

# DETAILS OF PARTNER PROGRAMMES



A MEDIACORP Station



### **COMMUNICATE CONFIDENTLY and the ENGLISH@WORK E-NEWSLETTER**

In support of the Speak Good English Movement, 938LIVE presents ***Communicate Confidently***, a programme that provides valuable tips on a host of topics for executives, businessmen and managers. Some of the topics covered so far include: 'Handling Questions During Presentations', 'How to Keep Public Speaking Fear at Bay' and 'Telephone Communication Skills'. This programme is an extension of the series of *Communicate Confidently* articles featured in the 938LIVE **English@Work E-newsletter**.

Visit 938LIVE.sg to sign up for English@Work and tune in to *Communicate Confidently* on 938LIVE at the following times:

Saturdays: 8.55am/3.55pm/6.55pm/9.55pm

Sundays 6.55am/9.55am/6.55pm/9.55pm

This programme is produced for 938LIVE by the Division of Communications & Media Management, Temasek Polytechnic.

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### **938LIVE MEDIACORP RADIO**

MediaCorp Radio division leads the local broadcasting industry by providing the best audio entertainment and offering up-to-the minute news and information. As a people-oriented business, MediaCorp Radio division is committed to meeting the varied listening needs of Singapore with her rich and diverse culture.

From its inception as a single radio station in 1936, MediaCorp Radio division has grown to become the largest radio network in Singapore. MediaCorp Radio operates 13 local FM stations, including 6 English stations, 3 Chinese stations, 2 Malay stations, 1 Indian station and an International Channel.

MediaCorp Radio division is the radio arm of MediaCorp. MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies and digital media. MediaCorp has over 50 products in four languages (English, Mandarin, Malay and Tamil), including online classifieds, Internet TV-on-demand and High Definition TV broadcast. Winner of numerous international awards and accolades including Asia Television's Broadcaster of the Year, MediaCorp's vision is to become Asia's top media company, delivering valued content to the world Polytechnic.

For more information, please visit [www.mediakorpradio.sg](http://www.mediakorpradio.sg)

In partnership with the Speak Good English Movement, RazorTV will be taking part in the Speak Good English Movement 2009 launch and also creating a series of videos in support of the Movement's key initiative for the year. RazorTV will be conducting live interviews at the Speak Good English Movement launch as well as producing a news clip that will be part of the launch programme.

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### **RAZORTV**

The RazorTV platform is a unique combination of video-on-demand (VOD) and social networking. Unlike traditional broadcast establishments, RazorTV is based on a 'lightweight' web studio setup with a unique guerrilla style programming coupled with interactive comments from the users. Its objectives include attracting a new audience of young consumers who may not read the print Straits Times and connect them with the Straits Times; creating an impactful online presence. RazorTV's programming consists fully of locally produced content and has a treatment that is unique and specific to the internet. The style is edgy, young and hip with an informal tone and a raw treatment of news and views.

## **ENGLISH AS IT IS BROKEN**

In support of the Speak Good English Movement, STOMP runs the popular online column, English As It Is Broken – available at <http://english.stomp.com.sg>.

Carrying readers' queries on the English language and answers provided by an English Language Panel, English As It Is Broken is an entertaining and invaluable resource on English language usage in a local context.

As a result of this partnership, STOMP has published two books. English As It Is Broken and its second edition have each occupied the top spot in the non-fiction bestsellers lists for close to a year. The first book, launched in Aug 2007, has had more than 6 reprints. The second book topped the charts just 2 weeks after its Aug 2008 launch.

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## **STOMP**

STOMP (Straits Times Online Mobile Print) is Asia's number one citizen journalism and social networking website. Set up by The Straits Times to engage with its readers online and offline, it has set new benchmarks for user-generated content and interaction with readers.

### **INSPIRING TEACHER OF ENGLISH AWARD**

The Straits Times has partnered with the Speak Good English Movement with the support of the Ministry of Education to organise the Inspiring Teacher of English Award – the first national award for English teachers in Singapore schools. Launched in 2008, the award honours teachers who have been instrumental in igniting a love for the English language and are effective in helping their students speak and write better. The award is open to all current English, English Literature and General Paper teachers from primary and secondary schools, junior colleges and Millennia Institute. Winners of the award will be announced in October 2009 and up to ten teachers will be receiving the award.

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### **THE STRAITS TIMES**

The Straits Times is one of the region's oldest and most respected English-language daily newspapers. It is the flagship publication of the publicly listed Singapore Press Holdings group. First published on July 15, 1845, The Straits Times is the most widely read newspaper in Singapore with 1.44 million readers. The Sunday Times, which is produced by the same team of journalists, has a circulation of about 382,000.

### **ENGLISH WORKSHOP SERIES**

In partnership with the Speak Good English Movement and the National Library Board, the British Council is holding a series of free workshops on improving your English at Woodlands Regional Library in August and October 2009. These workshops will cover topics such as:

- Guiding Children through Reading
- Learning English Online
- Singlish Vs Standard English
- Presentation Skills

More information on these workshops can be found at the Speak Good English Movement website at [www.goodenglish.org.sg](http://www.goodenglish.org.sg).

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### **BRITISH COUNCIL**

Founded in 1934, the British Council today operates in 110 countries worldwide. Its network spans offices in 215 towns and cities, backed by a global staff strength of 7,000. In Singapore, The British Council is a leader in international education and in cultural relations.



Ministry of Education  
SINGAPORE



The Ministry of Education (MOE) continues to work with all schools to continually develop the quality of English among our young and is committed to a longstanding partnership with the Speak Good English Movement. MOE is partnering the Speak Good English Movement on two initiatives:

### **INSPIRING TEACHER OF ENGLISH AWARD**

The Inspiring Teacher of English Award that recognises and rewards outstanding and inspiring teachers of English in our schools. This is organised by the Speak Good English Movement and The Straits Times with the support of MOE.

### **GRAMMAR PRIMER**

A Grammar Primer that aims to be a simple and very accessible guide to learning English grammar for ordinary working Singaporeans. Written in a conversational and concise manner, the Primer features grammar lessons that are easy to understand, as well as tips to help readers put into practice what they have just learnt. The Primer will also include comics, quizzes and fun facts about grammar.

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### **MINISTRY OF EDUCATION**

The Ministry of Education directs the formulation and implementation of education policies. It has control of the development and administration of the Government and Government-aided primary schools, secondary schools, junior colleges, and a centralised institute. It also registers private schools. More information on the MOE can be found on [www.moe.gov.sg](http://www.moe.gov.sg).

## **PATHFINDER**

In support of the Speak Good English Movement, the Public Libraries Singapore has collaborated with the Movement to create the Speak Good English Movement Pathfinder.

The Speak Good English Movement Pathfinder contains various resources that you can find in the library or on the web that can help you in improving your English. Comprising a range of resources including books, audio-visual materials, and websites, the Speak Good English Movement Pathfinder helps you improve your English in order to express yourself better.

The Speak Good English Movement Pathfinder can be found in all public libraries across the island from September 2009. The Pathfinder can also be downloaded from the Movement's website at [www.goodenglish.org.sg](http://www.goodenglish.org.sg) and the Public Libraries Singapore website at [www.pl.sg](http://www.pl.sg).

## **ENGLISH WORKSHOP SERIES**

The Public Libraries Singapore has also partnered with the Speak Good English Movement and its partner, the British Council, in organising a series of workshops on how to improve your English in Woodlands Regional Library. For more information on this programme, please refer to the British Council partner programme information sheet.

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## **NATIONAL LIBRARY BOARD**

The National Library Board (NLB) serves as the secretariat for the Speak Good English Movement. NLB oversees both the National Library as well as the Public Libraries. By international convention, the functions of these two kinds of libraries are distinct and well-differentiated.

The NLB's mission is to provide a trusted, accessible and globally-connected library and information service through the National Library and a comprehensive network of Public Libraries. Also under its management are 1 community children's library, and 17 libraries belonging to government agencies, schools and institutions. Through its innovative use of technology and collaboration with strategic partners, NLB ensures that library users have access to a rich array of information services and resources that are convenient, accessible and relevant.

The Public Libraries Singapore (PLS) provides a professional and engaging public library service to Singaporeans in their pursuit of lifelong learning and discovery through the network of 22 Public Libraries (including three regional libraries) located conveniently across Singapore. More information on PLS can be found on [www.pl.sg](http://www.pl.sg)





### **T-NET CLUB LANGUAGE MASTER**

Since 2007, the T-Net Club has organised a series of educational quizzes to engage Primary and Secondary School students to test their knowledge and understanding in both academic subjects and non-academic topics such as Mathematics, History, the Chinese and Malay languages, Sudoku and Sports.

In support of the Speak Good English Movement, the T-Net Club will be organising an English Language quiz, titled *Language Master*, on Saturday, 5 September 2009 at Ang Mo Kio Community Centre. The objective of the English Language quiz is to promote the appreciation of the English Language among youth and to encourage them to converse in grammatically correct English through an informal learning experience. The quiz will be conducted in an interactive manner in which teams of participants are required to communicate with each other to answer the questions. There will be a total of three rounds whereby the best four teams are selected to compete in the final round for the title of *Language Master*.

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### **T-NET CLUB – part of the People’s Association network**

The T-Net Club, established in November 2002, aims to provide opportunities for teenagers from 11 to 16 years old to pursue their interests and to develop their potentials through a wide array of meaningful and challenging activities such as adventure and sports, performing arts, community service and educational programmes. T-Net Club’s programmes and activities, organised by its eight Clubs, allow its 8,000 members from all walks of life, regardless of race, religion and educational backgrounds, to interact and bond.

## **MONTHLY CONTEST**

In partnership with the Speak Good English Movement, PIONEER features a contest where readers send in photographs of signs containing broken English. Participants stand a chance to win a NewUrbanMale.com T-shirt specially designed for the Speak Good English Movement

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## **PIONEER**

PIONEER, the official magazine of the Singapore Armed Forces (SAF), is a monthly publication that offers the latest defence news and features on the Army, Air Force and Navy. It has a circulation of 163,000 and reaches SAF Regulars, full-time National Servicemen and National Servicemen.

In support of the Speak Good English Movement, a theme related to good English has been included in the Schools Digital Media Awards (SDMA) competition. The competition is open to primary and secondary schools, junior colleges and the centralised institute since 2007. SDMA received more than 100 entries in the Speak Good English Movement's *English As It Is Broken* theme in last year's competition and 9 entries won awards.

The winning entries serve as useful resources in promoting the use of Standard English. They can be found in the Speak Good English Movement's Rock Your World! Express Yourself YouTube channel at <http://youtube.com/RYWexpressyourself>.

This year, participants will explore the theme of *Miscommunication* in the English Language. Unlike previous years in which Speak Good English Movement-themed entries were limited to the genre of advertisements, participants now have the choice to produce a drama or documentary (in addition to advertisements), which widens the scope for creative interpretations.

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## **SCHOOLS DIGITAL MEDIA AWARDS**

The Technologies and Design for Learning Branch of the Educational Technology Division (TDL/ETD) in the Ministry of Education experiments on the innovative use of technologies and media resources for education as well as drives the development of pedagogically sound, effective and innovative ICT resources for teaching and learning.

To develop media literacy in schools, TDL organises the Schools Digital Media Awards (SDMA) to provide students with a platform to express themselves creatively through different media - video, animation and audio – and enhance the development of media literacy among students and teachers.



## **READwUS**

In partnership with the Speak Good English Movement, the Society for Reading and Literacy (SRL) will be organising the **READwUS Reading to Children programme**. READwUS is an SRL initiative to train interested caregivers and parents to instil children with a love for reading through the expressive reading of fiction & non-fiction books. This programme is designed for young children up to 9 years old.

READwUS develops a structured programme for parents and caregivers to:

- select suitable books for children
- learn practical ways to read effectively to children
- informally assess children's attitudes and interests in reading
- informally assess children's general progress in reading

Parents and caregivers who enrol in the READwUS programme will attend a training session conducted by SRL that will also enable them to be trainers who will in turn train other caregivers from interested organisations.

READwUS aims to promote the love of reading and books and encourage parents and caregivers to read to their children. READwUS supports the Speak Good English Movement by the championing of reading and literacy in Singapore, and highlighting the importance of good English.

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## **SOCIETY FOR READING AND LITERACY**

The Society for Reading and Literacy (SRL) is a dynamic organisation striving to make Singapore a nation of readers and writers. Our mission is to champion reading and literacy in Singapore and provide professional leadership by:

- promoting cooperative work among educators and interested parties in the field of literacy
- disseminating Information and promoting research in developmental, recreational, corrective and remedial reading
- organising national conferences
- co-sponsoring reading-related activities with other organisations in Singapore

SRL is an affiliate member of the National Book Development Council of Singapore and is a national affiliate of the International Reading Association (IRA), which makes us privy to the most current worldwide trends in reading.

### **WEEKLY RADIO SERIES**

In partnership with the Speak Good English Movement and 938LIVE, Sylvia Fernandez from VIA Group will be presenting a weekly radio series on how to communicate more effectively for executives, businessmen and managers.

A large part of Neuro Linguistic Programming (NLP) is about the language of influence to motivate people. This weekly radio series will give listeners language tools in bite size pieces so they apply them and begin to use them in their daily interaction with others. It is often not the content of what is being said but how it is being said that sends the message across. The ultimate objective of this series is to inspire, impress and intoxicate through the use of the English language.

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### **VIA GROUP**

VIA Group helps business improve productivity outcomes by maximising the potential of an organisation's human element. We are a human capital management company who specialise in applying Neuro Linguistic Programming (NLP) methodologies to the corporate context. We maximise the core strength of every organisation we work with by mobilising people in organisations to their full potential.

We focus on shifting an organisation's people to a winning mindset. We do this quickly and efficiently, getting to core issues in a timely manner and transferring skills from us to you.

Some of our core offerings in organisations are setting up coaching infrastructures, developing people through leadership programmes and enhancing team performance.



### **YMCA PLAIN ENGLISH SPEAKING AWARD**

YMCA of Singapore has just successfully concluded its 23rd YMCA Plain English Speaking Awards (YMCA PESA) competition. This event is organised by the YMCA of Singapore and supported by the Ministry of Education, the National Library Board and the Speak Good English Movement.

YMCA PESA aims to provide an avenue for students to sharpen their speaking skills and to build confidence in public presentation. YMCA PESA also aims to provide an opportunity for students to learn by observing proficient speakers and to promote public speaking in plain English as an important social and academic skill.

YMCA PESA began in 1986 with only 29 contestants. YMCA PESA has grown over the years and is now the largest English language speaking competition held in the region with 210 schools/institutions participating in this year's competition.

YMCA PESA features categories of participation ranging from pre-school to tertiary institutions, ensuring that the effort to raise the standard of spoken English reaches widely across all levels. The quality and standard of the participants have been improving tremendously over recent years – a direct result of the high standards set by the panel of judges with chief judges provided by the Ministry of Education.

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### **YOUNG MEN'S CHRISTIAN ASSOCIATION**

YMCA of Singapore is a Christian organisation which seeks to serve and enrich all members of the community, regardless of race, language or religion, through wholesome programmes to develop body, mind and spirit, which are based on Christian principles. YMCA was conferred the 2008 Outstanding Non-Profit Organisation Award by the National Volunteer & Philanthropy Centre on 13 November 2008.

## **SPONSORSHIP**

ComfortDelGro, which has been supporting the Speak Good English Movement for five years running, is sponsoring several double-deck bus advertisements this year to create greater public awareness of the Movement's message. The advertisements will run for six months starting in September 2009.

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## **COMFORTDELGRO**

ComfortDelGro is the world's second largest land transport company with a total fleet size of more than 43,700 buses, taxis and rental vehicles. It operates in seven countries – Singapore, China, the United Kingdom, Ireland, Australia, Vietnam and Malaysia – giving the broadest footprint amongst its international peers. Currently, overseas ventures account for 44.3% of Group revenue. The Group aims to derive 70.0% of its total revenue from overseas within the next five to seven years.



## **SPONSORSHIP**

SMRT and SMRT Media are sponsoring advertising media space in high-traffic MRT stations as well as advertising panels in 20 trains to publicise the Speak Good English Movement's message. The advertisements will reach out to the vast commuting public and will run for 12 weeks starting end August 2009.

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## **SMRT CORPORATION LTD**

SMRT Media, part of SMRT Investments Pte Ltd, offers one of the largest out-of-home advertising networks in Singapore with its island-wide network of 70 SMRT stations, more than 100 SMRT trains, close to 900 buses and 2,600 taxis.

With some two million trips generated on SMRT's network of trains, buses and taxis daily, SMRT Media's advertising network provides a comprehensive platform for advertisers to reach out to the mass population. For more information, visit SMRT's web site at [www.SMRTMedia.com.sg](http://www.SMRTMedia.com.sg).

SMRT Investments Pte Ltd manages all commercial business related to properties and media. It is the investment arm of SMRT Corporation Ltd, Singapore's premier multi-modal public transport service provider that offers safe, reliable and friendly travel for commuters through its comprehensive network of MRT, LRT, buses and taxis.