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Media Review (No.16/98)

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- **From: PAMEDIA@usthk.ust.hk**
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Media Review (No.16/98)

Prepared by the Public Affairs Office

Media Content Analysis for news clippings received April 22-28
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70 clippings mentioning UST were received. 9 were excluded from the analysis as they had little or nothing to do with UST's image.

61 clippings directly related to UST's image were analyzed. Below is an excerpt of the results (OVERALL TONE of the article):

Total: 61; 9 with UST as primary focus and 52 where UST is not the primary focus.

UST is the primary focus: 4 Positive; 5 Neutral; 0 Negative.

UST is not the primary focus: 4 Positive; 48 Neutral; 0 Negative.

Total: 8 Positive (13.1%); 53 Neutral (86.9%); 0 Negative (0%)

20 of the stories resulted from PAO's efforts with the media.

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1. University canteens in HK
HKS (24/4) carried a feature on this topic in which UST was mentioned. (Information provided by PAO)
2. MBA programs in HK
Apple Daily (24/4) carried a feature on this topic in which UST's MBA program was mentioned.
3. Dr Francis Lui (ECON)'s comments on the unemployment situation in HK
A total of 7 clippings (24-18/4) was received.
4. HK Economic Jnl. carried 2 articles written by a faculty member of SBM
The articles were written by Dr K C Wei (24,20/4).
5. A soft feature on the university system in HK
Oriental daily (24/4).
6. Four UST activities mentioned in SCMP's bulletin board column (23/4)
(Information provided by PAO)

7. Dr Y F Yen (CHEM)'s education column
Ming Pao (23/4). (PAO media liaison)
8. A short feature on Prof P L Yue (CENG)'s project on a software for
sewage treatment.
Wen Wei Po (23/4).
9. Inauguration ceremony of the HK Alumni Association of the CAS
Six clippings (22/4-7/4) on the ceremony were received. (Press
release and media liaison by PAO)
10. UST academics have published more research papers than their
counterparts at other local universities
Wen Wei Po (22/4) noted that the information was from UGC.
11. UST's response to Oriental Daily's report on UST's purchasing procedures
Wen Wei Po (22/4) mentioned PAO's letter to Oriental Daily.
12. A UST UG had a stroke and died
Oriental Daily (22/4).
13. UST's administrative structure
Both Ta Kung Pao and Wen Wei Po (21/4) mentioned this.
14. UST's EMBA program
In two related reports on business education, Financial Times
(20/4) mentioned this.
15. UST's Nansha project
Three clippings (20-10/4).
16. An article on IT education written by Patrick Hung (Cyberspace Center)
Ming Pao (20/4).
17. UST scientists' comments on the red tide issue in HK
Seven clippings (19-15/4) were received. (PAO media liaison).
18. PAO's letter to editor on teaching quality at UST
Ming Pao (18/4)
19. A brief introduction on UST's restaurant at the University Center
Eat & Travel Weekly (17/4).
20. An interview with VP-RD on the development of science and technology in
HK
Both Wen Wei Po (17/4) and HK Economic Jnl. (15/4) interviewed
Prof Otto Lin. (PAO media liaison)
21. Housing allowance for university staff
Ming Pao (16/4).
22. UST's EMBA program
In a feature on EMBA programs, Central magazine (9/4) mentioned
UST.

For further details about the items mentioned, a set of news clippings will be available on Tuesday at the Reference Counter of the Library (where items may be photocopied if desired). This review is mainly based on newspaper clippings about UST. All information recorded here is as reported in the original articles. Names and terms are translated from the Chinese as best we can when official translations are not immediately available. South China Morning Post (SCMP) and Hong Kong Standard (HKS) are English newspapers. Enquiries can be made to Office of Public Affairs (ext. 6305 or 8555).

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