

# WAN-IFRA WORLD YOUNG READER PRIZE 2015

*mccy*  
Ministry of Culture, Community and Youth  
**THE STRAITS TIMES**



SUBMISSION FOR



## NEWS IN EDUCATION

### THE MCCY-STRAITS TIMES IDEA JAM

OR how the news moved young readers to record-setting volunteerism

NAME OF PROJECT

**The MCCY-Straits Times Idea Jam**

CATEGORY

**News In Education**

TARGET SEGMENT

**Youth 17 to 24 years old**

DURATION

**October 2014 to Dec 2014**

PROJECT DESCRIPTION

**A hackathon using the principles and values of impact journalism to develop social projects and civic innovations among young readers nationwide.**

SPONSORING NEWSPAPER

**The Straits Times  
Singapore Press Holdings Ltd  
1000 Toa Payoh North,  
Level 2, News Centre  
Singapore 318994  
SINGAPORE**

CIRCULATION & FREQUENCY

**Daily broadsheet  
Average Circulation: The Straits  
Times / The Sunday Times (Print +  
Digital): 459,300**

PROJECT DIRECTOR

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# DESCRIPTION

## SUMMARY OF THE MCCY- STRAITS TIMES IDEA JAM

**The Straits Times launched a nationwide, cross-media campaign and hackathon to promote service learning among young people keen to make a difference to marginalised communities.**

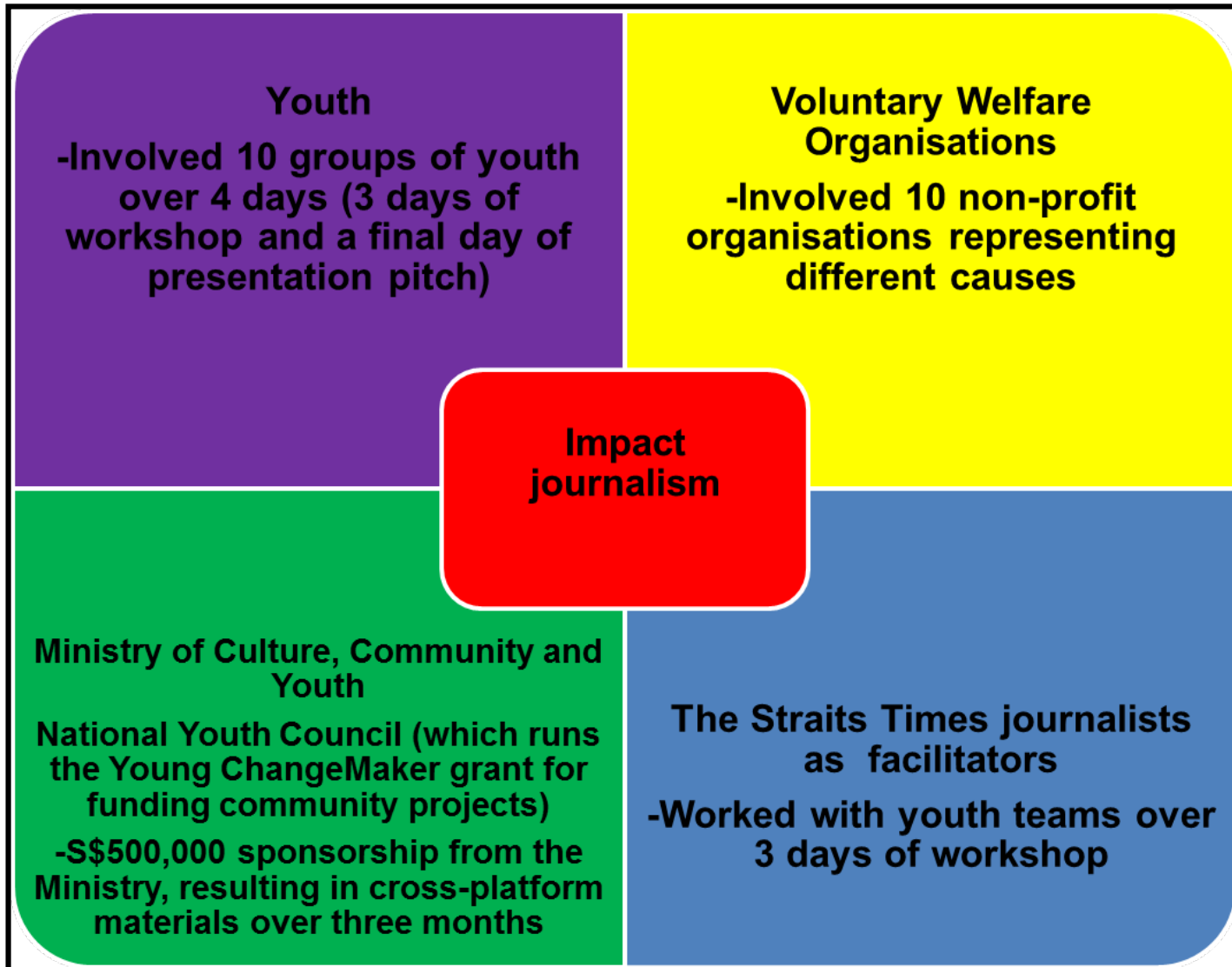
**The campaign, whose title sponsor was the Ministry of Culture, Community and Youth (MCCY), seeks to empower the young with key journalistic skills and values to help them devise more effective social innovations. The three-day event was targeted at youth readers age 17 to 24, and culminated in team pitch presentations with the aim of receiving seed funding.**

**Its unique features were: appointing newsroom journalists to facilitate and mentor student participants; working with social work agencies and sectors keen to promote volunteerism among youths; generating episodic content across The Straits Times' print, video and digital channels.**



# DESCRIPTION

## CAMPAIGN AT A GLANCE



# THE NEED

## RATIONALE

**Within an emerging culture of volunteerism and service learning, Singapore is experiencing a growing demand among young, idealistic citizens seeking to participate in social causes.**

**Nonetheless, volunteer welfare organisations (VWOs) reported that the efforts of young people, despite being well intentioned, were often ineffective because they did not demonstrate an understanding of key issues. Execution of projects among youth volunteers were also disparate and inconsistent. They would repeat or overlap with previous ideas, and were totally out of sync with the needs of the very marginalised communities they sought to improve.**

**Working with inexperienced volunteers became a bugbear for many VWOs, who were now also saddled with the burden of extending their already-scarce resources towards “babysitting” the people they hoped would lighten their load.**



# THE SOLUTION

**The Straits Times, in seeking to address this need, devised a three-pronged approach for its proposed national campaign. The process aimed to show how impact journalism can lead to social innovations, and build life-long civic consciousness.**

**The three-day intensive workshop, led by the broadsheet's team, equipped participants with skills that leveraged on the traditional role of the press in giving a voice to marginalised groups.**

**FIRST: Empower young people with basic journalistic skills and values, such as interviewing, background research and presentation processes, while offering the resources of the newsroom. Each participating group would be accompanied by journalists, who would then facilitate the project's development, and help mentor groups and shape their projects.**

**SECOND: Bring key members of VWOs and their beneficiaries to the table to confer with young volunteers. These in-depth interviews would give youth volunteers a better understanding of their needs, and enable them to design better, more effective, sustainable civic projects that addressed immediate needs.**

**THIRD: Put these teams in front of a judging panel from the National Youth Council's Changemaker's fund, so that successful pitches could receive up to \$3,000 to carry out their ideas.**

# DEVELOPMENT: TIMELINE

**PRE-EVENT PREPARATION (Jan to Sep 2014): Straits Times journalists created a syllabus pegged to principles of impact journalism and service learning pedagogies for its three-day workshop. On the one hand, the paper's young reader department worked with the MCCY and Singapore's National Youth Council (NYC) to collaborate with VWOs and galvanise youth volunteers from schools island-wide, on the other, the same team worked with an American consultant to devise a human-centred design workshop, including training for facilitators and event execution.**

**EVENT (Oct 2014): Over three days, students from institutes of higher learning and vocational institutes gathered at a partnering youth venue with visits to the newsroom to learn techniques such as research, interviewing and pitch presentation. Up to ten of the newsroom's young, outstanding journalists (no more than three years on the job) were appointed to teams of youth participants as mentors and advisors as these projects were developed. On the fourth and final day, each team had three minutes to present its idea to receive up to \$3,000 from the NYC Young ChangeMaker Grant, which supports youth causes.**

**POST-EVENT CAMPAIGN (Oct 2014 to Apr 2015): Sponsorship for the campaign included developing cross-media content that would inspire all youths nationwide in getting involved in causes.**

# DEVELOPMENT: TIMELINE



**WATCH: How the event came together**

<http://bit.ly/15CHwwX>



# MARKETING: PUBLICITY

**PRINT:** Curtain-raiser on the event, day on day coverage of participants' progress through Idea Jam, as well as a series of post-event sponsored content focused on activities for families to engage in service learning and community service.

**SOCIAL MEDIA:** Tweets and Facebook posts on The Straits Times' social media accounts

**ONLINE:** Dedicated webpage for Idea Jam, video chronicling the participants' journey by The Straits Times' online television channel RazorTV, a downloadable PDF version of the step-by-step lessons created for service learning editorials.

## ADVERTORIAL

This is the seventh of 11 instalments in a series for families to carry out service learning activities together.



Participants at this year's inaugural Ministry of Culture, Community and Youth – Straits Times Idea Jam, a civic engagement event, had to pitch their project idea to a panel of judges before receiving feedback from them.

## Assessment for refinement

You can improve a proposed solution through reflection and analysis.

Prototyping projects requires rigorous rounds of assessment and refinement.

One way to evaluate the quality of your solution for improvement is to get feedback from the people involved in your service learning project. These include experts you spoke to, the group you are trying to help and your team members.

For example, one of the ways participants at this year's inaugural Ministry of Culture, Community and Youth – Straits Times Idea Jam received feedback was at their project pitch. They presented their ideas to a panel of judges, who evaluated the teams' projects based on a set of assessment criteria used by the Young ChangeMakers (YCM) scheme, which is administered by the National Youth Council.

While projects that met these criteria immediately qualified for a YCM grant – which gives teams seed funding of up to \$3,000 – all teams used the judges' invaluable feedback to improve their project ideas.

### Engaging reviewers

To help you with the assessment and feedback process, you can utilise this set of assessment criteria. These points form the minimum qualities your project needs before it is ready for execution.

Use the questions to conduct a personal reflection, or pass them to your reviewers for their use in evaluating your project.

### Accuracy

- Is the problem scenario clearly defined and scoped? Why?
- Is the target audience clearly defined, such that the solution is targeted for them? Why?

### Feasibility

- Is the project simple enough to execute, based on available resources and time? Why?
- Is the project realistic and practical, in view of the problem scenario and target audience? Why?

### Effectiveness

- Will the project deliver maximum positive impact to the target audience, in view of the problem identified? Why?

### Sustainability

- Is there a plan for continuity after the project is completed? Why?
- Can the project be sustained over the long run? Why?

To solicit honest feedback, do not feel as though you have to prove your solution is perfect. Take each piece of feedback – whether positive or negative – with a smile. Keep a record of these responses and use them to improve your project.

Contributed by the Inkspire Group, in collaboration with The Straits Times Schools programme

Presented by

**mccy**  
Ministry of Culture, Community and Youth

# MARKETING: PUBLICITY

home 19

October 5, 2014 thesundaytimes



Belicia Teo (left), 17, and Eileen Lim, 23, presenting their proposal for the Restroom Association (Singapore).



Each team had just three minutes to present its idea and how it would benefit its designated organisation.

## First Idea Jam yields gems of social projects

Ang Yiyng

Public toilets are everyone's business. This punchy one-line summary for a social project was among the standout ideas at yesterday's finale of a four-day event that aims to equip young people with skills to create prototype community projects.

Five of the 10 teams in the first Ministry of Culture, Community and Youth-The Straits Times Idea Jam qualified for seed funding of up to \$3,000 per team to put their vision into action.

Each team had just three minutes to present an idea and how it would benefit a designated voluntary welfare organisation or civic group.

The five projects which got a nod on the spot:

- A campaign for the Restroom Association (Singapore) to get people to take care of public restrooms using elements such as a fun Facebook quiz and decals with humorous messages;

- YouTube videos for Sustainable Living Lab to encourage a do-it-yourself culture among young people;
- A recreational room for elderly residents of the Sunshine Welfare Action Mission (Swami) Home, with colourful walls painted with encouraging messages, soft toys for the residents to cuddle and a karaoke set;
- Organised activities for caregivers of the beneficiaries of BizLink, which helps people with disabilities find employment;
- Recruitment of volunteers and a volunteer loyalty

## Picking up skills to help them give back to society

By ANG YIYING

FULL-TIME national serviceman Ian Mun, 20, specially took time off from his duties to learn to serve the nation in a different way.

A participant in the Ministry of Culture, Community and Youth - The Straits Times (MCCY-ST) Idea Jam, he and other young peo-

interviewed Mr Emerson Hee, the executive director of Restroom Association (Singapore), and its outreach and education manager Sanjay Balan.

"It's good that they asked thoughtful questions to get insights on what we are doing," said Mr Balan, noting that the group wanted to understand the big picture behind the causes of dirty toi-

SATURDAY, OCTOBER 4, 2014 THE STRAITS TIMES



ST journalist Yeo San Jo leading a discussion with participants (from left) Samantha Ng, 19, D. Ramakrishna, 18, and Gnanasekaran Shivaraju, 18, yesterday. The 10 teams will pitch their ideas to a judging panel in ITE College Central today. ST PHOTOS: RUDY WONG

## Youth give shape to ideas that help society

By ANG YIYING

ACTING out a make-believe YouTube video, building a 3D model - from a paper box and scrap materials - of a recreation room for the elderly. Role-playing a home visit.

Groups of participants of the Ministry of Culture, Community and Youth-The Straits Times Idea Jam got hands-on yesterday, creating mock-ups of their ideas to help a voluntary welfare organisation (VWO) or civic group.

Today, 10 teams will pitch their ideas to a judging panel in ITE College Central.

Acco this round and groups could receive up to \$3,000 in seed funding from the Young ChangeMakers Grant, run by National Youth Council (NYC), to carry out their community projects.

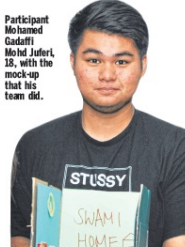
It is the culmination of an event, which started on Wednesday, that aims to equip young people with interview and research skills to create prototype projects to help the community.

and we got to work as a group. For the past few days, we mainly made plans, while today we made it into something physical."

He and his teammates want to set up a recreation room for the elderly residents of Sunshine Welfare Action Mission Home.

They used a cardboard box and construction paper to create a miniature model, complete with paper representations of soft toys and a karaoke set.

Additional reporting by Amanda Poon follow the action at [www.straitstimes.com/idea-jam-2014](http://www.straitstimes.com/idea-jam-2014)



Participant Mohamed Gadaffi, 18, with the mock-up that his team did.



Assistant librarian Doris Goh showing participants old pictures during a tour of the SPH Information Resource Centre yesterday, the first day of the MCCY-ST Idea Jam event. ST PHOTO: MARK CHEONG

depend- ws, Idea ed inter- ote-tak- another. ed with is a jour- nes or a National partner of

the par- finding ound in- each civic list Yeo ar at the icipants:

"They seemed eager to learn and open to the new experience."

He also shared interview tips from his reporting experiences with his team, such as asking open-ended questions, clarifying

the meaning of technical terms and recapping what the interviewee said.

Participants also toured The Straits Times newsroom and the Singapore Press Holdings' Infor-

mation Resource Centre yesterday. The programme will continue today and tomorrow, as participants analyse and come up with the best, most feasible ideas to



help beneficiaries. Mr Mun's team, for one, wants to do more ground research.

Said his team mate Belicia Teo, 18, a second-year Singapore Polytechnic student: "We will be going to different toilets and, hopefully, speak to members of the public and cleaning attendants."

The participants' efforts will culminate in a pitch to a judging panel on Saturday at ITE College Central.

Successful teams will receive seed funding of up to \$3,000 from the NYC's Young ChangeMakers grant to carry out their projects.

[ayiying@sph.com.sg](mailto:ayiying@sph.com.sg)

Follow the action at <http://www.straitstimes.com/idea-jam-2014>

ST The Straits Times

Yesterday at 16:32 · Edited ·

If you've ever felt like you wanted to help your community but did not know where to start, this next initiative could be just the thing to spur you along. <http://bit.ly/1nWNtav>

The inaugural Idea Jam, which aims to give teenagers and young adults a platform to engage with people from marginalised communities here to make a difference, takes place from Oct 1 to 4.

<http://www.straitstimes.com/idea-jam-2014>



You have the power to transform communities

New initiative aims to get young people to use journalism to make a positive impact.

STRAITSTIMES.COM

The event culminated in a pitch session, where five of the 10 teams received funding for their ideas. The rest received mentoring to strengthen their concepts.



# RESULTS

## FOR YOUNG READERS

The five projects got a nod, the rest received mentorship to further develop their ideas:

- **A campaign for the Restroom Association (Singapore) to get people to take care of public restrooms using elements such as a fun Facebook quiz and decals with humorous messages;**
- **YouTube videos for Sustainable Living Lab to encourage a do-it-yourself culture among young people;**
- **A recreational room for elderly residents of the Sunshine Welfare Action Mission (Swami) Home, with colourful walls painted with encouraging messages, soft toys for the residents to cuddle and a karaoke set;**
- **Organised activities for caregivers of the beneficiaries of BizLink, which helps people with disabilities find employment;**
- **Recruitment of volunteers and a volunteer loyalty programme and training system for the Waterways Watch Society.**

# RESULTS

## FOR THE NEWSPAPER

**The campaign concept and delivery won a \$500,000 sponsorship from the Ministry of Culture, Communication and Youth (MCCY), an unprecedented end-to-end solution that enabled content to be developed and delivered across multiple platforms for half a year.**

**This included a special service learning edition developed for teens, which included resources that could be used in classrooms to encourage social innovations by adapting journalistic techniques and ideation processes.**

**Young people received attention for their ideas at a national level, with five of the 10 teams winning seed funding of up to \$3,000 for their projects. Among the memorables was this one-liner: "Public toilets are everyone's business", a punchy slogan for an initiative to educate the public on hygiene.**

# RESULTS

## FOR THE NEWSPAPER

**Sustained engagement had a ripple effect. Beyond the event, successful teams were offered mentorship and funding to execute their project ideas, putting what they had learnt into use.**

**The team working with Bizlink – a non-profit organisation that trains people with disabilities for the workplace and gives them employment assistance – went on to organise two workshop sessions for people of disabilities.**

**In February 2015, these sessions also involved their caregivers, who were able to bond over the craft of making loom bands – weaving bracelets made of mini-rubber bands. This youth-initiative led to Bizlink's fresh plans to set a record for the most loom bands made within an hour by people with disabilities, caregivers and volunteers, which was achieved on March 2, 2015 with 505 loom bands.**



MOJO 11 team (top) and Bizlink staff (left) at school. Cheng Kai Sheng helping Minnie, handcrafted and I have also help them help them a Singapore record by making the largest number of loom bands in under an hour. © PHE 15: SHH CHENG PHE

### People with disabilities and caregivers set loom band record

By ANN YONG

SOME TEAMS OF NON-PROFIT ORGANISATIONS and those who help them set a Singapore record on Monday by making the largest number of loom bands in under an hour.

The making of the 505 red-and-white loom bands, supported by the Singapore Council, was part of an event to officially launch the initiative by MOJO 11.

Mozart chief executive Alan Tan said involving the community of people with disabilities as well as the disadvantaged in the event celebrated its importance and all gave employment assistance and training to people with disabilities and special needs. It serves those and people, including those who are employed under an annual employment, and an observer who are named at the top of the page, where participants put up their loom bands and loom band skills.

Leading up to Monday's event, the students had two workshops for caregivers and businesses to bond while learning to weave loom bands. They conceived the idea at the assembly of culture, community and youth (CCCY)-the event traces idea from an idea by Tan.

On a show day, the participants learned how to weave loom bands that needed help, and researched and selected their ideas.

Workshop ideas, such as the one for schools, qualified for funding from the National Youth Council's Young Changemakers

grant, those of the original five finalists who came up with the idea - young technological entrepreneur (YTC) student Cheng Kai Sheng, 24, and five college students Lim Jeng Han and Joseph Tan, both 18 - conducted the workshop. They also roped in five college students: James Lim, 20, and Jerry Lim, 20, and two others: Tan Jun, 20, and Tan Jun, 20.

But how the long, painstaking assembly for the making of 505 loom bands and development and delivery was the goal of Monday's event, such - that is a powerful way to show how the community and youth can come together to combine ideas and create energy with the efforts of the disability sector to empower people with disabilities.

Some other staff, who attended one of the

disability workshops last month and was one of a team of people who took part in making loom bands together.

The cases for the record, say the organisers, is what participants include and mental

disability and emotional disability.

Having this part in mind, participants and their caregivers in the MOJO 11 day assembly can be seen together.

The organisers said that the event was a record for the most loom bands made in an hour, and it is a good that it is a learning how to take care of himself.

For more information, go to [www.mozart.org.sg](http://www.mozart.org.sg)



“

#### GREAT WAY TO EMPOWER PEOPLE WITH DISABILITIES

This is a powerful way to show how community and the youth can come together to combine their ideas and create energy with the efforts of the disability sector to empower people with disabilities.

— Mr Lim Kai Ing, Parliamentary Secretary for the Ministry of Social and Family Development and MOJO 11

”

# RESULTS

## WATCH

The workshop on Feb 14, 2015: <http://bit.ly/1ETxYNM>

Record-setting event on Mar 2, 2015: <http://bit.ly/1QN2igc>

ITE College West student Ruain Ramos (left), who helped the team which pitched the idea, showing BizLink beneficiary Christine Tay, 21, how to weave a loom band.



ST PHOTO: ANG YIYING

## Caregivers and those they help bond over bands

Ang Yiying

A group of people with disabilities and special needs joined their caregivers yesterday to try their hand at making loom bands – but those were not the only bonds they formed.

The two-hour craft workshop, in which they learnt to weave bracelets out of rubber bands, was the brainchild of a team of students who were looking at ways to build stronger ties between carers and those they help – as well as bring to-

gether others in the same situation.

For at least one of the carers there, it was an “inspiration”.

The team came up with the idea last October at the three-day Idea Jam – an event organised by the Ministry of Culture, Community and Youth and The Straits Times. Participants learnt interview, research and presentation skills before pitching to an expert panel an idea to help a designated non-profit group.

Yesterday’s event saw the beneficiaries of the BizLink non-profit organisation and their caregivers compete in teams to see who could make the most bracelets in half an hour.

Retiree Fauziah Mohamed Ali attended the workshop with her 20-year-old son, Mr Muhammad Irfan Ishak, who has attention defi-

cit hyperactivity disorder. “It’s inspirational,” said the 55-year-old. “I hope it spreads. I’m glad to know

they are willing to organise such an event involving the caregivers.”

Of the four-strong team which mooted the idea, three members – Nanyang Technological University (NTU) student Chong Hui Xiang, 24, and ITE College West students Lim Zong Rui and Benedik Tan, both 18 – carried it out.

They were helped by ITE College West student Ruain Ramos, 19, and NTU student Tan Hui Xian, 21.

The team had to overcome a few logistic hurdles.

Mr Chong said of the differing NTU and ITE schedules: “We have totally different academic calendars. When they are having exams, we are free. When we are having exams, they are free. It’s hard to find a

time to physically meet but we have virtual meetings through Skype and WhatsApp.”

BizLink manager of vocational assessment division Lim Puay Tiak said yesterday’s workshop will be good preparation for when the organisation attempts to set a national record for making the most loom bands in an hour on March 2.

He added: “It’s a good example of how our community and young people can work with organisations like us. It’s always refreshing to get new ideas and wonderful perspectives from these young people.”

Zong Rui has become more confident through Idea Jam. “Helping people makes me happy,” he said. “It’s a great opportunity to step up, to enhance and build myself to be a more caring person.”

[aytying@sph.com.sg](mailto:aytying@sph.com.sg)

For more information, go to [www.straitstimes.com/idea-jam-2014](http://www.straitstimes.com/idea-jam-2014)



# RESULTS

## WHAT PARTICIPANTS SAID

On what they hoped to get out of the event



I'm interested in impact journalism and social enterprise. I'm interested to find out how to use stories and photos to make an impact on the public."

Lim Zi Song, 21, first-year student at Nanyang Technological University



I want to learn to come up with better solutions, not just for this project but for other service learning projects as well."

Amanda Chiam, 18, first-year student at UniSIM



On the most interesting part of the event



It was the interview process, interviewing Mr Gerard Ee of the VWO (Beyond Social Services). It was fun working with my teammates, taking turns to do note-taking and the interviewing. As we became more comfortable with one another, it turned from an interview process to a collaborative ideas process."

Shivaanan Selvasevaran, 18, second-year student at Singapore Polytechnic



On what they learnt



The method of mindmapping – using Post-It notes. I had never done it before. It really works – it brings out ideas and insights. It makes things more arranged and organised, which helps us identify the problems and solutions."

Mohamed Gadaffi Mohd Juferi, 18, first-year student at ITE College West



Perspectives are very important. One issue can be viewed from many different perspectives, which you have to take into consideration in order to come up with the best solution."

Jovin Tan Qiu Ying, 21, an administration executive





# RESULTS

**“Our young people are a natural source of energy, creativity. We saw how one week of hard work became inspiring solutions for community causes that they (youth) want to champion.”** – Ms Low Yen Ling, Parliamentary Secretary for the Ministry of Social and Family Development and Ministry of Culture, Community and Youth

**“The difference (between the usual pitches received and those from Idea Jam) is that they have received training so the presentations were unique and fleshed out.”** – Mr David Tay, member of the National Youth Council and co-chairman of the Young ChangeMakers Grant, also a judge at the Idea Jam pitch session

**“We believe the community has a stake in social issues. By partnering organisations and other people, it is one way to invite youth and involve youth.”** – Mr Gerard Ee, executive director of Beyond Social Services, which aims to curb youth delinquency, on what is gained from taking part in the project

**“It’s good that they (participants) asked thoughtful questions to get insights on what we are doing.”** – Mr Sanjay Balan, outreach and education manager of Restroom Association (Singapore), on his observations of the team that worked with the organisation

Added by Aralynn: This entry doesn't really define "impact journalism" so I looked around and it seems a mix of campaigns and investigative reporting that focuses on solutions:

According to Spark News, which has launched an Impact Journalism Day: "It's happened to nearly all of us at some point. Whether leafing through our daily newspaper, or reading it online, one story seems to jump out and make us think. Readers today are hungry for those stories. Stories of bright ideas that spark change, both locally and globally. Change we can identify with and participate in. This is Impact Journalism"

Ben Colmery at ICJF who was interested in measurement: "We agreed it is still very difficult to assess the impact of a given story. What reporting did it trigger by other journalists and media? Did it change the course of reporting? Did it change human behavior or policy?"