKOM LSPR - Jakarta is authorized to offer City & Guilds International Programme in Television and Video Production.

- Accredited as Cambridge International Associate Partner, University of Cambridge International Examinations, United Kingdom in October 2003.

Award

STIKOM LSPR - Jakarta has been awarded as the most preferred Public Relations training center in the year 1997, by Indonesian Public Relations Association (PERHUMAS)

International Links

1. Institute of Public Relations of Singapore
2. Institute of Public Relations Malaysia



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Director of
STIKOM LSPR - Jakarta
Mrs. Prita Kemal Gani, MBA, MCIPR, APR



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Jakarta 10340 Indonesia
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PRISM Awards 2006

~ Excellence Award Winners ~

Best Corporate Social Responsibility

DHL's Integrated Disaster Response Management for the Asian Tsunami
DHL Asia Pacific Regional Office

Best Public Service Campaign (Government) *For a budget of more than S\$500,000*

ITE Branding Programme
Institute of Technical Education

Best Public Service Campaign (Non-Government/Private Sector) *For a budget of less than S\$100,000*

Crime Prevention Ambassadors (Senior Citizens) Programme
National Crime Prevention Council

Best Marketing Communications

McDonald's Restaurant Pte Ltd
Citigate Dewe Rogerson, i.MAGE Pte Ltd

Best Internal Communications

Living OCBC Bank's Purpose & Values
OCBC Bank

Internal Communications for an Effective Integrated Workforce
(Singapore Civil Defence Force)

Best Investor Relations Programme *For companies with market capitalisation of more than \$300M*

Managing Public Perception through an Innovative in Specie Distribution
CapitaLand Commercial Ltd

Best Integrated Communications

Jetstar Asia - Building A New Airline Brand Through Close Collaboration Between
Public Relations & Advertising
Ogilvy Public Relations Worldwide, Singapore

Best Student Project

A Little Christmas Dream with MDAS
Nanyang Technological University (2Che PR)



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Master of Science (Information Studies)
Students may major in the following areas of concentration: Library & Information Science, Information Systems, Information Management, Archival Informatics, and School Media Resource Management. The full-time programme can be completed in 12 months, and the part-time programme in two years.

Master of Science (Information Systems)
This program blends theory and practice and aims to equip students with advanced knowledge necessary for the design, development, maintenance and management of information systems. To this end, the MSIS programme is broad-based and covers a range of technical and soft skills that an Information Systems professional is expected to possess.

Master of Science (Knowledge Management)
Graduates of this program possess specialised skills that include managerial, organisation, communication, leadership, information management and IT skills. As knowledge management professionals work closely with executives and knowledge workers, they will take leadership roles in strategising and developing directions in knowledge management.

Master of Mass Communication
This program prepares young media professionals for leadership and managerial positions in various aspects of mass communication. The focus is on Singapore and the broader Asian context. The curriculum challenges students to confront contemporary issues in media practice, research, policy, planning and management.

What's more, the School conducts regular executive training programs and workshops to communication and information practitioners.

Come visit us at <http://www.ntu.edu.sg/sci/> to find out more.

PRISM Awards 2006

~ Merit Award Winners ~

Best Corporate Social Responsibility

Samsung DigitALL Hope
Edelman Public Relations Worldwide (S) Pte Ltd

Best Public Service Campaign (Government) *For a budget of S\$500,000 or less*

Semakau Landfill (SL) Official Opening
Bang Public Relations Pte Ltd

Best Public Service Campaign (Government) *For a budget of more than S\$500,000*

National Library
National Library Board

Fresh Air for Women
Weber Shandwick Worldwide (S) Pte Ltd

Best Public Service Campaign (Non-Government/Private Sector) *For a budget of more than S\$100,000*

Yellow Ribbon Project
Burson-Marsteller (SEA) Pte Ltd

Best Events Management

The New Tangs Levels 2 & 3, A Revolutionary Fashion Vision
CK Tang Limited

Jetstar Asia – Singapore Kolkata SME Summit to Coincide with the Arrival of Jetstar Asia in India
Ogilvy Public Relations Worldwide, Singapore

Best Marketing Communications

World's First Baby Massage-A-Thon
Edelman Public Relations Worldwide Pte Ltd

Driving Publicity for 02 Covered devices in Singapore
Upstream Asia (S) Pte Ltd

Best Investor Relations Programme *For companies with market capitalisation of more than \$300M*

Korean Shipping Giant Sails towards Success with Listing Debut in Singapore
Weber Shandwick Worldwide (S) Pte Ltd

PRISM Awards 2006

~ Merit Award Winners ~

Best Strategic Positioning/Corporate Reputation Management

Strengthening the Discovery Networks Asia Brand
Weber Shandwick Worldwide (S) Pte Ltd

Wildlife Reserves Singapore
Citigate Dewe Rogerson, i.MAGE Pte Ltd

Best Integrated Communications

Breaking Beauty Stereotypes in Singapore - Dove Campaign for Real Beauty
Ogilvy Public Relations Worldwide, Singapore

Singapore Season in London
Ministry of Information, Communications and the Arts & National Arts Council

Best Use of New Media in PR

Multilingual Video Broadcast System for Public Education
Singapore Civil Defence Force

Best Student Project

PR Campaign Proposal - JSSC
Ngee Ann Polytechnic (M² Consultants)

About IPRS

The Institute of Public Relations of Singapore (IPRS) was founded as a non-profit professional body in 1970 by a dedicated group of public relations practitioners on the premise of bringing Singapore's public relations industry to greater professional heights.

Starting out with only 30 members, the Institute now has a membership base that is 500-strong and growing. It consists of professionals from a variety of backgrounds – public relations, journalism, advertising, marketing, education, management, etc. The IPRS welcomes members from diverse background, a factor which has contributed to the Institute's strength and dynamism.

Looking beyond the local industry, IPRS has made great strides in forging strategic alliances with counterparts in the region. In Dec 2005, the Institute witnessed yet another milestone when it signed a Memorandum of Understanding with the Public Relations Society of India (PRSI) to promote reciprocal recognition and benefits for public relations professionals in the two countries.

PR Professional Courses

The Institute introduces and formulates new and relevant programmes and courses in keeping with the many changes and developments in the practice of public relations. The courses currently offered are as follows:

- Diploma in Public Relations & Mass Communication
- Professional Certificate in Public Relations & Mass Communication
- Workshops and seminars
- Corporate in-house training programmes

The IPRS Accreditation Scheme

IPRS recognises that with globalisation and international competition, it is essential that public relations practitioners and professional communicators sharpen their business focus and skills to become more critical partners and consultants to their organisations and clients.

Therefore, in July 2000, the IPRS put into place an accreditation scheme whereby the Institute is a local self-regulating body that sets international benchmarks.

Objectives

The main objective of the Accreditation Scheme is to recognise prominent and experienced PR professionals and allow other practitioners to attain professional standing. Further to that, IPRS aims to raise the level of public relations practice through the provision of a formal certification.

Advantages of an Accreditation Scheme

The Public Relations Accreditation Scheme is aimed at strengthening professionalism as it will become the symbol of the public relations profession. As the accreditation programme becomes more established over the next few years, more employers will list "AMIPRS", which stands for "Accredited Member of IPRS", as a requirement when they hire a public relations professional.

Honours Roll

IPRS Accredited Members

In conjunction with the PRISM Awards 2006, the highlight of the PR fraternity, IPRS holds the 3rd Accreditation Ceremony in Singapore.

The new Accredited Members are:

1. Albert Tan Khin Nguan
2. Daphne Liew
3. Eric Chan
4. Gerard Francis de Silva (Gerry)
5. Goh Chee Kong
6. Ida Lim
7. Jane Claire Rogers
8. John Allen Holland
9. Jonathan Law
10. Julie Ong Choo Hong
11. Julie Yeo Su Lin
12. Karen Rita Goh
13. Lim Siew Wee
14. Lock Han Chung, Samuel
15. Manjit Kour
16. Mok Lai Siong
17. Nicole Neo Yu May
18. Tan Sok Lang Annie

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- Ngee Ann Polytechnic
- Pan Pacific Singapore
- South Australian Tourism Commission
- TJ Products & Technology
- Weber Shandwick Worldwide (S) Pte Ltd & GolinHarris International Pte Ltd

In Appreciation

IPRS wishes to express its thanks and appreciation to the panel of judges who presided over the 2006 PRISM Awards.

Mr Lee Chong Kai
Fellow, IPRS
(Chairman, Judging Panel)

Mr Anthony Kang
President
Association of Accredited Advertising Agents,
Singapore (4As)

Ms Cheng Lee Ching

Ms Daphne Liew
Vice-President
Text100 Public Relations

Ms Genevieve Woo
Director, Group Communications
MediaCorp

Mr John Holland
Head, Global Communications
RGM International

Mr Jonathan Law
Public Affairs Manager
ExxonMobil Asia Pacific Pte Ltd

Dr Krishnamurthy Sriramesh
Associate Professor
School of Communication and Information,
NTU

Mr Low Teo Ping
President
Singapore Sailing Federation

Ms Rose Tan Hoon Hoon
Chairman
Ingram Micro Singapore

Ms Tan Siew Ping
Chief Editor/ Vice-President
MediaCorp Radio

Ms Winifred Chan
Managing Director
Barr & Chan Communications

Organising Committees

Michael Rose	Chairperson, Awards Ceremony Committee
Cheng Lee Ching	Chairperson, Project Selection Committee
K Bhavani	Advisor
Kathy O'Brien	Advisor

Project Selection Committee Members:

Low Lay Leng
Daphne Liew
Dawn Low
Jonathan Law

Awards Ceremony Committee Members:

Anusha Sadhnani
Lee Sin Yee
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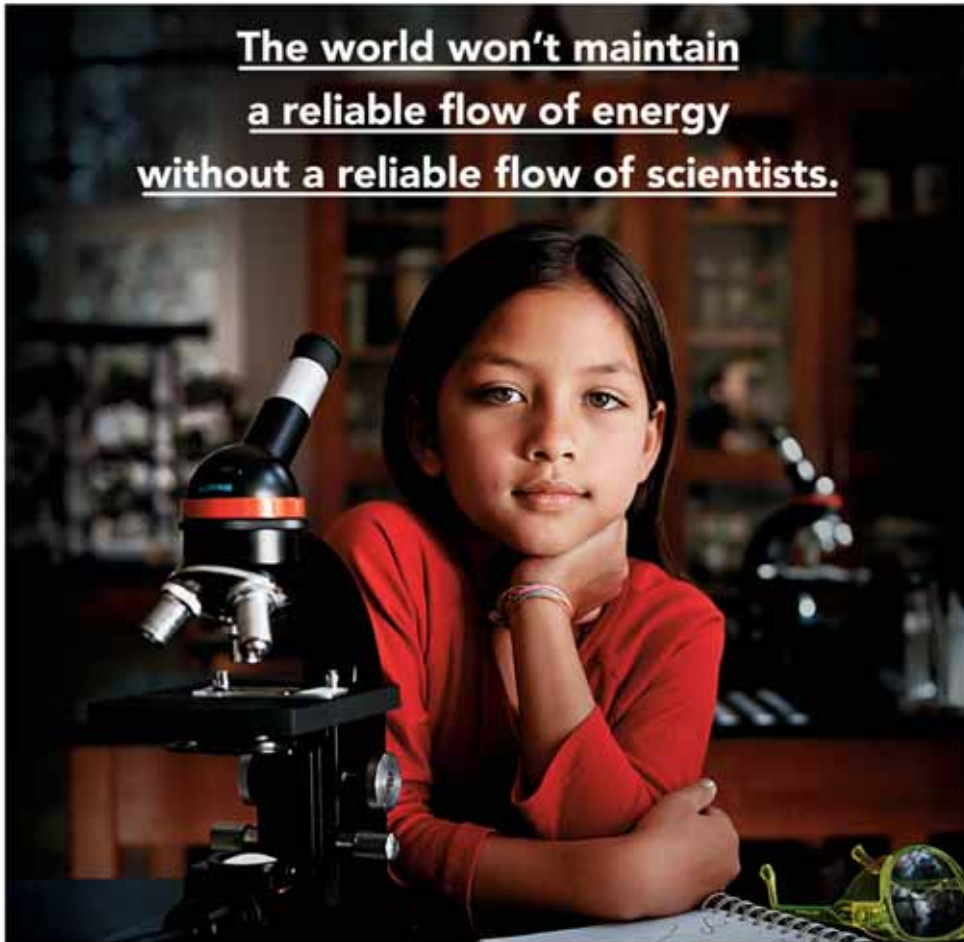
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Notes

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a reliable flow of energy
without a reliable flow of scientists.



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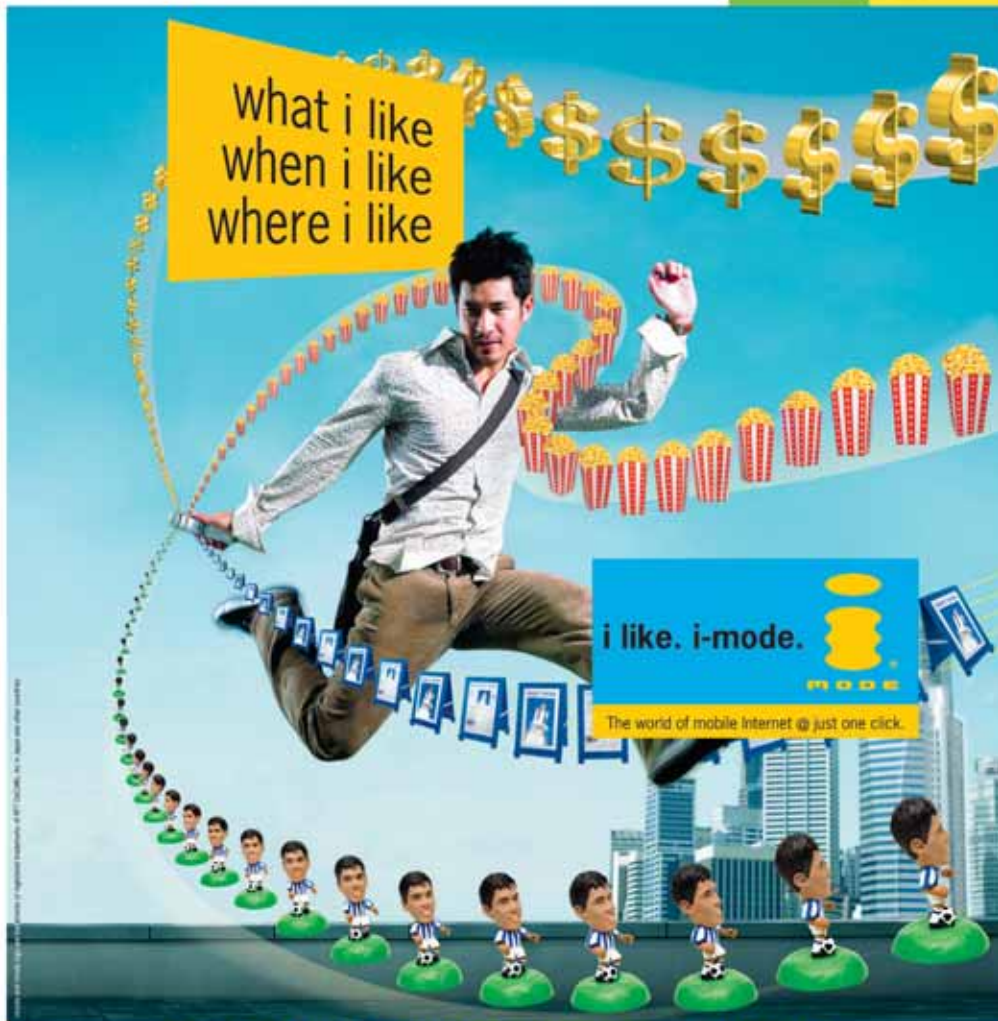
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- StarHub Mobile launched i-mode in Singapore in November 2005.
- StarHub Mobile is the only mobile service operator in Singapore to offer i-mode.
- i-mode works on both 2G & 3G networks.
- To enjoy the service, an i-mode phone and a data access plan are required from StarHub Mobile.
- i-mode is a true mobile data service that offers the best surfing experience on a mobile phone.
- Other i-mode services include: i-mode Mail, MMS, Java applications and Video Ringtone.

