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UNIVERSITI Putra Malaysia (UPM) has acknowledged The Star for providing the highest English language media coverage of the institution.

The recognition highlights the publication's continued support in consulting UPM experts on relevant issues — especially in the agriculture sector and promoting UPM's achievements and initiatives to a wider audience.

Its deputy executive editor Sim Leoi Leoi received the award on behalf of Star Media Group during the UPM Media Visibility Awards 2024 in

UPM nod for The Star



Thank you: Sim (left) receiving the award from Prof Ahmad Farhan. — IZZRAFIQ ALIAS/The Star

Serdang on May 8.

Utusan Malaysia and China Press received nods for providing the highest Bahasa Malaysia and Mandarin coverage, respectively, while Berita Harian was recognised for providing the highest media coverage overall.

Awards were also presented in the highest radio, online, television, and research coverage categories.

Separately, the event also acknowledged 16 academic and non-academic members from the varsity for their efforts in promoting UPM's expertise through various media platforms.

Prof Dr Law Teik Hua, from

the Faculty of Engineering, received the UPM Media Visibility Award 2024, the highest honour of the night.

UPM vice-chancellor Datuk Prof Dr Ahmad Farhan Mohd Sadullah said the award was given as an appreciation to those who have contributed the most number of written expertise pieces shared in newspapers, television and radio.

"I would like to thank the media for its willingness to accept our views and opinions—not only to acknowledge our expertise, but more importantly, to give the relevant quarters access to the knowledge shared," he said.