

Media Review (No.11/2000)

Prepared by the Office of University Development and Public Affairs

Media Content Analysis of newspaper clippings

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40 clippings mentioning UST were received, of which 31 were substantive.

Expert Opinion (10)
Teaching & Learning (9)
Research (2)
Student Activities (2)
Services provided by UST (2)
UST in General (1)
Others (5)

** Items involving OUDPA media liaison, press inquiries, media invitation or supply of information.

1. President Woo's annual Spring Media Lunch on 16/3
A total of 10 reporters attended this event. Eight stories (17/3) were generated from it.**
2. Research on the gene chip at UST
In a brief report on the gene chip research, Wen Wei Po (16/3) mentioned UST.
3. EEE programs at local universities
In a feature on these programs, Ming Pao (16/3) mentioned UST.**
4. UST MBA students launch their own internet business
Sing Tao Daily (15/3).
5. Prof K L Chan (MATH) talks about the educational aspects of chess games
HK Economic Times (15/3).
6. Prof Francis Lui (ECON)'s comments on economic issues
A total of 5 clippings (12-15/3) was received.
7. Prof K C Chan (FINA)'s views current economic issues in HK
Sing Pao (9/3) and Oriental Daily (15/3).
8. A faculty member from SBM challenges the Inland Revenue Dept.
A total of 5 clippings (15/3) was received.
9. More clippings on UST's new web site for small and medium enterprises
Sing Tao and HK Economic Jnl. also carried stories (14/3) on the new service.**
10. Dr K M Lee (CIVL) talks about piling work at construction sites
Oriental Daily (14/3).**
11. Wen Wei Po (13/3) carried an article on red tide in HK written by a member of the Biology Dept.
12. Prof Leonard Cheng (ECON) comments on the Finance Secretary's

Budget for 2000-2001
The Sun (8/3).

13. Another clipping on the research on a new micro-electronic chip by three EEE PGs
Fruit Weekly (7/3).**
14. UST's Coffee Shop
In a soft feature on eating places, Fruit Weekly (7/3) mentioned the Coffee Shop.**
15. UST's campus radio
PC Home (9/2000) carried a brief report on this.

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 the Office of University Development and Public Affairs (ext. 6305 or 8555).