Media Review (No.25/98)

- **Subject:** Media Review (No.25/98)
- **From:** PAMEDIA@ust.hk
- **Date:** Tue, 07 Jul 1998 12:35:47 +0800
- **Sender:** owner-media-list@ust.hk

---

Note: If you would prefer not to receive this message, please send email to media-list-request@ust.hk with a one-word message: "unsubscribe". The subject line of the email header will be ignored.

---

Media Review (No.25/98)

Prepared by the Public Affairs Office

Media Content Analysis for news clippings received Jun 24-30

74 clippings mentioning UST were received. 32 were excluded from the analysis as they had little or nothing to do with UST's image.

42 clippings directly related to UST's image were analyzed. Below is an excerpt of the results (OVERALL TONE of the article that average readers may perceive):

Total: 42; 25 with UST as primary focus and 17 where UST is not the primary focus.

UST is the primary focus: 1 Positive; 24 Neutral; 0 Negative.

UST is not the primary focus: 0 Positive; 17 Neutral; 0 Negative.

Total: 1 Positive (2.4%); 41 Neutral (97.6%); 0 Negative (0%)

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

* * * * *

1. VP-AA's article on his early years in HK
   Ming Pao Monthly (7/98).

2. CFA and RTHK jointly organize a youth literature summer camp
   Four more clippings (26-16/6) on the event were received.
   (Information provided by PAO)

3. HK Economic Jnl. carried 2 articles written by a faculty member of SBM
   The articles were written by Dr K C Wei (26,22/6).

4. Dr Barry Sautman (SOSC) comments on the Tibet issue
   SCMP (26/6).

5. Local tertiary institutions will follow the govt.'s lead in freezing salary increases for senior staff at directorate grade D3 and above
   Four papers (25-24/6).

6. An interview with Dean of Engineering on hi-tech enterprises in HK
   Campus Post (25/6). (PAO media liaison)
7. Two UST activities mentioned in SCMP's bulletin board column (25/6)  
   (Information provided by PAO)
8. Another clipping on the 6th Pacific Rim Biotechnology Conference  
   Campus Post (25/6). (PAO media liaison).
9. Pres Woo talks about the training of talents for HK  
   Wen Wei Po (25/6).
10. A soft feature on innovative programs for UST students  
    Wen Wei Po (25/6).
11. Local universities will admit UGs for non-academic achievement  
    Four papers (24-16/6).
12. Grace Law (SAO) comments on summer jobs for students  
    Oriental Daily (23/6).
13. Dr Francis Lui (ECON) comments on the economic situation in HK  
    Sing Pao (23/6) and Economic Digest (13/6).
14. Dr Albert Yu (BIOL)'s Biology Summer Camp for young students  
    Wen Wei Po (22/6) and Oriental Daily (21/6). (PAO media Liaison)
15. Pres Woo's article on different types of universities  
    HK Economic Jnl. (22/6).
16. Prof Richard Feynman gives a talk on quantum physics at UST  
    SCMP (22/6).
17. Pres Woo attends a meeting on strategy to develop HK's industry  
    Three papers (20/6).
18. UST's IT project at Nansha  
    Ta Kung Pao (19/6).
19. Four UST activities mentioned in Student Standard's bulletin board  
    column (18/6). (Information provided by PAO)
20. Prof Gary Biddle and Dr Gerhard Mueller (SBM) interviewed by RTHK's HK  
    Today program (18/6) to talk about the Accounting Symposium and  
    international accounting issues.
21. SAO's UG Employment Survey 1997  
    HK Commercial Daily (17/6) and Young Post (10/6). (PAO press  
    release was picked up by the papers)
22. SAO's Employment Survey of Higher Degree Graduates 1997  
    Sing Tao Daily and Ta Kung Pao (17/6). (PAO press release was  
    picked up by the papers)
23. "HK looks to Australia for help in IT advances"  
    In a report with this headline, HKS (17/6) interviewed Dr K Y  
    Tam (ISMT).
24. Pres Woo talks about education issues in HK  
    Wen Wei Po and Ta Kung Pao (15/6).

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 Standard (HKS) are English newspapers. Enquiries can be  
made to Office of Public Affairs (ext. 6305 or 8555).