

Media Review (No.24/2000)

Prepared by the Office of University Development and Public Affairs

Media Content Analysis of newspaper clippings

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41 clippings mentioning UST were received, of which 33 were substantive.

Research (14)
Teaching & Learning (5)
Services provided by UST (3)
Expert Opinion (2)
UST in General (1)
Profile (1)
Student Activities (1)
Events (1)
Others (5)

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

1. UST researchers set new standards for MPEG-4
The media responded favorably to our media presentation and press release on the project. A total of 8 clippings (4-20/6) were received.**
2. Two more clippings (13,17/6) on the TCM CyberPort project launched by a group of UST faculty members.
3. The Chief Executive holds a lunch meeting with university heads
A total of 5 papers (16/6) carried stories on the meeting.
4. A brief introduction on UST
Ta Kung Pao (15/6).
5. Three more clippings (12-13/6) on HK Productivity Council's plan to work with UST to set up a computer service emergency coordination center
6. Dr Grace Au (CELT) talks about e-learning at UST
Sing Tao (13/6) interviewed Dr Au.
7. HK Economic Jnl. (12/6) carried an article on investment written by Dr Y K Kwok and Dr L X Wu (MATH).
8. Dr John Barford (CENG)'s research project to turn rubbish into construction materials
Ming Pao (12/6).**
9. Dr Steve DeKrey (SBM) talks about UST's MBA programs
HK iMail (12/6) carried an extensive story on MBA programs and interviewed Dr DeKrey.
10. IT programs at local universities
In a feature on the captioned topic, Sing Tao (12/6) mentioned UST.
11. The intake of M Phil. students at local universities for 2001-4
Sing Tao (12/6).

12. Prof K C Chan (FINA)'s comments on financial issues
HK iMail (9/6) and Ming Pao (11/6).
13. Prof K Y Tam (ISMT) talks about UST's strategies to recruit
new students
Sing Tao (10/6).
14. UGC shortlists 16 AoE proposals from local universities
Three papers (8-9/6) mentioned UGC's announcement on the
proposals.
15. "IT opens doors for graduates"
In a story with this headline, SCMP (8/6) interviewed
Cheryl Lee (SAO).**
16. Prof William Tay (HUMA)'s writing career
A HK Economic Jnl. (8/6) columnist mentioned Prof Tay's
writing in his column.
17. Employment situation for university graduates
HK iMail (6/6).
18. Another clipping on the opening ceremony of the Multi media
Technology Research Center
HK Economic Jnl. (3/6).**

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 iMail (iMail) are English newspapers. Enquiries can be made to the Office of University Development and Public Affairs (ext. 6305 or 8555).