Media Review (No.18/98)

- **Subject**: Media Review (No.18/98)
- **From**: PAMEDIA@ust.hk
- **Date**: Mon, 18 May 1998 16:54:39 +0800
- **Sender**: owner-media-list@ust.hk

---

Media Review (No.18/98)

Prepared by the Public Affairs Office

Media Content Analysis for news clippings received May 6-12

---

81 clippings mentioning UST were received. 26 were excluded from the analysis as they had little or nothing to do with UST's image.

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

Total: 55; 8 with UST as primary focus and 47 where UST is not the primary focus.

UST is the primary focus: 1 Positive; 7 Neutral; 0 Negative.

UST is not the primary focus: 0 Positive; 46 Neutral; 1 Negative (for details please refer to item 23 of the Media Review below).

Total: 1 Positive (1.8%); 53 Neutral (96.4%); 1 Negative (1.8%)

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

---

1. Dr Ishfaq Ahmad (COMP) was interviewed to talk about super computer Ming Pao (12/5). (PAO media liaison)

2. HK Economic Jnl. carried 3 articles written by faculty members of SBM
   The articles were written by Dr K C Wei (8,4/5) and Prof Nai-fu Chen (1/5).

3. Dr Francis Lui (ECON)'s comments on the unemployment situation in HK
   A total of 3 clippings (8-5/5) was received. The papers also reported that Dr Lui was appointed by the govt. to be a member of a special task force to look into the unemployment problem.

4. An introduction on the MBA programs at CUHK and UST
   HK Economic Times (8/5).

5. Dr T C Pong (COMP) was interviewed to talk about computer hacking
   Next Magazine (7/5). (PAO media liaison)

6. Another clipping on the inauguration ceremony of the HK Alumni
7. Dr Albert Yu (BIOL)'s education column
   Ming Pao (7/5). (PAO media liaison)

8. Dr John Wong (Cyberspace Center) was interviewed to talk about the Y2K problem
   Campus Post (7/5). (PAO media liaison)

9. Seven UST activities mentioned in SCMP's bulletin board column (7/5)
   (Information provided by PAO)

10. A short feature on CFA's cultural performances
    Wen Wei Po (7/5).

11. Dr Vidhan Goyal (FINA) talked about rights offerings in the securities market
    AWSJ (5/5).

12. Dr Francis Lui (ECON) talked about shopping at airports
    Sing Tao Daily (5/5).

13. Grace Law (SAO) talked about summer jobs for UST students
    Oriental Daily (4/5). (PAO media liaison)

14. An article on Chinese computing written by Patrick Hung (Cyberspace Center)
    Ming Pao (4/5).

15. "China's Elite Honor Their Alma Mater"
    AWSJ (4/5) carried Dr David Zweig (SOSC)'s article with this title.

16. Prof Nai-fu Chen (FINA)'s article on HK Monetary Authority's Report On Financial Market Review
    SCMP (4/5).

17. Pres Woo attended an education forum in Beijing
    Ta Kung Pao (4,3/5) carried two stories on the forum which was one of Beijing University's 100th anniversary activities.

18. UST and the property market in Sai Kung
    Sing Tao Daily (4/5).

19. Prof Gary Heinke talked about sea resources
    SCMP (3/5) interviewed Prof Heinke. (PAO media liaison)

20. UST's Nansha project
    A HK Economic Jnl. (2/5) columnist mentioned the project in his column. Wen Wei Po (27/4) also carried another story which mentioned UST's Nansha project.

21. Prof C C Yang (MATH)'s article on the development of science and technology
    HK Economic Jnl. (2/5).

22. UST's Consumer Media Lab
    Wen Wei Po (1/5) carried a captioned story on this. (PAO press release and media liaison)

23. UST students held a forum on the Legco election on May 24
    Sing Tao Daily (30/4).

24. Martial Art activities at UST
    Apple Daily (29/4).

25. Pres Woo's ideas about the HK Bay Area
    People's Daily Overseas Edition (27/4) mentioned Pres Woo's ideas.

26. Athletic events at UST
27. Prof Leo Lee (HUMA)'s talk on "Eileen Chang and Cinema"
    SCMP (24/4) and Ta Kung Pao (23/4) mentioned this talk. (PAO press release)

28. UST Library exhibition: "Poetry and Painting"
    Five clippings (24-18/4). (PAO press release and media liaison)

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).