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UPM award for The Star

The Star, was given the Universiti Putra Malaysia (UPM) award for best English coverage of the institution.

The award was presented to its representative, chief reporter Karen Chapman by UPM deputy vice-chancellor (Academic and International) Prof Datin Paduka Dr Khatijah Yusoff, at the UPM Media Night last week.

The university also presented awards for the first time to journalists in recognition of their efforts and that of media organisations in publishing positive reports and disseminating accurate information about the university.

UPM vice-chancellor Prof Datuk Dr Nik Mustapha Raja Abdullah said the awards were presented following an evaluation of 1,320 news and feature articles on the university from July 2007 to June this year.

He said the university did not invite writers and media organisations to send in their own work because its corporate communications department had a record of the published articles.

Prof Nik Mustapha said a six-member panel, comprising UPM staff evaluated the articles which were then short-listed and judged on merit.

However, the names of the writers and the newspapers they represented were not revealed.

He added that the media played an important role in enhancing the image of an institution be it an announcement of a new development or promoting its various activities.

"This is why we have strengthened our corporate communications department by hiring two former journalists.

"This will enable them to share their experiences and at the same time further strengthen the relationship between UPM and the media."

Guests were later treated to various venison dishes, thanks to the university's agricultural park which had donated four deer it had reared.

Prof Nik Mustapha entertained guests by singing two songs by the late Broery Marantika, *Widuri* and *Biarlah Bulan Bicara*.

Rocker Ramli Sarip, popularly known as *Papa Rock* also made an appearance.



Chapman (right) receiving the award on behalf of The Star from Prof Khatijah Yusoff.