

# Splice Beta Online 2020

**Haikel Fahim**, Head of Southeast Asia, Telum Media

Covid has changed media jobs. Here are the trends we're seeing.



[Watch the video](#)

00:00:03.120,00:00:06.120

Shirley Cheong: hey hey

00:00:08.515,00:00:11.515

Shirley Cheong: hello Koreel!

00:00:21.117,00:00:24.117

Koreel Lahiri: Hi everyone!

00:00:40.773,00:00:43.773

Shirley Cheong: Hey Annelise! Hi Jean-Pierre and Chris!

00:01:05.452,00:01:08.452

Florence Armein: Hello OG (read: Genesisia)!

00:01:13.573,00:01:16.573  
Shirley Cheong: Your niece?

00:01:39.824,00:01:42.824  
Jean-Pierre Mestanza: Hi everyone!

00:01:44.167,00:01:47.167  
Shirley Cheong: What are your plans for the weekend?

00:02:18.091,00:02:21.091  
Shirley Cheong: Yo Chris

00:02:43.281,00:02:46.281  
Shirley Cheong: Hi Ritika

00:03:16.421,00:03:19.421  
Julia Winterflood: :'(

00:03:18.374,00:03:21.374  
Ritika Bhatia: Hi Shirley :)

00:03:21.684,00:03:24.684  
Shirley Cheong: Hey Pat!

00:05:05.348,00:05:08.348  
Shirley Cheong: Hey there Chandra

00:05:17.273,00:05:20.273  
Shirley Cheong: Let's start :)

00:05:37.983,00:05:40.983  
Shirley Cheong: GENESIA!

00:05:53.945,00:05:56.945  
Shirley Cheong: Hannah! I thought you couldn't join us

00:05:56.816,00:05:59.816  
Shirley Cheong: JAKUB!

00:05:58.213,00:06:01.213  
Shirley Cheong: Wait!

00:06:00.547,00:06:03.547  
Shirley Cheong: How are you?

00:06:21.759,00:06:24.759

Hannah Teoh: have to leave early. duty calls :( @shirley

00:06:23.580,00:06:26.580

Chandra Neupane: Hello

00:06:38.394,00:06:41.394

Patricia Torres-Burd: Hi Jakub! Saty Safe! Please keep us posted on how you are doing!

00:07:32.367,00:07:35.367

Hannah Teoh: @haikel are you on the ironing board again? ;)

00:08:49.838,00:08:52.838

genesia alves: "keep the numbers down"

00:08:54.144,00:08:57.144

genesia alves: sounds familiar

00:09:21.382,00:09:24.382

Hoa Ta: that's crazy!

00:09:52.319,00:09:55.319

Florence Armein: Hello @Julia!

00:10:06.695,00:10:09.695

Shirley Cheong: Take care, Jakub! Very good to see your face and hear your voice. Great that you are staying positive. Stick around if you can :)

00:10:29.188,00:10:32.188

Shirley Cheong: Stay for BYOB!

00:10:57.275,00:11:00.275

Jakub Górnicki: Thank you very much!

00:11:30.638,00:11:33.638

Shirley Cheong: Hey Madhu!

00:11:51.554,00:11:54.554

Madhu Acharya: hi Shirley

00:11:58.146,00:12:01.146

Shirley Cheong: All the resources from the sessions will be dropped here :)

<https://splicebeta.com/resources>

00:12:19.437,00:12:22.437

genesia alves: thanks. you guys are actually inspiring.

00:12:24.302,00:12:27.302

Florence Armein: Fresh perspective!

00:12:40.983,00:12:43.983

Shirley Cheong: Here are the themes across the week in Splicetember  
(One and half week to go)

Mondays -- Business and strategy

Tuesdays -- Products

Wednesdays -- Audiences

Thursdays -- Operations and workflows

Fridays -- Media careers

00:12:51.665,00:12:54.665

Shirley Cheong: Today, we talk about media careers!

00:12:58.537,00:13:01.537

Shirley Cheong: Thank you, Google :)

00:13:49.403,00:13:52.403

Shirley Cheong: Tweet and share your takeaways to the wider community #splicebeta

00:14:02.474,00:14:05.474

Shirley Cheong: Here's the telegram group for the Beta community :)  
<https://t.me/splicebeta2020>

00:14:10.158,00:14:13.158

Shirley Cheong: The smartest person in the room is the room --feel free to ask questions, drop links, share your thoughts. We are here to learn together - thank you. :)

00:14:22.974,00:14:25.974

Shirley Cheong: All the resources from the sessions will be dropped here:  
<https://splicebeta.com/resources>

00:14:33.863,00:14:36.863

Shirley Cheong: Yay!

00:14:44.290,00:14:47.290

Shirley Cheong: Mondays are about business and strategy.  
We have three sessions next Monday at 4PM, 6PM and 9PM (Singapore time).

00:14:58.895,00:15:01.895

Shirley Cheong: First up---

Sonny Swe! (Coming to you fast and fabulous)  
How we built our membership program at Frontier Myanmar  
Monday, 4PM (Singapore time)  
<https://splicebeta.com/program/sonny-swe-frontier-myanmar-memberships?rq=sonny>

00:15:20.751,00:15:23.751

Shirley Cheong: Followed by --

Nishant Lalwani from Luminate  
Building a global public interest media fund to defend newsrooms  
Monday at 6 PM (Singapore Time)  
<https://splicebeta.com/program/nishant-lalwani-extra-building-a-global-public-interest-media-fund-to-defend-newsrooms>

00:15:43.312,00:15:46.312

Shirley Cheong: Last session on Monday --  
Caroline Jarboe from GIJN & Bridget Gallagher from Gallagher Group  
How to pitch donors in a pandemic — practical tips on applying for grants  
Monday at 9PM (Singapore Time)  
<https://splicebeta.com/program/bridget-gallagher-caroline-jarboe-pitch-donors-grants-pandemic>

00:16:16.166,00:16:19.166

Jakub Górnicki: :)

00:16:20.188,00:16:23.188

Shirley Cheong: We have a lot of sessions today too!

00:16:40.471,00:16:43.471

Shirley Cheong: And later after our session with Haikel, it's BYOB with Megane Chatain and Henrik Grunnet from IMS. They'll be sharing more about Mediabridge - a platform for stories from underreported regions

Stay on, grab your favourite beverage and hang! (Ours is beer)

00:16:54.900,00:16:57.900

Shirley Cheong: Tonight at 9PM (Singapore time), Ariel Zirulnick & Jessica Best from Membership Puzzle Project will be sharing how to staff a membership newsroom — skills needed, job descriptions and roles

<https://splicebeta.com/program/ariel-zirulnick-jessica-best-membership-newsroom-skills>

00:17:28.703,00:17:31.703

Shirley Cheong: MPP has just released their guide with practical advice on designing and implementing membership strategies and workflows. Check it out before tonight's session

<https://membershipguide.org/>

00:17:32.378,00:17:35.378

Shirley Cheong: And now... Finally! Man of the hour

00:17:34.725,00:17:37.725

Patricia Torres-Burd: Can i just say... that you won't want to miss this - we will be teasing something BIG for MPP today

00:17:52.852,00:17:55.852

Hoa Ta: :))

00:18:18.726,00:18:21.726

Shirley Cheong: Check it out

<https://theironingboard.sg/about/>

00:18:53.174,00:18:56.174

Shirley Cheong: :)

00:19:04.329,00:19:07.329

Shirley Cheong: Welcome Jane!

00:19:10.406,00:19:13.406

Shirley Cheong: Hello Jo!

00:19:13.361,00:19:16.361

Shirley Cheong: Yes

00:20:47.782,00:20:50.782

Jo Son: hi :)

00:21:01.480,00:21:04.480

Rishad Patel: Welcome back, Jo!

00:22:53.189,00:22:56.189

Shirley Cheong: We will be sharing Haikel's presentation on our website after the session.

00:24:54.879,00:24:57.879

Florence Armein: All women!

00:24:55.912,00:24:58.912

Shirley Cheong: Here's the article

<https://www.telummedia.com/public/news/the-other-side-perspectives-from-journalists-who-moved-into-pr-2/4nl42mge18>

00:25:21.029,00:25:24.029

Rishad Patel: Already done :)

00:25:25.186,00:25:28.186

genesia alves: thanks shirley!

00:26:41.701,00:26:44.701

Shirley Cheong: Hey Henrik

00:26:48.849,00:26:51.849

Rishad Patel: Welcome, Henrik!

00:27:24.828,00:27:27.828

Henrik Grunnet: th

00:27:37.905,00:27:40.905

Henrik Grunnet: thanks - great to be on

00:29:03.789,00:29:06.789

Florence Armein: as more and more media forced to downsize here, and reconfigure their newsroom capacity

00:31:42.803,00:31:45.803

Shirley Cheong: yay, some happy news! Phew.

00:31:49.863,00:31:52.863

Shirley Cheong: :)

00:32:18.331,00:32:21.331

Chris Brummitt: but are those 'quality jobs'?

00:32:42.104,00:32:45.104

Shirley Cheong: Take care, Haikel!

00:32:42.794,00:32:45.794

Chris Brummitt: with salary, benefits etc

00:32:45.257,00:32:48.257

Hannah Teoh: drink water haikel!

00:33:04.838,00:33:07.838

Shirley Cheong: You can sign up for updates

<https://www.telummedia.com/>

00:33:18.569,00:33:21.569

Jo Son: Wanted to ask - what did you base the 'editorial vacancies' on? Job ads that are made public, or how?

00:33:18.584,00:33:21.584

Rishad Patel: Questions for Haikel — pop them in here!

00:33:49.859,00:33:52.859

Shirley Cheong: That's great, Haikel!

00:34:05.602,00:34:08.602

Shirley Cheong: Thank you, Haikel!

00:34:08.943,00:34:11.943

Hannah Teoh: is it more difficult for longtime journalists to pivot to comms? especially since a lot of comms roles require agency experience and experience running campaigns

00:34:16.889,00:34:19.889

Vishal Manve: Hi, how different is Telum Media from MuckRack operationally?

00:34:24.973,00:34:27.973

chris peken: Do you have historical figures on the numbers who move from journalism to PR/comms? This has been a trend for over a decade now in many countries

00:34:36.888,00:34:39.888

Haikel Fahim:

<https://www.linkedin.com/pulse/rise-gig-economy-freelance-journalism-future-hiring-model-fahim/>

<https://www.telummedia.com/public/request/alerts/journalist>

00:34:56.754,00:34:59.754



Jo Son: In the switch to PR/Comms among the countries you have data on, where is the switch most 'acceptable'? In some countries, eg the Phils, that switch is more of a one-way shift and it's not always 'easy' to return (credibility-wise)... thanks

00:35:10.271,00:35:13.271

Patricia Torres-Burd: Hi Henrik!

00:38:13.485,00:38:16.485

Chris Brummitt: keep 30 percent of your journo instincts

00:39:34.762,00:39:37.762

Chris Brummitt: but you got to get used to doing a lot of unsexy stuff: internal emails, non stop meetings, sucking up etc

00:40:04.019,00:40:07.019

Shirley Cheong: You're on mute :)

00:40:20.767,00:40:23.767

Shirley Cheong: There you go!

00:41:13.063,00:41:16.063

Henrik Grunnet: Hi Patricia

00:41:56.325,00:41:59.325

Florence Armein: How do you measure these shifts, and is there a gender breakdown, do you see one gender leads in certain switch, than others?

00:44:56.553,00:44:59.553

Koreel Lahiri: I need to jump on another call. Thanks for the session - Haikel, Alan, Rishad, Shirley and Genesis!

00:45:05.631,00:45:08.631

Shirley Cheong: Thanks for coming, Koreel!

00:45:14.912,00:45:17.912

Rishad Patel: See you soon, Koreel!

00:45:24.853,00:45:27.853

Shirley Cheong: Hey Megane :)

00:45:36.471,00:45:39.471

Rishad Patel: Welcome to Beta, Megane

00:45:59.265,00:46:02.265

Megane Chatain: Hi thank you :) happy to be here!

00:48:12.291,00:48:15.291

Shirley Cheong: Hello Jesper

00:48:15.678,00:48:18.678

Florence Armein: Thanks Alan , OGenesis, Rishad and SHIRLEY! Gotta get to another call, see you folks next week and bottoms up!

00:48:27.547,00:48:30.547

Shirley Cheong: We'll miss you, FLORENCE!

00:48:43.055,00:48:46.055

Rishad Patel: Yay, Florence! See you later.

00:49:56.381,00:49:59.381

Shirley Cheong: Hey Vipal!

00:50:11.648,00:50:14.648

Shirley Cheong: \*Vipul :)

00:50:49.410,00:50:52.410

vipul khosla: Happy Friday all, Hey Shirley!

00:50:50.179,00:50:53.179

Shirley Cheong: We're chatting with Haikel Fahim from Telum Media on the trends in media careers.

00:51:00.756,00:51:03.756

vipul khosla: Thanks

00:51:14.984,00:51:17.984

genesis alves: are political conditions in some places demotivating journalists?

00:53:47.116,00:53:50.116

genesis alves: thats good news thank you

00:54:11.520,00:54:14.520

Shirley Cheong: We will put up all the resources from the sessions here:  
<https://splicebeta.com/resources>

00:54:55.077,00:54:58.077

Shirley Cheong: BYOB!

00:55:40.909,00:55:43.909

Shirley Cheong: Stay on, grab your favourite beverage and hang! (We are going to grab our beers)

See you in 3mins!

00:55:46.946,00:55:49.946

Annelise Giseburt: Thanks all! Wish I could join the next session ;\_;

00:55:52.643,00:55:55.643

Shirley Cheong: Annelise!

00:56:03.042,00:56:06.042

Annelise Giseburt: Next time!!

00:56:11.502,00:56:14.502

Shirley Cheong: We'll catch you next time :)

00:56:41.062,00:56:44.062

Bhumi Chapagain: Hlw Namastey from Nepal.

00:56:55.630,00:56:58.630

Ritika Bhatia: Great last question indeed, Genesis. Have to hop off to another call now, thanks Haikel and team Splice!

00:57:10.635,00:57:13.635

Patricia Torres-Burd: Shirley - not sure if it is OK to share this but - it does affect Press Freedom and a colleague we all know and love  
<https://rappler.com/nation/european-union-resolution-urging-philippine-government-drop-charges-vs-maria-ressa>

00:57:22.508,00:57:25.508

Shirley Cheong: Of course!

00:57:23.226,00:57:26.226

Patricia Torres-Burd: feel free to delete it if not cool on this chat

00:57:38.714,00:57:41.714

Shirley Cheong: She is a friend of ours as well

00:57:45.680,00:57:48.680

Haikel Fahim: Thanks guys hopefully you got enough from me through all the coughing. I've got to head off but if you want to keep the conversation going with me, connect with me on LinkedIn

<https://www.linkedin.com/in/haikelfahim/>

00:58:01.268,00:58:04.268

Shirley Cheong: Thank you for sharing, Haikel!

00:58:57.395,00:59:00.395

Shirley Cheong: hi Lila!

00:59:03.658,00:59:06.658

Lila Shroff: Hi!!

00:59:03.957,00:59:06.957

Shirley Cheong: Hi Boyoung!

00:59:30.459,00:59:33.459

Boyoung Lim: Hello!

00:59:52.695,00:59:55.695

Patricia Torres-Burd: does he send to Prague?

00:59:56.163,00:59:59.163

Shirley Cheong: Those in Singapore ---  
subscribers.com

S\$88 for 10 locally crafted beers :)

01:00:07.085,01:00:10.085

Shirley Cheong: You come to Singapore, Pat!

01:00:21.777,01:00:24.777

Patricia Torres-Burd: :)  
I will come to Singapore for sure~

01:00:36.954,01:00:39.954

Shirley Cheong: @Pat -- :)