

THE

**SOPA**

**2005 AWARDS**

FOR EDITORIAL EXCELLENCE



**SOPA**  
The Society of Publishers in A&E

# SOPA

The Society of Publishers in Asia is dedicated to best practices in professional publishing. It represents the interests of both local and international media brands in Asia.

SOPA provides the platform for Asian and international publishers to network and collaborate on areas of common industry concern. The society represents the interests of both the business and editorial groups, and promotes ethical business and reporting practices. SOPA facilitates training and events and is active in lobbying on government reforms affecting the media and information industries throughout Asia.

*Underlying all SOPA activity is an uncompromising dedication to, and promotion of, the best traditions of independent, responsible journalism and freedom of the press as a vital component of all free societies.*

## SOPA Chairman's Statement

It is a privilege for the Society of Publishers in Asia to present our 7th annual Awards for Editorial Excellence. This year we received a record 303 entries from seven countries, in both Chinese and English. The number of entries signifies the vitality of the reporting, writing, photography, and design in the region.

SOPA is dedicated to cultivating an environment in Asia where media organizations maintain the highest standards in all aspects of their operations, and where they can thrive by doing so. No part of this mission is more important than working towards an atmosphere where journalism is practiced at its most professional level.

The journalists and publications receiving these Awards are justifiably proud – they are being recognized for work that is truly world class. But the Awards for Editorial Excellence celebrate the efforts of all journalists throughout Asia who seek the truth and report it.

We hope the recognition given to the selected few top entries will serve as a reminder of how compelling good journalism can be. That should cause all of us to reflect on how important it is that journalists have the opportunity to do their best work, free from political restrictions and market pressures.



A handwritten signature in black ink, appearing to read 'F. Proctor'.

**Frank Proctor**  
Chairman, SOPA



## Sub-committee Chairman's message

Since the inception of the SOPA Awards for Editorial Excellence in 1998, the number of entries received has grown year-on-year. I am delighted that 2005 is no exception. This year the Awards received more than 300 entries from 58 regional publications. Unprecedented on both accounts.

Renewed economic vigor across Asia has no doubt contributed to this growth. What is most encouraging is the desire by regional publications to be recognized for their commitment to editorial excellence and to benchmark their achievements against local and regional competitors.

As the global publishing industry contemplates new and changing business models, what will remain of utmost importance is the quality of the content being produced. I trust that the SOPA Awards for Editorial Excellence will provide a benchmark by which standards are measured.



The Awards are the result of twelve months planning and co-ordination by dedicated volunteers and the SOPA secretariat. It is the common desire to uphold press freedom and ensure our community remains honestly informed that unites those involved. I would like to thank the editorial sub-committee members, the head of judges and the judges themselves for their dedication to ensuring the continued success of the 2005 Awards.

Simone Wheeler  
Editorial Awards Sub-committee Chairman

- > Low Taxes > World's Freest Economy
- > Gateway to China > World-class Infrastructure
- > Free Flow of Information > Political Stability
- > Unrivalled Location > International Lifestyle > Rule of Law
- > Clean and Open Government > Skilled Workforce



## Your bridge to China

No other city beats Hong Kong as a bridge to the Mainland China market. The reason: the same long list of advantages that make us the best base for regional operations. Add China's first free trade pact – exclusive to Hong Kong goods and services – and the choice is obvious.

Let Invest Hong Kong help you set up here. All at no cost. Contact us or visit our website:

[www.InvestHK.gov.hk](http://www.InvestHK.gov.hk)



The Government of the Hong Kong Special Administrative Region  
Suites 1501-8, Level 15, One Pacific Place  
88 Queensway, Hong Kong  
Tel: (852) 3107 1000 Fax: (852) 3107 9007 Email: [enq@InvestHK.gov.hk](mailto:enq@InvestHK.gov.hk)  
Invest Hong Kong is the sponsor of the Society of Publishers in Asia Editorial Awards 2005





## SOPA Awards & Awards Categories

### SOPA Awards for Editorial Excellence

The Society of Publishers in Asia Awards for Editorial Excellence were established in 1999 as a tribute to editorial excellence in both traditional and new media and are designed to honour excellence and to encourage editorial vitality throughout the region.

Growing industry recognition of the Awards as setting a benchmark for regional publishing has become evident in the year-on-year increase in entries. In 2005, a record 303 entries were received from Hong Kong, Taiwan, Indonesia, Malaysia, Singapore, Philippines, Australia, Thailand and the USA.

The awards cover a broad range of categories reflecting Asia's diverse geo-political environment and vibrant editorial scene. To encourage entries from both large and small publications, entries are classified by circulation size and language type – either English or Chinese.

Key to the Awards' growing success is the high calibre of international judges who preside over the Award entries. Each year, the number of judges willing to dedicate their time to the Awards has grown and in 2005, there were 95 professional journalists, design experts and photographic editors collaborated to select the winners.

The SOPA Awards are co-ordinated by a committee of publishing professionals from the business and editorial sectors. These dedicated individuals volunteer their time throughout the year to ensure the Award rules, judges, entries, event, sponsorship and promotion all come together smoothly.

### Corporate Support

Sponsorship is key to ensuring the Award's growth and over the past four years, SOPA has been fortunate to receive the support of InvestHK. As the Awards have grown, so too has the interest from corporations, and in 2005, the SOPA Awards gala dinner was supported by DHL and Factiva, a Dow Jones and Reuters company.

### International Recognition

The SOPA Awards are supported by a number of international media organisations and regional media industry press: the Asia Media Journal, Ifra Asia, International Federation of the Periodical Press (FIPP), the World Editors Forum (WEF), and the editorial division of the World Association of Newspapers (WAN).

{ the ugly truth: }

**THE BEST  
DECISION AREN'T  
MADE BY THE  
SECOND BEST  
INFORMED.**

**Factiva provides business-critical news and information you cannot find on the free web.**

More than 80 percent of Global Fortune 1000 companies rely on Factiva for news and information that affects their business 24/7, around the globe.

Only Factiva provides premium news and information direct to your desk through state-of-the-art information delivery systems. Timely, accurate and refined delivery ensures you have access to the most relevant information to make better informed business decision.

**We call it information at the point of decision. Contact us to learn more. Visit [www.factiva.com](http://www.factiva.com) or email us at [moreinfo.asiapacific@factiva.com](mailto:moreinfo.asiapacific@factiva.com)**



**factiva.**  
Dow Jones & Reuters

Better decisions. Faster.®

© Copyright 2005 Dow Jones Reuters Business Interactive LLC (trading as Factiva). All rights reserved.

## Members of SOPA Awards Sub-committee

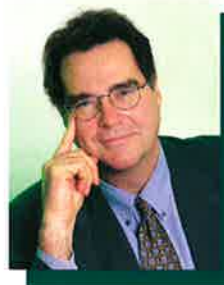


### Reginald Chua

Reg Chua is the editor of The Asian Wall Street Journal. He joined the Journal in 1993 as Manila correspondent and opened the paper's Hanoi bureau in 1995. In January 1997 he moved to Hong Kong as deputy managing editor and was named editor in August that year.

### Mark Clifford

Mark Clifford is the Publisher and Editor-in-Chief of The Standard, a position he has held since January 2004. From 1999 until 2003 he was the Hong Kong-based Asia Regional Editor for *BusinessWeek*. Clifford is the co-author, with WTO Director-General Supachai Panitchpakdi, of "China and the WTO: Changing China, Changing World Trade." Clifford is also the author of several other books, including "Troubled Tiger: Businessmen, Bureaucrats and Generals in South Korea" and co-author of "Meltdown: Asia's Boom, Bust and Beyond". He was a contributor to "China's Century". He moved to South Korea in 1987, taking up a position as a Seoul-based correspondent for the *Far Eastern Economic Review*. He has lived in Hong Kong since 1992.



### Tom Leander

Mr Leander was appointed editor-in-chief of *CFO Asia* magazine in December 2001. He has covered CFO stories across Asia, from profiling top CFOs in China to exploring how one CFO successfully fought local unions by teaching finance to coal miners in a mine north of Hyderabad. Leander's story, "The Great Debate," the first cover to be published globally by all three *CFO magazines*, won an award for feature writing from the American Society of Business Publications Editors for 2001.

### Robyn Meredith

Robyn Meredith is Senior Editor, Asia for *Forbes* Magazine, based in Hong Kong. Robyn joined *Forbes* as its Detroit Bureau Manager in April 2000 to write about the auto industry. One of her *Forbes* articles was included in the 2002 Edition of the book "The Best Business Stories of the Year." From January, 1996 until April 2000 Robyn was a Detroit correspondent for *The New York Times*, where she covered the auto industry and other Midwestern news. She spent the 1998-1999 academic year as a Michigan Journalism Fellow at the University of Michigan Business School. Robyn wrote for *USA Today* as a business reporter in 1995. She spent the previous two years as a reporter in the Washington bureau of the *American Banker* newspaper, where her reporting exposed a pattern of insider deals at savings and loans that led to four Congressional hearings and an overhaul of U.S. banking regulations governing initial public offerings.



## Members of SOPA Awards Sub-committee



### Gene Mustain

Gene Mustain is Director of the Reporting and Writing Programme and an assistant professor at the Journalism and Media Studies Centre of The University of Hong Kong. He has written three non-fiction books and was an investigative reporter and special-projects writer for the *New York Daily News* and the *Chicago Sun-Times* before coming to Hong Kong in 1999. He also was managing editor of suburban weekly and daily newspapers in Illinois. As a reporter, he has covered major stories around the world – from the demise of apartheid in South Africa to political conflict in Northern Ireland and from race crimes in Germany to airline disasters in France. He has also worked in film and television, as co-producer for a Home Box Office movie based on one of his books, and as a consultant to ABC Television and the Discovery Channel for documentaries based on his newspaper stories.

### John Ridding

John Ridding is the Editor and Publisher of the *Financial Times* Asia and Chairman of Pearson in Asia. Prior to his appointment John was deputy editor from 2001 and managing editor from 1999. He joined the *Financial Times* in 1987 and has held a series of posts including Hong Kong bureau chief, Paris correspondent, deputy features editor, Korea correspondent, UK companies reporter and foreign desk correspondent. Between 1986 and 1987 he worked at Oxford Analytica on the Asia Pacific desk. John graduated from Oxford University with a first class honours degree in philosophy, politics and economics. John has reported widely on Asia and regularly speaks on regional and international affairs. He also frequently appears on international television and radio programmes.



### Azmar Sukandar

Azmar Sukandar is Senior Public Affairs Manager, *TIME* and *FORTUNE* Asia. Based in Hong Kong, she oversees the magazines' communications activities across the region, enhancing the profile of the brands and increasing awareness of special issues and reports, including *TIME*'s 'Asian Heroes' and *FORTUNE*'s Global 50.



## SOPA 2005 EDITORIAL EXCELLENCE AWARD WINNERS

The 2005 Awards demonstrated very healthy competition in the region's publishing industry. Industry strongholds continued to set benchmarks for excellence, setting standards for others to follow for next year's competition.

Even with a record number of entries received this year, it should be noted that some language categories received insufficient entries and were therefore not awarded.

### Award Categories

Listed in order of presentation

Excellence in Reporting on the Environment

Excellence in Wire Service Reporting

Excellence in Online Publishing

Excellence in Business Reporting

Excellence in Human Rights Reporting

Excellence in Feature Writing

Excellence in Opinion Writing

Excellence in Feature Photography

Excellence in News Photography

Excellence in Newspaper Design

Excellence in Magazine Design

Excellence in Magazine Front Cover Design

Design

Excellence in Special Issue or Special Section

Excellence in Editorial Cartooning

Excellence in Reporting

Excellence in Magazines

Excellence in Newspapers

Local Journalist Award

## The 2005 SOPA Award Winners

### CATEGORY A

Regional newspapers, large magazines and wire services published in English

#### Excellence in Magazines

Winner: Far Eastern Economic Review

Honorable Mention: The Economist

Far Eastern Economic Review – "Investigative reporting, interview, and analysis – all done well."

#### Excellence in Newspapers

Winner: The Asian Wall Street Journal

The Asian Wall Street Journal – "They won thanks to the breadth of coverage there on Asia through all sections, the way in which they cast forward news-breaking stories -such as the tsunami- and the narrative space they allowed to tell the stories of Asia within the widest context."

#### Excellence in Reporting

Winner: The Asian Wall Street Journal (Asia's deadly wave)

Honorable Mention: The Financial Times (China is the Workshop of the World)

The Asian Wall Street Journal. – "Top-notch example of in-depth reporting in the midst of disaster....An impressive example of the power of good reporting to illuminate the human and economic costs of a natural disaster."

#### Excellence in Feature Writing

Winner: The Asian Wall Street Journal (Qian Qian)

Honorable Mention: The Asian Wall Street Journal (The Chinese Dream)

Qian Qian – "Reporting that lays bare the human catalogue of error behind such stories is extremely rare in China....Superbly reported and grippingly told, a gem of a story."



David Plott of Far Eastern Economic Review receives an award from Dato' Seri Anwar Ibrahim for Magazine, Category A



Dato' Seri Anwar Ibrahim presents an award for Newspaper, Category A to Reginald Chua of The Asian Wall Street Journal



現代傳播  
Modern Media



City Magazine: Winner of Excellence In Magazine Design (2005)  
The Outlook Magazine T.O.M.: Honorable Mention of Excellence in Magazine Design (2005),  
Winner of Excellence in Magazine Front Cover Design (2005)

MODERN MEDIA GROUP  
HIGH CLASS DEFINED





# CommonWealth Magazine

Receiving Quadruple Honor from Asia's Most Significant Award in Publishing

## 2005 Awards for Editorial Excellence

The Society Of Publishers in Asia



### Excellence in Magazines

“Original journalism. The Commonwealth is really strong on its multiple contents and covers a wide range of interesting topics.”

### Excellence in Special Issue or Special Section

“Creative, full of insight, very good write-ups”

### Excellence in Business Reporting (Honorable Mention)

### Excellence in Reporting on the Environment (Honorable Mention)



The Asian Wall Street Journal's Peter Stein receives an award from Chris Pash of Factiva for a double win, Business Reporting, Category A



Frank Proctor, SOPA Chairman presents an award to David Armstrong of South China Morning Post for Editorial Cartooning, Category A



Victor Mallet of Financial Times receives an award for Opinion Writing, Category A from Phil Yang of DHL

### Excellence in Business Reporting

Winner: The Asian Wall Street Journal (The Fall of the China Aviation Oil)  
Honorable Mention: The Asian Wall Street Journal (China's Repo Men)

The Fall of the China Aviation Oil – “Newsbreaking; technical and personal coverage... a very high standard of reporting. Very comprehensive coverage of a major scandal, rich in both technical and personality detail as well as lucid exposition of context.”

### Excellence in Human Rights Reporting

Winner: The Asian Wall Street Journal (Inhumanity in the Heart of Society)  
Honorable Mention: TIME Asia (Nothing to Lose/Stone Age/A Blackbird's Song/ Thailand's Bloody Monday)

Inhumanity in the Heart of Society – “It offers fresh, multiple-perspective reporting on critical human rights issues. Beautifully narrated stories of hardship and cruelty that go into greater depth than most human rights stories. A rare piece of journalistic work on forgotten fighters.”

### Excellence in Reporting on the Environment

Winner: The Asian Wall Street Journal (Asia's Power Play)  
Honorable Mention: Far Eastern Economic Review (China's Choke-Hold over Asia/River at Risk/Stinking, Filthy, Rich)

Asia's Power Play – “A superb examination of the global effects of China's economic boom, with examples that are uncommonly clear and human.”

### Excellence in Special Issue or Special Section

Winner: Fortune (Inside the New China)  
Honorable Mention: The Financial Times (China's Industrial Revolution)

Inside the New China – “Creative. Excellent presentation. Very well written and designed.”

### Excellence in Editorial Cartooning

Winner: South China Morning Post (Harry's View)  
Honorable Mention: The Standard (Say Wen...)

Harry's view – “Great drawings, even better ideas behind it. One of the hallmarks of a good editorial cartoon is that it communicates the complexity of its message with sharp, often stinging clarity and complexity. The instantaneous impact of the visual image doesn't diminish the richness of the underlying context and commentary. All of the cartoons submitted by Harry Harrison have these characteristics. They provide powerful visual editorial statements that withstand repeated viewings. They are simultaneously rich in meaning and simple in form.”

### Excellence in Opinion Writing

Winner: Financial Times by Victor Mallet (Time for caution on weapons in China/Power sharing has led to deadlock/Brimful of Asia/Rhetoric for the running dogs/Wrong tactics in Thai war on terror/A walking dragon shakes the world/Powerful abroad, fragile at home)  
Honorable Mention: The Asian Wall Street Journal by Danny Gittings and others (Remembering Tiananmen)

Victor Mallet – “Powerfully argued as opinion pieces should be...Sweeping, intuitive, eloquent analysis of the big picture for China and Asian democracies, with a high level of writing, analysis and originality.”



**Excellence in Wire Service Reporting**

Winner: Bloomberg News (The Importance of Guanxi)  
Honorable Mention: Dow Jones Newswire (Philippines in Debt)

The Importance of Guanxi – “A great scoop that highlighted how high the stakes are for Chinese deals.”

**Excellence in Online Publishing**

Winner: TIME Asia (www.TimeAsia.com)  
Honorable Mention: Wall Street Journal Online (Asia’s Thirst for Oil)

TIME Asia – “Excellent photo essays; impressive access to the key personalities in Asia...Excellent editorial with on-line personality.”

**Excellence in Magazine Design**

Winner: Newsweek (Digital Asia/Travel/Design 2005)  
Honorable Mention: TIME Asia (Asian Journey/Shanghai!/Asia’s Best)

Digital Asia/Travel/Design 2005 – “Interesting typography, excellent illustrations, and good use of color to define individual components.”

**Excellence in Magazine Front Cover Design**

Winner: BusinessWeek (Yao!)  
Honorable Mention: TIME Asia (Bird Flu)

Yao! – “Clean, concise and clever.”

**CATEGORY B**

*Local newspapers or small magazines published in English*

**Excellence in Magazines**

Winner: The Financial Times  
Honorable Mention: DestinAsian

The Financial Times – “Fantastic all the way around.”

**Excellence in Newspaper Design**

Winner: South China Morning Post  
Honorable Mention: The Straits Times

South China Morning Post – “It has excelled itself this year with its dynamic and creative design.”

**Excellence in News Photography**

Winner: TIME Asia (Guerillas in the Mist)  
Honorable Mention: Newsweek (Tiananmen Now)

Guerillas in the Mist – “The photos are stunning and bring to life what is happening in Burma.”

**Excellence in Feature Photography**

Winner: Fortune (Inside the New China)  
Honorable Mention: TIME Asia (Stone Age)

Inside the New China – “A unique way of telling a story...Interesting format....Nice combination of technique and content.”

**Local Journalist Award**

Winner: Rose Tang from The Standard  
Honorable Mention: Teh Jen Lee from The New Paper

Rose Tang – “Brilliantly evokes the idealism and naivete of the student movement and the cynical brutality... inject(s) humour, pathos and a dose of youthful reality into a vivid portrayal of the most important event in recent Chinese history...revealing and uplifting account of journalism in China.”

**Excellence in Newspapers**

Winner: The Standard  
Honorable Mention: The South China Morning Post

The Standard – “The Standard has made a big leap up. Consistent across politics, sports and especially business, it’s a strong read in a nice small package.”



Mark Michelson of InvestHK presents an award to Tim Morrison of Time Asia for Online Publishing, English and Chinese



Phil Yang of DHL presents an award for Feature Photography, Category A to Clay Chandler of Fortune



Financial Times's Alex Harney receives an award from Dato' Seri Anwar Ibrahim for Magazine, Category B



DestinAsian takes you places...

Whale-watching at Kalkoura, New Zealand.

**DestinAsian** would like to thank the judges and all our esteemed readers for another year of success at the 2005 SOPA Awards

FEATURE PHOTOGRAPHY

CERTIFICATE OF EXCELLENCE

MAGAZINE DESIGN

CERTIFICATE OF EXCELLENCE

EXCELLENCE IN MAGAZINE

HONORABLE MENTION



Asia's leading travel & lifestyle magazine  
www.destinasian.com





# Ming Pao Weekly

## Six SOPA Editorial Excellence Awards 2005 in Chinese Language Publications Category



### ■ Excellence in Feature Writing

Winner - Chung King Mansion : The Inner City  
Honorable Mention - Dare to Dream Series : Shek Kip Mei

### ■ Excellence in Feature Photography

Winner - Dare to Dream Series : Shek Kip Mei  
Honorable Mention - Chung King Mansion : The Inner City

### ■ Excellence in Magazine Front Cover Design

Honorable Mention - China's Olympic Heroes

### ■ Excellence in Human Rights Reporting

Winner - Author revisits suffered farmers before the verdict



Gene Mustain, *Director of Judges* presents an award to Chris Hill of *DestinAsian* for *Magazine Design, Category B*



Kevin Lee of *WestEast* receives an award from Frank Proctor, *SOPA Chairman for Magazine Front Cover, Category B*



Chris Pash, *Factiva* presents an award to Vanson Soo of *The Standard* for a double-win, *Business Reporting, Category B*

### Excellence in Reporting

Winner: The Standard (NPC Basic Law Interpretation)  
Honorable Mention: South China Morning Post (Moving on up/Mean streets)

NPC Basic Law Interpretation – “Great reporting on a story of huge political significance for Asia.”

### Excellence in Feature Writing

Winner: South China Morning Post (Booze Brother/Lights go out, one by one)  
Honorable Mention: The Standard (Good morning Hong Kong!/Democracy by stealth/Waiting to land) hype

Booze Brother/Lights go out, one by one – “The author shines a spotlight on the social and moral issues involved in the country’s rapid transition to capitalism. This vividly-written article is a good example of how important issues can be treated in a light and informative way.”

### Excellence in Opinion Writing

Winner: The Standard by Stephen Vines (Party Poopers/Passport Patriots/The Great Betrayal/Not a Time for Platitudes/Time to Act/The Cruellest Cut of All)  
Honorable Mention: The Philippine Daily Inquirer by Juan Mercado (Treading Fine Lines/Lobotomized mindsets/Murder with a wink/Do our clocks strike 13? /Amnesia anyone?)

Stephen Vines – “Extremely sharp and incisive columns.”

### Excellence in Business Reporting

Winner: The Standard (Tenants in court bid to block Reit/Link near brink as court allows appeal/Link collapses/Link: Tung never really learns)  
Honorable Mention: The Standard (Third Towry Law Fund may have lost \$220m/High-risk funds slip past SFC scrutiny/Fraud fund to pay less than 3pc/Fund losses spark fury)

### Excellence in Special Issue or Special Section

Winner: South China Morning Post (The Hong Kong Story)  
Honorable Mention: The Standard (Guangdong the Second Revolution)

The Hong Kong story – “Full of useful news on Hong Kong’s development. Good interviews. Keeps to the theme.”

### Excellence in Magazine Design

Winner: DestinAsian  
Honorable Mention: Wine & Dine

DestinAsian – “Good, solidly designed travel magazine. Innovative use of type with thoughtful and well-edited photography help to create a vibrant package with real edge.”

### Excellence in Magazine Front Cover Design

Winner: WestEast Magazine (French)  
Honorable Mention: Young Parents (Baby)

French – “International level production values, sophisticated polished image. Clever inclusion of crystal echoing shimmery background.”

### Excellence in News Photography

Winner: South China Morning Post (Pollution: Hong Kong’s Greatest Challenge)  
Honorable Mention: The New Paper (Highway Hell Hole)

Pollution: Hong Kong’s Greatest Challenge – “One image plus a great headline that tells the whole story. The breath-taking image in combination with the play on words IFC (Invisible from Causeway Bay) makes this memorable eye catching cover.”



### Excellence in Feature Photography

Winner: DestinAsian (Timor's Time/Sydney: Sailing into the future)  
Honorable Mention: The Sunday Times (Singapore Olympians like you've never seen them before/ Musical on paralysed dad, starring wife and kids)

### CATEGORY C

#### Chinese language publications

### Excellence in Magazines

Winner: Commonwealth Magazine  
Honorable Mention: Rhythms Monthly

Commonwealth Magazine – "Original journalism. The Commonwealth is really strong on its multiple contents and covers a wide range of interesting topics from the crisis management."

### Excellence in Newspapers

Winner: Ming Pao  
Honorable Mention: Apple Daily

Ming Pao – "The Ming Pao's coverage of the tsunami effectively combines the text with graphics and maps....Ming Pao is objective, with a fresh angle and very comprehensive in the tsunami tragedy series."

### Excellence in Reporting

Winner: Yazhou Zhoukan (Stark winter of Guangzhou's Media)  
Honorable Mention: Ming Pao (Hong Kong Election)

Stark winter of Guangzhou's Media – "The report concerns the clash between the authoritarian state and dynamic newspaper. A hugely important topic reported with insight and thoroughness, revealing underlying tensions of China's modernization."

### Excellence in Feature Writing

Winner: Ming Pao Weekly (Chung King Mansion: The Inner City)  
Honorable Mention: Ming Pao Weekly (Dare to Dream Series)

Timor's Time/Sydney: Sailing into the future – "The consistent photographic style coupled with a strong sense of composition draw one's attention to the details."

Chung King Mansion: The Inner City – "Combined detailed research, good photos...deftly organized and objectively presented."

### Excellence in Opinion Writing

Winner: Apple Daily (Report on Fourth Plenum)  
Honorable Mention: Apple Daily (Silence speaks)

Report on Fourth Plenum – "The best of this batch. Some excellent and prescient observations, such as the impact Hu Jin Tao's ascension to power would have on the selection of Hong Kong's next chief executive. The critique of the CCP's failure to systematize succession is editorial writing at its best."

### Excellence in Business Reporting

Winner: Business Weekly (Cash, Codes and Scams)  
Honorable Mention: Commonwealth Magazine (Blackhole of Funds)

Cash, Codes and Scams – "A fascinating tale of deceit, diligently reported... features lively coverage, well written articles and creative integration of graphics into the text A pleasure to read."

### Excellence in Human Rights Reporting

Winner: Ming Pao Weekly (Author revisits suffered farmers before the verdict)  
Honorable Mention: Apple Daily (Hong Kong's Conscience)

Author revisits suffered farmers before the verdict – "Very deep understanding of reporting theme, solid grasp of story background, good pictures brings out the article's visual element."



Chris Pash of Factiva presents an award for Human Rights Reporting, Category C to Peter Brack of Ming Pao



Dato' Seri Anwar Ibrahim presents an award to Diane Ying of Commonwealth Magazine for Magazine, Category C



Ming Pao's Jackie Lam receives an award for Newspaper, Category C from Keynote Speaker, Dato' Seri Anwar Ibrahim

# Put this Award Winner to work for you today.

There's never been a better time to subscribe to The Asian Wall Street Journal. It's an investment in your career and your business that will pay dividends every day.

Join the global business community by subscribing to this award winner whose editorial excellence was recognized by the Society of Publishers in Asia in 2005.

"Excellence in Newspapers"

"Excellence in Reporting"

"Excellence in Business Reporting"

"Excellence in Feature Writing"

"Excellence in Reporting on the Environment"

"Excellence in Human Rights Reporting"

Don't wait another day. Subscribe to The Asian Wall Street Journal Now.



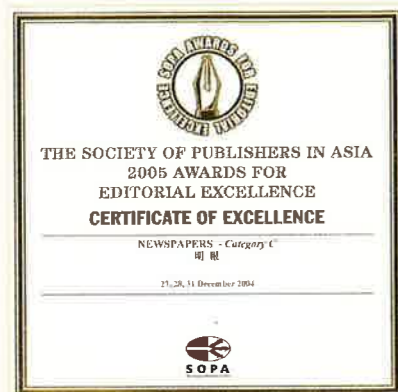
## THE ASIAN WALL STREET JOURNAL.

Global Business News for Asia

Call: (852) 2573 7121, fax: (852) 2503 1549,  
email: [awsj.circulation@dowjones.com](mailto:awsj.circulation@dowjones.com), or log onto [awsj.com.hk](http://awsj.com.hk)



# Portraits and literary fade with time, but our credibility will stay in your mind.



The Society for Publishers in Asia 2005 Awards For Editorial Excellence

**Ming Pao** **The highest honour in Chinese publication**  
"Excellence in Newspapers (Chinese Language)"

This is the seventh consecutive year that Ming Pao obtains this award as Excellence in Newspapers (Chinese Language) or the honourable mention award.

- Excellence in Newspaper Design (Chinese Language)
- Excellence in Reporting (Chinese Language)–Honourable Mention

**Yazhou Zhoukan** **Excellence in Reporting (Chinese Language)**  
"The Winter For Guangzhou's Media"

**IFRA Asia Media Awards 2005**

- Best in Photography Award (News Photographic Section)  
Champion Tang Wai Kin
- Best in Photography Award (Sports Photographic Section)  
2nd Runner-up Tang Wai Kin

**Consumer Rights Reporting Awards 2004**

- News Gold Award Li Chun Wai, Ng Yuen Yan  
"Lack of Surveillance in Fish Markets' Water – Bacteria Exceed Standard Level"

**Focus at the Frontline 2004**

- Feature Category 2nd Runner-up Tang Wai Kin
- Nature and Environment Category 2nd Runner-up Lai Chun Wing

**The 10th Annual Human Rights Press Award**

- Photojournalism Merit  
Chang Shu Ching "I Love Small Classes"  
Lai Chun Wing "Kidnapping in Elderly Home"  
Lee Shiu Cheong "June–Fourth Incident Memorial in Qing Ming Festival"  
Lee Shiu Cheong "530,000 Writes a Page for Democracy with Blood and Sweat"  
Lee Shiu Cheong "3000–Meter Blue Ribbon for Harbour Protection"  
Lee Shiu Cheong "June–Fourth Incident's 15th Memorial Eve – HKFS Conflicts with the Police"



Cabula Chang of *Business Weekly* receives an award from Mark Michelson of *InvestHK* for *Reporting on the Environment, Category C*



*City Magazine's* Ching Siu Wai receives an award from Gene Mustain, *Director of Judges for Magazine Design, Category C*



Phil Yang of *DHL* presents an award for *News Photography, Category C* to Lin Chung-An of *Apple Daily Taiwan*

**Excellence in Reporting on the Environment**

Winner: *Business Weekly* (Age-old pipeline trickles its last drop)  
Honorable Mention: *Commonwealth Magazine* (Why is Formosa in Danger?)

Age-old pipeline trickles its last drop – "Provides a well-researched description of a major environmental disaster, and also engages readers with its insightful account of how such a costly mistake was brought on by Taiwan's political climate...well-reported, with comprehensive background on both the science and the politics."

**Excellence in Special Issue or Special Section**

Winner: *Commonwealth Magazine* (The Generation of the Future/Our Cosmopolitan Children)  
Honorable Mention: *Apple Daily* (Curtain down: Anita Mui)

The Generation of the Future/Our Cosmopolitan Children – "Creative, full of insight, very good write-ups."

**Excellence in Magazine Design**

Winner: *City Magazine*  
Honorable Mention: *The Outlook Magazine T.O.M.*

*City Magazine* – "Great use of photography and typography."

**Excellence in Magazine Front Cover Design**

Winner: *The Outlook Magazine T.O.M.* (London Design A-Z)  
Honorable Mention: *Ming Pao Weekly* (China's Olympic heroes)

London Design A-Z – "Clever and intriguing cover. Excellence in typography and composition."

**Excellence in Newspaper Design**

Winner: *Ming Pao*  
Honorable Mention: *Apple Daily*

*Ming Pao* – "Good use of graphics and photos especially in the 7-11 Rally. Visually diverse, with a well-organized and disciplined approach."

**Excellence in Editorial Cartooning**

Winner: *Apple Daily* (Limited Autonomy)  
Honorable Mention: *Apple Daily* (Hong Kong Political Development)

*Limited Autonomy* – "Decisive, uncompromising, humorous, blunt, provocative, eye-catching, clear, bold statement."

**Excellence in News Photography**

Winner: *Apple Daily, Taiwan* (Mudslide Buried Homes and 15 People in 10 seconds/Fugitive "Ferocious Dragon" Escaped from Flawed Raid Strategy)  
Honorable Mention: *Apple Daily* (Brink of Death)

*Mudslide Buried Homes and 15 People in 10 seconds/Fugitive "Ferocious Dragon" Escaped from Flawed Raid Strategy* – "Excellent August 29 A1 shot. Great moment...A good series of news photos that effectively tells the story of a calamity."

**Excellence in Feature Photography**

Winner: *Ming Pao Weekly* (Dare to Dream Series: Shek Kip Mei)  
Honorable Mention: *Ming Pao Weekly* (Chung King Mansion: The InnerCity)

*Dare to Dream Series: Shek Kip Mei* – "Imaginatively photographed with an interesting mix of images that draws them into the lives of ordinary people."

**Hong Kong News Awards 2004**

- Best Young Reporter Champion  
Lee Hiu Man "English Schools Foundation Series"
- Best Business News Reporting 1st Runner-up  
Finance Desk "Turn to the New World Series"
- Best News Page Design 2nd Runner-up  
Local News and World News Desk "Tsunami Swept over Asia Series"
- Best Photographic Section (Features) 2nd Runner-up  
Mak Siu Fung "Hand-in-hand"
- Best News Reporting Merit  
Health Desk "Report of SARS Investigation"
- Best News Reporting Merit  
Political Desk "Election of Legislative Council Series"
- Best News Writing (Chinese) Merit  
Chung Kwok Wah "The Content Life Between a Genuine Man and His Ugly Wife"
- Best Photographic Section Merit  
Lee Shiu Cheong "Smog over the Victoria Harbour"



by **K. B. Cheung**  
Editor-in-Chief

With the contribution of our staff, *Ming Pao* has won several prizes this year. Certainly, we are glad to out-compete others, but we are even more concerned that our readers will trust our reports, not just understand them.

Why do we want to work in this way?

It is because our readers have limited time and newspapers should act as gatekeepers to provide reliable information and prevent misleading the readers by wrong messages.

Although we have developed a double editing system in our interviewing and editorial processes, occasional mistakes are inevitable. To compensate this, *Ming Pao* has arranged a fixed "Correction and Clarification Column" to inform our readers with any accidental mistakes.

According to the public survey conducted by the Chinese University of Hong Kong in 2001, *Ming Pao* was evaluated as the newspaper of "No.1 Credibility", which is also the most important principle in our daily work.

We sincerely hope to be your reliable friend and your precious opinions will surely help us to work even more better, thank you!



by **L. P. Yau**  
Editor-in-Chief

Since its launch in 1987, *Yazhou Zhoukan* has witnessed the unification and rising of Chinese communities throughout the world. Over the past decade, due to the disintegration of the cold war between China and Taiwan, the world Chinese communities broke through the political fence, creating a brand new space for global interaction and the exchange of information.

*Yazhou Zhoukan* is the product of this special era. As people who have been separated by the Chinese-Taiwan issue are now reunited with their families, the bridging of these Chinese communities has also opened new business opportunities. Millions of businessmen from Taiwan, Hong Kong, and Southeast Asia came to Mainland China, created a new integration of the economy, and called for information exchange and conformity. *Yazhou Zhoukan* entered the scene under these circumstances, and became the information medium integrating the world Chinese communities.

*Yazhou Zhoukan* pledges to continuously explore buried wisdom and uncover hidden facts which will lead the Chinese people towards a more brilliant 21st century. *Yazhou Zhoukan* belongs to the 1.4 billion Chinese people around the world and the changes in this global community have become the momentum behind *Yazhou Zhoukan's* innovation.





## 2004 SOPA Awards for Editorial Excellence Presentation Dinner

One of the pinnacle events of the year, the SOPA Awards presentation dinner attracts more than 200 guests of the publishing industry's most senior business and editorial executives who gather as both industry associates and competitors, making it a unique and vibrant occasion.

In 2005 the Awards presentation dinner was held, once again, at the JW Marriot in Hong Kong on Thursday, 26 May. The event was hosted by veteran Jim Laurie, senior consultant and lecturer in broadcast journalism at the Journalism Media Studies Centre of the University of Hong Kong. A passionate keynote speech was given by Dato' Seri Anwar Ibrahim, former deputy Prime Minister of Malaysia on press freedom in South-East Asia.

The presentation dinner is also the occasion for presentation of SOPA's annual charity donation to the Society for the Relief of Disabled Children, a Hong Kong organisation.



Mark Michelson of InvestHK



Director of Judges, Gene Mustain



Former Deputy Prime Minister of Malaysia Dato' Seri Anwar Ibrahim, Keynote Speaker



Frank Proctor, SOPA Chairman



Abe De Ramos and Tom Leander of CFO Asia, The Asian Wall Street Journal's Reginald Chua, Mark Michelson of InvestHK, Keynote Speaker Dato' Seri Anwar Ibrahim, Simone Wheeler, SOPA Awards Sub-committee Chairperson and Frank Proctor, SOPA Chairman



David Platt of Far Eastern Economic Review makes a speech upon receiving an award for Best Magazine, Category A



Simone Wheeler, SOPA Awards Sub-committee Chairperson with Keynote Speaker Dato' Seri Anwar Ibrahim and Chris Pash of Factiva



Jim Laurie, Master of Ceremony



Alan Wong and Phil Yang of DHL





Keynote Speaker Dato' Seri Anwar Ibrahim presents the award for Local Journalist (English) to Rose Tang of *The Standard*



Frank Proctor hands SOPA's annual charity donation cheque to Vivian Lee of *The Society for the Relief of Disabled Children*



Mary Frances Bellman of *The Standard*, *South China Morning Post's* Amanda Turnbull, Simone Wheeler, SOPA Awards Sub-committee Chairperson and Barrie Goodridge of *Edipresse Asia*



The winning team of *The Standard*



Guests enjoy a lively evening at the *JW Marriot Hong Kong Hotel*



Proud winners of this year's SOPA Awards are recognized for their contribution to journalistic excellence



# Newsweek

## THE MOST HONOURED NEWSWEEKLY

- *Has won two of the highest honour of SOPA Awards — the Excellence in Magazines Award for two years' running.*
- *Has more National Magazine Awards, highest U.S. honour, than any other newsweekly.*
- *Holds more Gerald Loeb Awards, business journalism's highest honour, than any other newsweekly or business magazine.*



# APPLE DAILY

The No.1 ABC Audited Chinese Newspaper in Asia

## 2005 SOPA Awards for

- Excellence in Newspapers
- Excellence in Opinion Writing
- Excellence in Editorial Cartooning
- Excellence in Special Issue or Special Section
- Excellence in Human Rights Reporting
- Excellence in Newspaper Design
- Excellence in News Photography



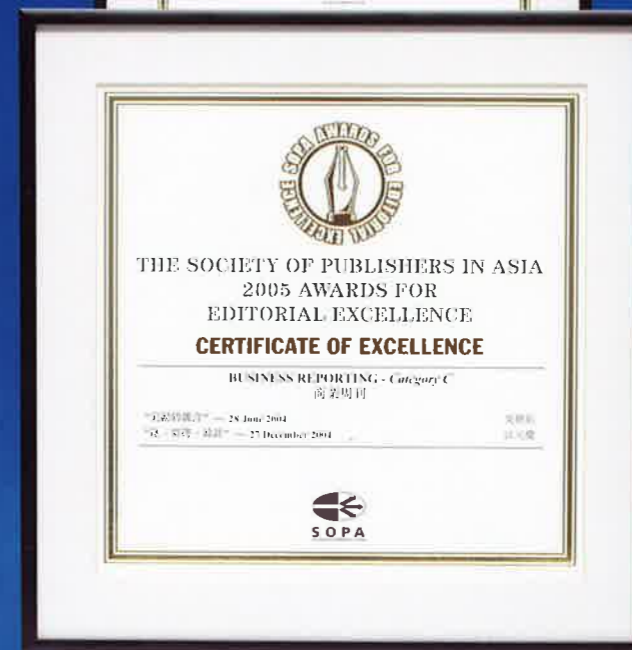
**Winner of Excellence in Opinion Writing :**  
**Apple Daily (四中全会系列評論)**

"The best of this batch. Some excellent and prescient observations, such as the impact Hu Jin Tao's ascension to power would have on the selection of Hong Kong's next chief executive. The critique of the CCP's failure to systematize succession is editorial writing at its best."

**Winner of Excellence in Editorial Cartooning :**  
**Apple Daily (Limited Autonomy)**

"Decisive, uncompromising, humorous, blunt, provocative, eye-catching, clear, bold statement."

- Judges' citation



## Business Weekly Wins SOPA 2005 Awards

Our ambition is to be the most influential and respected Chinese-language business magazine in Greater China. We have received this highest recognition from SOPA for two consecutive years.

SOPA 2005 Awards,  
 Excellence in  
 Reporting On the Environment-Chinese



SOPA 2005 Awards,  
 Excellence in  
 Business Reporting -Chinese

- » SOPA 2004 Awards, Excellence in Magazines - Chinese
- » SOPA 2004 Awards, Excellence in Business Reporting - Chinese
- » SOPA 2004 Awards, Excellence in Feature Writing - Chinese



## List of Judges

NAME	CAPACITY	COMPANY
A. Lin Neumann	Executive Editor	The Standard
Aaron Chaze	Editor and Publisher	The Midas Touch newsletter
Abe Peck	Sills Professor and chair, magazine program	North Western University
Anne Hyland	Journalist, Hong Kong	Australian Financial Review
Anthony Spaeth	Executive Editor	TIME Asia
Arnold Zeitlin	Visiting Professor	Department of Journalism
Arthur Kroeber	Managing Editor	China Economic Quarterly
Assif Shameen	Consulting Editor	The Edge
Barbara Herrmann	Photo Editor	Stern Asia
Barry Kalb	Part-time Editor	Voice of America, Asia Pacific bureau
Bill Mellor	Senior Writer, Asia Correspondent	Bloomberg
Carla Rapoport	Business Editor	Viewswire, Economist Intelligence Unit
Charles Eisendrath	Director	Knight-Wallace Fellows at Michigan
Charles Goddard	Editorial Director, Asia	Economist Intelligence Unit
Cherian George	Assistant Professor	School of Communication
Chris Hill	Editor In Chief	DestinAsian Magazine
Chris Leahy	Asia Editor	Euromoney
Clay Chandler	Asia Editor	Fortune Asia
Craig Smith	European Correspondent	The New York Times
Daniel Yu	Editor In Chief	Asset Publishing and Research Limited
Danny Gittings	Deputy Editorial Page Editor	The Asian Wall Street Journal
Darren McDermott	HK Bureau Chief	The Asian Wall Street Journal
David Plott	Assistant Professor and Director of Special Programmes	University of Hong Kong
Doreen Weisenhaus	Director of Media Law Programme and Assistant Professor	The University of Hong Kong
Dorinda Elliott	Editor In Chief	TIME
Dr Xu Xiaoge	Assistant Professor, School of Communication and Information	Nanyang Technological University
Edith Terry	Freelance Writer	-
Enid Tsui	Assistant News Editor	FT.com/Financial Times
Francesco Guerrera	Asia Financial Correspondent	Financial Times
Frank Ching	Freelance Writer	-
Frederik Balfour	Asia Correspondent	BusinessWeek
Fung Wai-kong	Editorial Writer	Apple Daily
George Wehrfritz	HK Bureau Chief	Newsweek
Glenda Korporaal	Senior Business Writer	The Australian
Graham Earnshaw	Editor In Chief	AFX-Asia and XFN News
Grischa Rueschendorf	Assignment Photography	Assignment Photography
Henry Hui	Assistant Art Director	CFO China
Hugo Restall	Editor	Far Eastern Economic Review
Ian Johnson	German bureau chief	The Wall Street Journal Europe
James de Vries	Director	De Luxe & Associates
Jane Crust	Asia World News Editor	Financial Times
Jasper Becker	China correspondent	The Independent
Jennifer Spencer	Director of Photography	Emphasis
Jesse Wong	Freelance Writer	-
Jim Laurie	Senior Consultant and Honorary Lecturer	Journalism and Media Studies Centre, HKU
Joe Kahn	Beijing Bureau Chief	The New York Times
Joel Leung	Chief Editor	Esquire
John Mack Carter	-	The Hearst Corporation U.S.

# Asia's Most Awarded

Excellence in Newspapers  
 Excellence in Reporting  
 Excellence in Opinion Writing  
 Excellence in Business Reporting  
 Local Journalist Award  
 Honorable Mention, Excellence in Business Reporting  
 Honorable Mention, Excellence in Editorial Cartooning  
 Honorable Mention, Excellence in Special Issue  
 Honorable Mention, Excellence in Feature Writing

This year The Standard won more awards for editorial excellence from the Society of Publishers in Asia than any other local English-language publication.

Our thanks go to the judges for their recognition that The Standard is changing the face of Hong Kong journalism -- and to the editorial team whose savvy, skills and hard work won us these accolades.



[www.thestandard.com.hk](http://www.thestandard.com.hk)



## List of Judges

NAME	CAPACITY	COMPANY
Joseph Man Chan	Professor	School of Journalism and Communication, CUHK
Justin Wood	Managing Editor	CFO Asia
Justine Lau	Hong Kong Reporter	Financial Times
K C Chan	Editor In Chief	Hong Kong Economic Journal
Kavi Chongkittavorn	Executive Editor	The Nation
Keith Bradsher	Hong Kong Bureau Chief	The New York Times
Kevin Lee	Editor-in-Chief and Creative Director	WestEast Magazine
Lam Wai	Art Director	CFO Asia/China
Lisa Botos	Picture Editor	TIME Asia
Lung Ying Tai	Visiting Professor at the Journalism and Media Studies Centre	University of Hong Kong
Marcus Wright	Senior Editor	Dow Jones Newswires - Asia Pacific
Maria Wood	Deputy Picture Editor	TIME Asia
Marites Vitug	Editor-in-Chief	Newsbreak Magazine, Manila
Michael Elliott	Editor	TIME
Michael Vatikiotis	Visiting Research Fellow	Institute of Southeast Asian Studies, Singapore
Paul Cavey	Senior Analyst	Economist Intelligence Unit
Paul Slater	Graphics Editor (Asia)	Financial Times
Percy Zhang	Editor	Forbes China
Peter Stein	Managing Editor	The Asian Wall Street Journal
Peter Wonacott	Shanghai Correspondent	The Wall Street Journal
Prashant Panjiar	Freelance photographer (New Delhi)	
Qian Gang	Director of China Media Project	Journalism and Media Studies Centre of HKU
Rachel Plecas	Managing Editor	HK Tatler
Raphael Pura	Southeast Asia Deputy Bureau Chief	The Asian Wall Street Journal
Rebecca Taylor	Features & Opinion Editor	The Standard
Rodney Tasker	Freelance Writer	
Sameena Ahmad	Asia Business Correspondent	The Economist Newspaper
Simon Song	Photo Editor	The Standard
Sinartus Sosrodjojo	—	JIWAFOTO Agency
Stephen Vines	Journalist and Broadcaster	
Stuart Jackson	Executive Editor	The Standard
Ted Plafker	Correspondent Director of the Public Health Media Project	Beijing Bureau, The Economist
Thomas Abraham	Project	Journalism and Media Studies Centre of HKU
Thomas Crampton	Correspondent	International Herald Tribune
Thomas Polin	Adviser	The University of Hong Kong
Tom Holland	Senior Writer	South China Morning Post
Tom Mitchell	Deputy Business Editor	South China Morning Post
Tom O'Brien	Associate Publisher	View Magazine
Tom Tsui	Editor	Newsweek Select
Urban Lehner	Editor In Chief	DTN Ag Services
Victor Mallet	Chief Asia Correspondent	Financial Times
Vir Sanghvi	Editorial Director	Hindustan Times
Wei Zheng	Editor	Lainhe Zaobao
William Dobson	Managing Editor	Foreign Policy
Dr Wu Hin Yung	Professor	Shantou University
Yang Jian	Senior Writer	CFO China
Yuen Ying Chan	Director, Journalism & Media Studies Centre	The University of Hong Kong



## Acknowledgements

### Title Sponsor:



### Event Sponsors:



### Supporting organizations:

ambition

The  
**Asia Media Journal**



**FIPP**

WORLD  
EDITORS  
FORUM

  
**World Association of Newspapers**

### SOPA Awards Sub-committee Members

#### *Sub-committee Chairman*

Ms Simone Wheeler (Factiva, a Dow Jones & Reuters Company)

#### *Sub-committee Members*

Mr Reginald Chua (The Asian Wall Street Journal)

Mr Mark Clifford (The Standard)

Mr Tom Leander (CFO Asia)

Ms Robyn Meredith (Forbes)

Mr Gene Mustain (The University of Hong Kong)

Mr John Ridding (Financial Times)

Ms Azmar Sukandar (TIME Inc)