

OUR PERSPECTIVE IS VERY DIFFERENT FROM ANYONE ELSE. FRANKLY, YOU CAN GET NEWS ANYWHERE. WE NEED A VIEW. IT IS ABOUT THE IMPLICATIONS OF NEWS AND HOW IT AFFECTS EACH READER. WE ARE IN A UNIQUE POSITION TO BRING A GLOBAL PERSPECTIVE TO LOCAL READERS AND TO PROVIDE GLOBAL READERS A HONG KONG VIEW. IT ALL STARTS WITH CONTENT. THEN IT IS A QUESTION OF DELIVERING OUR BRAND OF INFORMATION ON ANY PLATFORM PEOPLE LIKE.



Denise Tsang
Business Reporter



Ben O'Neill
Production Editor



Ravina Shamdasani
Hong Kong News Reporter



Wang Xiang Wei
China Desk Editor

News with a View

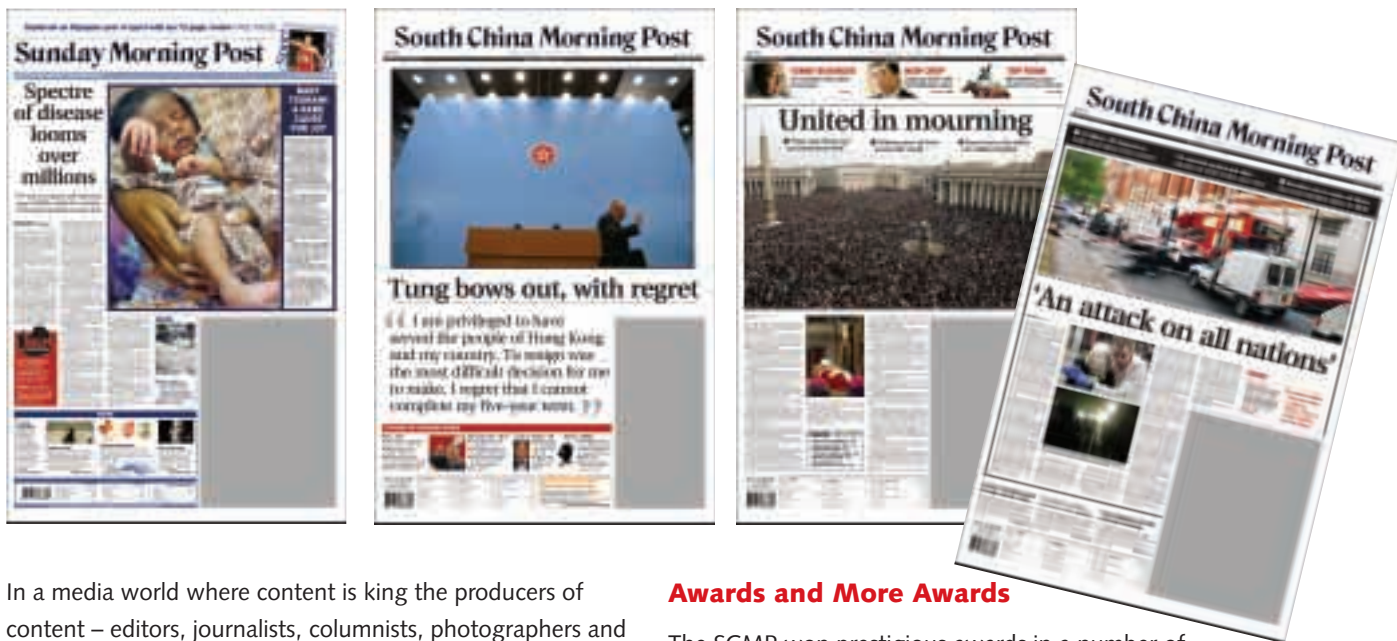
“Without unique content no one will buy your newspaper, advertisers will head to other vehicles and the online product will not be useful. We have made a real effort to make content more relevant, more focused and more coherent to what is happening in Hong Kong. Basically, we are a Hong Kong paper with a Greater China focus and an international perspective. That said, it is only natural for China to become more and more important in our content offering over time. ”

Fanny Fung, Editor



Chris Yeung
Editor-at-large

*Some of the SCMP's award winning
editors, reporters and designers*



In a media world where content is king the producers of content – editors, journalists, columnists, photographers and designers – are at the heart of the SCMP. With an editorial team of nearly 300 dedicated to delivering the best content on Greater China, the SCMP has won a place in the publishing world as an industry leader with a quality product.

The responsibility of delivering news and information of the highest quality in a consistent manner is not to be underestimated. This task is made even more exciting when it involves covering China. This is the challenge that the SCMP editorial team meets with integrity, commitment and enthusiasm each and every day.

This year proved to be another case in point for the prowess of the editorial team. The year started with coverage of the tsunami disaster. The aftermath of this regional and global story was covered in-depth by SCMP correspondents. The focus shifted from the regional coverage of the tsunami to a global story with the death of the Pope.

Then all attention centered on Hong Kong with the resignation of Tung Chee Hwa as the SAR Chief Executive and the appointment of Donald Tsang as the second Chief Executive of the SAR since the 1997 Handover. The year came to a close with the local/global story of the WTO meeting in Hong Kong, which featured the first citizen journalist reports on scmp.com. Finally, 2005 wrapped up with coverage of a purely local story that focused on the success of the SCMP Operation Santa Claus charity.

Awards and More Awards

The SCMP won prestigious awards in a number of reporting and journalism competitions. The quality of competition that the SCMP team was up against proved to be very strong overall. In nearly all cases the number of entries was at the highest level ever.

There were a number of highlights over the course of the year. For instance, in second half 2005, the SCMP received awards for its tsunami coverage and for the technical categories of printing and photo reproduction at the Pacific Area Newspaper Publishers Association (PANPA) Newspaper of the Year Awards. PANPA is Asia’s largest industry association, with a membership of nearly 200. The SCMP entered the PANPA awards as a large circulation newspaper (above 50,000 copies).



Supplements on the recent WTO meeting in Hong Kong (left) and the countdown to the Beijing 2008 Olympics (right) are among the many special reports that advertisers support over the course of a year



SCMP produced “first class layout and design,” according to PANPA, “especially in its use of big pictures throughout the paper. The circulation has been growing as its presentation and editorial packages impact on the marketplace.” The SCMP won the award for technical excellence for the second year in a row for printing on a double-width press, and the fifth time in six years for technical excellence for a pre-print/supplement printed on a double-width press.

Also in the second half, two SCMP reporters were recognized at the Hong Kong Consumer Rights Reporting Awards organized by both the Consumer Council and the Hong Kong Journalists’ Association.

In first half 2005, SCMP reporters won six awards at the 10th Annual Human Rights Press Awards organized by the Foreign Correspondents’ Club, Hong Kong Journalists’ Association and Amnesty International Hong Kong. The SCMP won seven trophies from the Society of Publishers in Asia Awards for Editorial Excellence. Although the SCMP was entered in the “local” category for smaller newspapers, two awards were elevated to regional status by the judges.

At the start of the year, SCMP journalists and photographers received 13 honours at the Hong Kong News Awards organized by the Hong Kong Newspaper Society. The SCMP and Sunday Morning Post (SMP) won honours as Asia’s best designed newspaper at the Asia Media Awards organized by IFRA Asia. For the second year running, The Review won an excellence award at the Society for News Design’s annual Best Newspaper Design competition, “the global newspaper design Olympics”.

List of Awards

PANPA Newspaper of the Year Awards

Newspaper of the Year Award: Dailies & Sundays: SCMP, runner-up
Newspaper of the Year Technical Excellence Awards: Double-width press, up to four webs; SCMP, winner
Newspaper of the Year Technical Excellence Awards: Pre-print/Supplement printed on a double-width press; SCMP, winner

Hong Kong Consumer Rights Reporting Awards

Features Reporting: Patsy Moy, bronze award
News Reporting: Raymond Ma, merit award

10th Annual Human Rights Press Awards

Features Writing: Sherry Lee, first prize
Features Writing: Peter Kammerer, merit certificate
Features Writing: Ravina Shamdasani, merit certificate
News Reporting: Ravina Shamdasani, two merit certificates
News Reporting: Polly Hui, merit certificate

Asia Awards for Editorial Excellence

Features Writing: Winner, local category
News Photography: Winner, local category
Newspaper Design: Winner, regional category
Special Section: Winner, local category
Editorial Cartooning: Winner, regional category
Excellence in Newspapers: Honourable mention, local category
Excellence in Reporting: Honourable mention, local category

Hong Kong News Awards

News Writing: Didi Kirsten Tatlow, winner
News Writing: Sherry Lee, runner-up
News Writing: Peter Kammerer, second runner-up
Business News Writing: Denise Tsang, winner
News Reporting: Cheung Chi-fai, runner-up
Young Reporter: Chan Siu-sin, second runner-up
Headline: Paul Buck, runner-up
Headline: Ian Young, second runner-up
Sports Photography: Antony Dickson, winner
Sports Photography: Martin Chan, second runner-up
News Photography: Dustin Shum, merit
News Page Design: Ben O’Neill, merit

Asia Media Awards

Newspaper Design: SMP, gold award, circulation under 100,000
Newspaper Design: SCMP, bronze award, circulation over 100,000

Best Newspaper Design Awards

Entertainment Section Design: The Review, award of excellence
Features Design Portfolio: Troy Dunkley, award of excellence



(From left to right) Peter Kammerer, Cliff Buddle, Polly Hui and Sherry Lee show off their awards at the Foreign Correspondents’ Club (FCC)