ST to beef up online content, iPhone, iPad applications

STRAITS Times readers can look forward to a more content-rich iPhone application, a new iPad edition and beefed-up online content this year.

Singapore Press Holdings (SPH) views the changes in the media industry as opportunities, said acting chairman Cham Tao Soon yesterday.

He was speaking at the annual SPH and SPH Foundation scholarship awards presentation ceremony, where 30 scholarships were given out.

“Technology is changing the way journalists tell stories,” Dr Cham said.

More details of The Straits Times’ new digital offerings will be released tomorrow.

The change comes at a time when more people expect their news delivered when and where they want it.

Despite the rapid changes to news media in recent years, the old adage “content is king” remains relevant, said Dr Cham.

“The newsrooms need talented people who can produce inspiring work to survive in both the print and digital world.”

Ms Yuen Sin, one of the six recipients of the SPH Journalism scholarship award, said that producing news stories for both print and online platforms has taught her to be more adaptable.

“Journalists have to learn how to package our information in different ways, such as for ST Online,” said the 19-year-old. “Content is so easily available through social media websites nowadays. It keeps us on our toes.”

Ms Yuen, who was an intern at The Straits Times’ Newsdesk this year, will study English literature at the University of York.

Dr Cham reminded the six young people of the importance of being grounded in social responsibility and public accountability, especially in the light of the recent News of the World phone-hacking scandal.

“Integrity and media ethics should not be forgotten in the pursuit of news scoops and success,” he said.

SPH also gave out 14 scholarships to children of the company’s staff and newspaper vendors. A further 10 SPH Foundation Lim Kim San Memorial scholarships were presented to undergraduates pursuing language studies locally, four more than last year due to the higher number of deserving candidates.

Ms Benita Lim, 21, who is studying English language and Chinese studies at the National University of Singapore, is one of this year’s recipients. She decided to do a double major because she found it too hard to choose which language she liked better.

She said: “I think it’s important to know more languages because the more you know, the better you can communicate.”