Media Review (No.22/98)

- **Subject:** Media Review (No.22/98)
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Media Review (No.22/98)
Prepared by the Public Affairs Office

Media Content Analysis for news clippings received Jun 3-9

72 clippings mentioning UST were received. 50 were excluded from the analysis as they had little or nothing to do with UST's image.

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

Total: 22; 11 with UST as primary focus and 11 where UST is not the primary focus.

UST is the primary focus: 1 Positive; 6 Neutral; 4 Negative (for details please refer to items 12 and 20 of the Media Review below).

UST is not the primary focus: 0 Positive; 11 Neutral; 0 Negative.

Total: 1 Positive (4.5%); 17 Neutral (77.3%); 4 Negative (18.2%)

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

1. RTHK Radio 3's HK Today program (9/6) interviewed Prof Sinyan Shen, Chairman of the 9th Global Warming International Conference & Expo held at UST (PAO media liaison)

2. RTHK Radio 3's Teen Time program (8, 5/6) broadcast a two-part interview with Cheryl Lee (SAO) on job seeking skills. (PAO media liaison)

3. ATV's Public Affairs File (7/6) interviewed Dr Y K Kwan (ECON) on the economic crisis in HK (PAO media liaison)

4. Dr Francis Lui (ECON) attended RTHK TV's City Forum (7/6) to talk about the economic crisis and unemployment situation in HK

5. Dr Francis Lui and Dr Y K Kwan (ECON)'s comments on the economic crisis and unemployment situation in HK Eighteen clippings (5/6-30/5).

6. Dr Y K Kwan (ECON)'s articles on the economic crisis in HK
The three articles appeared in Ming Pao (5/6-30/5).

7. HK Economic Jnl. carried 3 articles written by faculty members of SBM
   The articles were written by Dr K C Wei (5,3/6) and Dr Changqi Wu (3/6).

8. Dr Christopher Westland (ISMT) talks about the millennium bug issue
   HKS (5/6).

9. Prof Samuel Chanson (Cyberspace Center) talks about computer hacking
   SCMP (5/6).

10. Danny Yung (CFA) attended a forum on art and culture policies in HK
    Four clippings (4/6-30/5).

11. A short feature on campus life at UST in summer
    Wen Wei Po (4/6).

12. Illegal tenants at UST student halls
    Four clippings (2/6-29/5).

13. Director of UDO talks about links with European universities
    SCMP (2/6).

14. An article on Chinese computing written by Patrick Hung (Cyberspace Center)
    Ming Pao (1/6).

15. AA-VP's article on life
    Ming Pao Monthly (6/98).

16. An introduction on UST's Tech Center
    HK industrialist (5/98). (Information provided by PAO)

17. Another clipping on a training program for senior civil servants held at UST
    Oriental Daily (30/5).

18. Dr Y K Kwan (ECON) comments on the property market in HK
    Ming Pao (28/5). (PAO media liaison)

19. Pres Woo's talk on the HK Bay Area
    Ming Pao (28/5) and Wen Wei Po (20/5).

20. UST and HK SuperNet
    Computerworld HK (28/5).

21. "Old vs new institutions"
    HKS (26/5) published a picture of UST together with an article
    with this title.

22. Prof Roland Chin (COMP) talks about the use of IT at secondary schools
    Student Standard (26/5).

23. Prof Nai-fu Chen (FINA)'s comments on the HK govt.'s financial policy
    Banking World HK (5/98).

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).