

## F. University 931

Chapter 931: The Reality and Illusion at Mist City Arts and Science University

"Woof! Woof woof!"

A large mutt was frantically barking at Tian Jinliang.

It scared Tian Jinliang into shivering.

In the end, the big mutt still chased after him, and upon seeing this, Tian Jinliang instinctively took to his heels and ran.

Luckily, Tian Jinliang was always in good physical shape, so he could run quickly.

The mutt closely pursued him, trying to bite Tian Jinliang.

"Damn it! Why does it keep chasing me?"

Tian Jinliang recalled how as a child, he was often chased by dogs in the village.

Was he just that attractive to dogs?

Upon hearing the barking, the staff at Huangcheng Forest Farm rushed towards Tian Jinliang's location.

Meanwhile.

Chu Xiao, Wang Xiaoping, and Peng Hui from Mist City Arts and Science University also heard the barking, and their hearts skipped a beat.

After entering Huangcheng Forest Farm, they had split into four groups.

Thus, Chu Xiao, Wang Xiaoping, and Peng Hui all thought that someone else had startled the dogs raised inside the forest farm.

It was quite normal for a place like this to raise dogs.

They were mentally prepared for this before arriving.

But the original plan was to sneak into Huangcheng Forest Farm quietly. As long as they were careful, they could basically avoid being detected and startling the dogs raised on the farm.

Because there were houses inside the farm, they just needed to avoid places with houses and sheds.

But now.

The dogs inside the farm had been alarmed, which also meant that the staff of the farm had been disturbed.

Tian Jinliang ran like mad, with the mutt relentlessly chasing after him.

At this moment, Tian Jinliang realized that if he kept running like this, he definitely wouldn't be able to outrun the four-legged creature.

So.

When Tian Jinliang passed by a patch of withered trees, he picked up a tree trunk and then stopped in his tracks, pretending to be fierce.

The mutt also came to a halt, keeping a distance of two to three meters from Tian Jinliang.

Tian Jinliang originally thought the mutt was very big.

Well darn.

Only after stopping and taking a closer look did he realize that it was only so big, not as large as he had imagined, and naturally, not that scary.

In such a situation, when facing a mutt, you have to be fiercer than it.

Fortunately, Tian Jinliang had a "weapon" in hand.

So.

Tian Jinliang swung the tree trunk in his hand and, with a fearsome look, he struck at the mutt.

A strong young man with a "weapon" in hand, when facing a mutt that wasn't very big, still had an intimidating presence.

The mutt was very aggressive just a moment ago.

But now seeing that the person it was chasing seemed even fiercer?

"Woof! Woof woof!"

The mutt barked a few times, then ran back a little distance and continued to confront Tian Jinliang from afar.

"Scared, little creature?"

Tian Jinliang finally let out a breath of relief.

It seemed that taking up a weapon and facing the mutt head-on was the right choice. If he had kept running, perhaps he wouldn't have been able to outrun it, and he would likely have been bitten.

Seeing the mutt retreat, Tian Jinliang also carefully backed away and, after passing through a patch of woodland, decided to make a detour to avoid being easily discovered by the staff of Huangcheng Forest Farm near the hidden entrance.

If he were to be discovered.

Then Chu Xiao and the others would have a hard time getting out later.

"Woof! Woof woof!"

The mutt, seeing Tian Jinliang withdraw to the north, chased after him for a bit, but now its pursuit was somewhat timid, not daring to follow as closely as it did at the beginning.

Not until Tian Jinliang had completely distanced himself from the mutt did he make his way around the north side of the farm, circling about two kilometers before returning to the hidden chain link fence entrance where Sir Zhuang had brought them into Huangcheng Forest Farm.

"We heard the dog barking just now, and you came out so quickly? Are you all right?"

The cameraman, shouldering his camera, asked as Tian Jinliang approached.

"No worries, no worries, I got targeted by a mutt when I went in, but luckily I shook it off. I wonder how Chu Xiao and the others are doing."

Tian Jinliang took a deep breath, but soon began to worry about Chu Xiao, Wang Xiaoping, and Peng Hui.

At this moment.

Chu Xiao and the others were rather clever.

After hearing the dog barking inside Huangcheng Forest Farm, they all found relatively hidden woods and bushes to cautiously hide in.

It wasn't until two hours later.

The staff of Huangcheng Forest Farm hadn't noticed anything unusual within, and the mutt had also returned to the vicinity of the workers' houses.

Soon it was time for lunch.

At this point, Chu Xiao judged that most of the staff of Huangcheng Forest Farm would be eating, so he made his way to the grapevines, quickly taking photos and videos.

The miniature camera on him had also captured quite a lot of footage inside Huangcheng Forest Farm.

Indeed, Huangcheng Forest Farm was exactly as Zhang Dehou had said; much of the land that had been forested was now used for cultivating grapes.

But where had the previous shelterbelt trees gone?

Clearly.

They had been cut down, and many stumps of felled trees could still be seen on the ground.

Seeing these stumps, Chu Xiao felt a pang of discomfort.

These ecological forests that had been planted had made a tremendous contribution to sand prevention and control, but now they were ruthlessly chopped down and replaced with the economic crop of grapes.

All of this was nothing but the meddling of profit.

Chapter 932: The Illusion and Reality of Mist City Arts and Science University

"Liang, Xiao Ping, Xiao Hui, I've pretty much finished shooting on my end; I'm going to leave now,"

Chu Xiao said as he held his phone, sending the message to several of his classmates and companions.

"I'll wait for you at the exit."

Tian Jinliang replied, "Sorry about that, the barking just now was because I bumped into a dog—it almost blew my cover."

Very quickly,

Chu Xiao, Wang Xiaoping, and Peng Hui—the three of them—also came out from Huangcheng Forest Farm.

"How did it go? Did you all get the shots?"

Upon seeing them, Tian Jinliang promptly asked.

He had been driven out by a dog as soon as he entered the area, so he had no choice but to rely on Chu Xiao and the other two.

"I got it."

"I got it, too."

"Same here."

The three answered one after another.

"That's great, let's go to the Huangcheng Forestry Bureau right away!"

Tian Jinliang said excitedly.

Grrumble~

Just at that moment, everyone's stomachs began to rumble loudly.

"Liang, let's hurry back to Huangcheng for a meal; I'm starving," said Chu Xiao, patting his belly and grinning.

"Sure!"

And so,

The news team from Mist City Arts and Science University and Sir Zhuang retraced their steps and made their way back to where the car was parked.

Since the forest farm was some distance away from Huangcheng's urban area, naturally, they needed to return to the city to eat. Moreover, the Huangcheng Forestry Department was also located in the urban area.

After eating in the Huangcheng urban area, Tian Jinliang and the others planned to visit the Huangcheng Forestry Department for interviews.

...

Over at Mist City Arts and Science University,

After consulting with CEO An Yujia of Feiyue Group, Feiyue Group, in conjunction with Mist City Arts and Science University, leaked two bits of insider information.

The first tidbit was that Feiyue Technology, a subsidiary of Feiyue Group, was ready to launch its own smartphone products.

The second piece of news was that Feiyue Technology was planning to design and develop a new electric vehicle powered by alternative energy!

Once these two pieces of information were released, the domestic tech giants were utterly dumbfounded!

President Xiong of Huawei Technology Group, Xiong Tianqi, called An Yujia right away.

"Miss An, how have you been recently?"

Xiong Tianqi, a high-level executive with strong emotional intelligence at Huawei Technology Group, did not directly mention the insider news after getting in touch with An Yujia, but instead, exchanged a greeting.

"I have been quite busy lately; are you calling me at this time because you are ready to engage in a partnership with us?"

An Yujia answered with an air of nonchalance.

In reality, after their last meeting, Xiong Tianqi went back to Huawei Technology Group and a high-level meeting was convened.

Huawei Technology Group was originally inclined towards a partnership.

Even if they could not obtain the licensing package for graphene battery technology from Mist City Arts and Science University and Feiyue Group, it was acceptable to them to supply graphene batteries under a cooperation agreement.

However, after subsequent communications between Dami Technology Group and Penguin New Energy Companies, everyone decided to stand united.

This idea was proposed by the executive director of Penguin New Energy Companies, a subsidiary of Penguin Group, Kuang Xuejin.

He asserted that as long as everyone maintained a united front, Mist City Arts and Science University and Feiyue Group would ultimately have to capitulate.

Moreover, Kuang Xuejin stated that Penguin Group, in the domain of new energy batteries, also had close ties with a high-tech company in Europe.



Therefore, even if they missed out on Feiyue Group, it would be no issue.

Kuang Xuejin made this assertion confidently.

Huawei Technology Group, Dami Technology Group, OPVO Group, and other smartphone manufacturers, as well as other domestic new-energy electric vehicle manufacturers, subsequently all agreed to stand on a united front.

But then,

Xiong Tianqi had not expected that today, he would receive an unconfirmed tip-off claiming that Feiyue Group was preparing to independently create their own smartphone brand and manufacture a smart device.

As Feiyue Group possessed graphene battery technology, if they were going to make smartphones, they would certainly equip them with their proprietary graphene battery technology!

"If this is really true, half of the domestic smartphone manufacturers, including Huawei Technology Group, would simply die off."

"Despite Huawei Technology Group having its own chip and smartphone technology patents, it still wouldn't be able to withstand the strong impact of graphene battery smartphones!"

Therefore,

upon hearing this unconfirmed rumor, Xiong Tianqi immediately made a phone call to An Yujia.

After all, they had discussed face to face before, and Xiong Tianqi wanted to confirm with An Yujia whether the news was indeed true.

"Miss An, we at Huawei Technology Group do indeed intend to cooperate, but... Miss An, it seems that other domestic smartphone manufacturers are not very satisfied with the graphene battery supply cooperation model."

Xiong Tianqi didn't talk about his own Huawei Technology Group's position but directly brought up the partners.

By 'partners' he was naturally referring to smartphone manufacturers like Dami, opvo, and others.

"If this cooperation model doesn't bear fruit, I think we at Feiyue Group might have to consider other options, which is quite regrettable..."

An Yujia clearly understood what Xiong Tianqi meant by what he was telling her.

So she gave a hazy reply.

Actually, the meaning was quite clear, conveying to Xiong Tianqi that if the smartphone manufacturers were dissatisfied with the graphene battery supply cooperation model, then just like the rumor suggests, we would make our own brand of smartphones.

Although in the current market environment starting up a new brand of smartphone is indeed very difficult, having missed the era of rampant growth,

we at Feiyue Group have a trump card.

We possess battery technology with superior endurance, which alone is enough to attract a lot of consumers.

"Ah, that's quite regrettable. The reason I called you, Miss An, was to tell you that we at Huawei Technology Group are actually inclined to collaborate, but specifics will need board approval; however, I believe it should be happening soon."

Xiong Tianqi hastily added.

"Is that so?"

An Yujia said seriously, "I just don't know if there will be enough time for collaboration."

"Ah? Uh... I think it should be soon; don't worry, Miss An, wait for my news."

Upon hearing this, Xiong Tianqi felt a sudden sense of urgency.

From An Yujia's remarks, Xiong Tianqi could tell that Feiyue Group might indeed launch their own smartphone brand, after which other manufacturers wouldn't have a chance to cooperate anymore.

After all, as long as the quality of Feiyue Group's smartphones isn't too poor, coupled with the super endurance of graphene batteries,

such a product on the market would be incredibly competitive!

"Alright."

An Yujia responded softly.

"Since you're busy then, I won't disturb you any longer. I'll convene a board meeting immediately, Miss An. Goodbye."

After hanging up the phone, Xiong Tianqi took a deep breath.

Then, he immediately contacted the board members of Huawei Technology Group!

Xiong Tianqi couldn't guarantee whether the rumors and what An Yujia said on the phone were totally true.

After all, on the field of business, anything is possible, and this could all just be a deliberate act by Feiyue Group, right?

Amidst the mix of truth and bluff,

Xiong Tianqi didn't dare to take the risk.

So he decided to hold a board meeting to discuss this issue once more.

Should they solidify the graphene battery smartphone cooperation with Feiyue Group before it's too late,

as a delay would be tantamount to forfeiting their fate in the future smartphone market?

At this moment, An Yujia's face showed a smile.

As An Yujia took the call, Ding Yue was right there since the two of them were currently in the Mechanical Engineering Department, in Dean Cao Guowei's office.

Ding Yue had come to learn about outstanding students in the mechanical fields related to automobiles.

It just so happened that he was there when An Yujia received a call from Xiong Tianqi of Huawei Technology Group.

"Principal Ding, that was Xiong Tianqi from Huawei Technology Group, the one who had a face-to-face meeting with us last time at our school," An Yujia said with a smile to Principal Ding.

"What did he say? He must have received the message we sent out, right?" Ding Yue inquired.

"Hmm-hmm," An Yujia nodded, and then immediately said, "I've looked into Xiong Tianqi; he is quite cautious and doesn't take risks lightly, so I think he probably..."

Chapter 933: Do not underestimate that university  
Shencheng.

Huawei Technology Group headquarters building.

In the boardroom.

Today, Huawei Technology Group once again convened a board meeting initiated by Xiong Tianqi to discuss whether to collaborate with Feiyue Group on the supply of graphene smartphone batteries.

"Tianqi, didn't we already decide at our last board meeting? We, Huawei Technology Group, will keep pace with Dami Technology, OPPO phones, Penguin New Energy, and others, which was also what you proposed. Why have you changed your mind today?"

A board member asked.

"Mr. Li, I'm afraid things have changed. Graphene smartphone batteries are just too important to our electronic devices business. I can't gamble with the company's future and fate, so I convened this board meeting in the hopes that we all could discuss this issue again for the benefit of the company,"

Xiong Tianqi said earnestly.

Huawei Technology Group owns businesses in smartphones, computers, and other electronic devices, with a market share that is not low.

If we cannot secure graphene batteries for use in smartphones, computers, and other electronic devices this time, it would mean losing track of the future market.

The consequences would be severe.

The fate of Nokia of years past is still clear in our minds!

Once you cannot keep up with the pace of technological progress, you're destined to be eliminated.

"What's the matter, Tianqi? Did something happen?"

An older board member asked.

"Yes, there's some news."

Xiong Tianqi nodded.

At that moment, another board member said, "Tianqi, did you hear about Feiyue Group preparing to create their own smartphone brand and new energy electric vehicle brand?"

Clearly, not only Xiong Tianqi had heard the grapevine news from Mist City Arts and Science University and Feiyue Group.

Others in the boardroom were also privy to these rumors.

But rumors are just rumors after all, and a company's strategies cannot be changed based on them alone.

However.

Since Xiong Tianqi convened the board meeting today, it suggests that this matter might not be as simple as just a rumor.

Everyone in the upper echelons of Huawei Technology Group is aware of Xiong Tianqi's working style.

Steady.

The steady Xiong Tianqi convened the board meeting today to propose discussing the potential collaboration with Feiyue Group concerning the supply of graphene smartphone batteries again.

This indicates that the issue isn't so straightforward.

"What? Feiyue Group is preparing to create their own smartphone brand? Who are they collaborating with? Are they going to do it themselves? Do they have the patent technology for the smartphone field?"

Director Zhang asked, perplexed.

Feiyue Group's current public image primarily revolves around its significant achievements in the field of graphene technology.

But a company excelling in graphene does not necessarily mean it can produce smartphones or other electronic devices.

Because the technologies involved in these two fields are completely different.

Smartphones need chips!

Huawei Technology Group can make its own chips, but due to some international factors, Huawei's current chip production is quite limited.

Despite this.

Huawei Technology Group still manages to produce excellent domestic smartphones, computers, and other electronic devices.

But what does Feiyue Group have to show for itself?

"Right, Tianqi, how can Feiyue make smartphones? This is similar to asking a farmer who grows crops to brew Maotai liquor,"

Another director agreed with Director Zhang's point.

"Gentlemen."

Seeing that the rest of the board did not take this matter seriously, Xiong Tianqi prepared to speak in more detail.

The people in the boardroom looked towards Xiong Tianqi.

They were curious to hear what he had to say.

"Initially, I thought the same, wondering if Feiyue Group deliberately released this news and considered the possibility that it might be a bluff,"

Xiong Tianqi started to speak in an organized manner.

Upon hearing this, everyone nodded.

Most members of the board believed it was a deceptive rumor released by Feiyue Group meant to confuse domestic manufacturers.

"I've been in contact with the CEO of Feiyue Group, An Yujia. From the conversation, I could tell that Feiyue Group is preparing for a major move. If we cannot reach a collaboration with them promptly, I'm afraid that Feiyue Group will indeed start taking action,"

Xiong Tianqi said seriously.

"It's probably nothing more than a smokescreen, Tianqi. Aren't you overthinking it?"

Director Zhang asked.

"I hope I am overthinking it, as securing the licensing package for graphene battery technology would indeed save us a lot of costs,"

Xiong Tianqi sighed and said, "But it's not so simple. Everyone knows that behind Feiyue Group is Mist City Arts and Science University, which has had astounding technical innovations in the past two years. It's rumored that Mist City Arts and Science University's graphene technology might even win this year's National Science and Technology Award."

Anyway, Xiong Tianqi would not underestimate Feiyue Group and Mist City Arts and Science University.



Feiyue Group is a company with boundless potential.

And Mist City Arts and Science University is an institution with unlimited potential, capable of creating endless possibilities in various fields—a rare private university in the country with such characteristics over the past century.

Furthermore, Xiong Tianqi learned through his connections that Mist City Arts and Science University's stature within Mist City has been growing day by day!

#### Chapter 934: Don't Underestimate That University

The Mist City Government even plans to develop the graphene technology from Mist City Arts and Science University into Mist City's high-tech industry, and furthermore, make it the main pillar of Mist City's technology sector.

With this development, both Feiyue Group and Mist City Arts and Science University can be said to be on the verge of soaring to great heights.

"The board is aware of this information."

Director Zhang nodded and said, "But this doesn't prove anything. It's true that Feiyue Group is leading in the graphene-sector technology, but I'll repeat my point, do they have the ability to produce chips? With the current complex international situation, even we, Huawei Technology Group, can be choked by foreign countries, let alone them, the Feiyue Group."

Director Zhang's viewpoint was very clear.

He believed that this news was just a smokescreen deliberately released by Feiyue Group to confuse others.

All that was needed was to persist with the other major domestic manufacturers for a while longer, and they could get the licensing package for Feiyue Group's graphene battery technology.

Once they obtained Feiyue Group's licensing package for graphene battery technology, for Huawei Technology Group, compared to a cooperative model of supplying graphene batteries for mobile phones, it would save a huge amount of cost.

"Director Zhang makes a good point."

One of the directors agreed with Director Zhang's opinion.

At the same time, there were directors who tended to agree with Xiong Tianqi because what Xiong Tianqi said was not unreasonable—if they missed the opportunity for cooperation, it could be a fall into an abyss.

"Director Zhang, but what if it's true?"

Director Hua looked at Director Zhang and asked.

"If it's true and Feiyue Group can really produce their own brand of mobile phones, then it would undoubtedly be a huge hit for us, the established brands, and falling into the abyss wouldn't be out of the question."

Another director nodded slightly and commented on the potential consequences if this matter turned out to be true.

"Tianqi, if I remember correctly, we have an internal agreement with Penguin Group, right? If we stand united with them, Penguin Group has close cooperation with Europe's Mantech, and Mantech is at the frontier of international graphene research."

Director Xu asked Xiong Tianqi.

Director Xu belonged to those with more neutral views, believing that even if they ultimately missed cooperation with Feiyue Group, there was still the option of Penguin Group.

After all, Penguin Group is engaged in new energy electric cars and needs graphene batteries.

So Penguin Group had already established a close connection with Europe's Mantech Group early on.

And the strength of Europe's Mantech Group, of course, is beyond doubt.

"Director Xu, Mantech Group hasn't had any significant breakthroughs in the field of graphene so far, and I don't know how long it will take."

Xiong Tianqi replied to Director Xu with a steady voice.

Xiong Tianqi also understood Mantech Group from Europe because when they had initially agreed with Penguin Group to put pressure on Feiyue Group by standing united, Kuang Xuejin, the chairman of Penguin New Energy Electric Car Company, had promised them that there was also the option of Mantech Group.

But as far as Xiong Tianqi knew.

Although Mantech Group in Europe was also part of the frontrunners in graphene research, there hadn't been any major breakthroughs so far.

Xiong Tianqi also understood that the reason why Feiyue Group was so confident was probably that their technology allowed them to mass-produce high-quality graphene.

With abundant resources of graphene, other graphene battery technologies were not a big issue at all.

In the world of companies engaged in research on graphene materials, almost all of them are stuck on the problem of graphene being difficult to mass-produce.

Therefore,

The backup plan Kuang Xuejin from Penguin New Energy Companies spoke of wasn't so reliable.

"Ladies and Gentlemen, this is the information I've compiled on global graphene technology research. According to the data, both Europe's Mantech and America's Ike Technology haven't made significant advances in graphene research. However, if we look at Mist City Arts and Science University, the nation has already nominated them for the National Science and Technology Award, and I believe everyone understands what that means. Given this, I can almost determine that, in the future, Feiyue Group will perhaps be the only source able to produce graphene materials. So, Director Xu, do you still think the backup plan promised to us by Penguin New Energy Companies is reliable? Our mobile phone industry is not like the new energy vehicle industry, which receives national subsidies. If we fall behind, we will become the next Nokia."

Xiong Tianqi meticulously explained the reasons and even the stakes involved to the directors present.

Upon hearing this, all the directors looked at each other in dismay.

"It's indeed a conundrum if it's an adventure,"

"Once the venture fails, just as Xiong Tianqi said, Huawei Technology Group could truly become the next Nokia."

"After all, consumers' demands for battery life and endurance in future electronic devices are becoming increasingly strong."

"I've said all that needs to be said. Let me add one more thing, Mist City Arts and Science University has unlimited potential, and no one should underestimate this institution."

After Xiong Tianqi finished speaking, he said no more.

As for what decision Huawei Technology Group would ultimately make, that would be up to the board of directors to vote on.

...

Meanwhile, at the headquarters of Penguin New Energy Companies.

Penguin New Energy Companies had also heard the rumors coming from Mist City Arts and Science University.

"Mr. Kuang, it's said that Feiyue Group is preparing to make mobile phones and new energy electric cars, which isn't very favorable for us,"

in the office, Manager Dong Yan said to Kuang Xuejin.

"I'm aware of the news as well."

Kuang Xuejin was not panicked, but rather calmly said, "Director Dong, not just anyone can make cars. Didn't Mr. Lei of Dami Technology Group also say he wanted to make new energy electric cars? But look now, it's all unsubstantiated rumors. What capabilities does Feiyue Group have that are better than those of Dami Technology Group?"

In the domestic new energy electric car sector, Kuang Xuejin was very confident in Penguin New Energy Companies that he managed.

Apart from imported Teslas, it was Penguin electric cars from Penguin New Energy that stood out alone.

Some time ago, Dami Technology Group had released news of entering the new energy electric car market, but up till now, it hadn't even made a splash.

New energy electric cars are indeed the trend of the future, especially since the country has always been promoting energy and emission reductions, with the new energy sector bound to be a major new direction in the future.

But new energy electric cars aren't something that can be built just because someone decides to do so.

There were countless new energy electric car manufacturers in the country in recent years, but after the big shakeout, only Penguin New Energy electric cars remained.

"Even so, Mr. Kuang, Feiyue Group has basically stopped contacting us, and it seems like they're leaving us out in the cold,"

Dong Yan said worriedly once more.

"Haven't you been maintaining contact with Feiyue Group recently?"

Kuang Xuejin asked with a frown upon hearing this.

That shouldn't be the case.

Although Penguin New Energy had joined forces with Dami Technology and Huawei Technology Group to pressure Feiyue Group, they should definitely still be maintaining contact.

"No, our relationship with Feiyue Group has become a bit strained in recent days,"

Dong Yan said helplessly.

"What happened?"

Kuang Xuejin had been attending various domestic environmental protection summits and forums recently, making appearances at various events since the country's efforts in environmental protection and energy emission reduction have been increasing over the years.

And as a leading domestic manufacturer in the new energy electric car field, Penguin New Energy Companies naturally had to take part in these summits.

"Q Entertainment Media unexpectedly outmaneuvered us on a film project from Mist City Arts and Science University a while back. Last year, the university's film project brought in billions at the box office for Feiyue Group. Actions like these from Q Entertainment Media would inevitably lead to resentment from Feiyue Group. And since we were discussing graphene battery collaboration with Feiyue Group, things have become quite complicated,"

Dong Yan explained.

"Chen Xueming, that guy, is really more trouble than he's worth!"

Upon hearing this, Kuang Xuejin suddenly felt aggravated.

Chapter 935: Resolutely Stick to the Industry Bottom Line!

While Ding Yue was pondering what choice Huawei Technology Group would ultimately make,

news on another matter arrived.

The team members from the Journalism and Communication major at Mist City Arts and Science University, who were in the northwestern region, called Ding Yue to report on the progress of their visit to Huangcheng Forest Farm.

"So, are you saying that the sand control ecological forest in Huangcheng Forest Farm was indeed cut down and burned, and the original forest land was used for grape planting?"

After hearing Tian Jinliang's report, Ding Yue asked.

"Yes, Principal Ding, we also visited the Huangcheng Forestry Department. Their response was rather vague, suggesting that there is definitely more to this than meets the eye,"

Tian Jinliang replied, "Additionally, Principal Ding, we found out through the local forestry department that Huangcheng Forest Farm was contracted out six years ago, and the current contractor is Chen Xuejun, a grape wine merchant from the Jiangzhe region, specializing in high-end red wine."

"Chen Xuejun?"

When Ding Yue heard this name, it sounded familiar, but he couldn't recall who this person was associated with at the moment.

"Right, a businessman who obtained the rights to the forest farm through some special means and then proceeded to cut down the trees and burn the trunks, converting the land for grape cultivation,"

Tian Jinliang said indignantly.

"Based on the news information you have now, is it sufficient for exposure?"

Ding Yue asked.

If Tian Jinliang's team had confirmed that the situation with the trees being cut down and burned for grape planting at Huangcheng Forest Farm was true, they could actually start reporting and exposing it.

"With the photos, videos, and other evidence we obtained after entering Huangcheng Forest Farm, as well as our visit to the Huangcheng Forestry Department, we have essentially gathered enough journalistic evidence,"

Tian Jinliang answered.

"That's good, since you've already obtained the factual news, then we..."

Ding Yue hadn't finished speaking,

when Tian Jinliang interrupted, "Principal Ding, Chen Xuejun from Jiangjiu Group called me just now."

"Go ahead and take this Mr. Chen's call first,"

said Ding Yue upon hearing this, then hung up to let Tian Jinliang take Chen Xuejun's call from Jiangjiu Group.

After all, once this matter was exposed, it would inevitably cause a huge uproar. By then, whether it be Huangcheng Forest Farm, the Huangcheng Forestry Department, or Jiangjiu Group, none would be able to escape responsibility.

On Tian Jinliang's side,



after momentarily hanging up the phone with Principal Ding, he answered the call from Chen Xuejun, the boss of Jiangjiu Group.

"Hello, may I help you?"

"I am Chen Xuejun from Jiangjiu Group. Are you reporters from that news agency?"

The middle-aged man on the phone asked, not very kindly.

"Sorry, no comment,"

Tian Jinliang replied.

Tian Jinliang was already very angry with the actions of Jiangjiu Group. He had thought that receiving a call from Chen Xuejun, the boss of Jiangjiu Group, meant he wanted to admit his mistakes, deeply reflect before the exposure, and then rectify the situation at Huangcheng Forest Farm by restoring the ecological forest.

But it seemed that was not the case.

"Even if you don't say it, I can find out which media you're from. I advise you to stay out of it, leave Huangcheng now as if nothing happened. Give me a bank account number, and you'll receive a sum of money as compensation,"

the man said threateningly on the phone.

Well then!

Tian Jinliang's entire value system was almost refreshed by Chen Xuejun.

I am a journalist!

I'm not like those unscrupulous media that would do anything for money.

If you had called to admit your mistakes, deeply reflect, and promise to rectify them, perhaps this issue would have stopped here, and I might not have reported it.

But now you resort to these tactics?

Trying to bribe a journalist?

Perhaps, this was how previous journalist teams who visited Huangcheng Forest Farm had been bought off by Chen Xuejun from Jiangjiu Group, right?

Unfortunately for you,

this time you've encountered not a media team that only sees profit, but the journalistic team from Mist City Arts and Science University, taught to be loyal to facts, outspoken, and daring to confront any injustice!

"What do you mean by this? Don't you feel heartbroken after destroying such a frontline ecological forest farm dedicated to sand control? Haven't you ever reflected on your actions?"

Tian Jinliang suppressed his anger, refraining from cursing,

and instead questioned the boss of Jiangjiu Group, Chen Xuejun, with professional journalistic inquiry.

"Are you guys never going to let this go? Let me tell you, even if you publish the news, I can make sure it disappears without a trace. Take the money and pretend nothing ever happened. Don't be ungrateful, you ingrates!"

After saying this, the middle-aged man hung up the phone!

Beep, beep, beep—

Tian Jinliang was about to continue his refutation, his soul-searching queries to Chen Xuejun,

when the man unexpectedly hung up.

"Liang, what's going on?"

Chu Xiao, who was nearby, saw that the call had ended and looked at Tian Jinliang to ask.

Given Tian Jinliang's demeanor during the call, it seemed that the call from Chen Xuejun, the boss of Jiangjiu Group, was not about resolving the issue.

Chapter 936: Resolutely Uphold Industry Bottom Line!

"Could it be that Chen Xuejun from the Jiangjiu Group called not to solve the issue at hand?"

Peng Hui asked, looking puzzled at Tian Jinliang.

Tian Jinliang nodded slightly and said, "This guy did indeed call to resolve the issue, but his way of solving it is to try and pay us off. Chen Xuejun said that as long as we act as if this never happened and leave Huangcheng afterward, we could receive a sum of hardship money."

Tian Jinliang shared with his friends the content of the conversation he had had with Chen Xuejun over the phone.

"Hmph! In his dreams!"

"Exactly, who does he think we are?"

"Such people are simply the parasites of society!"

After hearing this, Chu Xiao, Wang Xiaoping, and Peng Hui were instantly enraged.

These young people, full of vigor and the unyielding spirit of media professionals, were outraged when they learned of the approach Chen Xuejun from the Jiangjiu Group proposed to handle the issue—who among them wouldn't be angry?

But personal anger aside, the matter could not be mixed with emotion; the press release written later had to be based solely on objective facts.

"So, Liang, do we send out the press release or not?"

Wang Xiaoping asked.

"This issue... I need to ask Principal Ding. Chen Xuejun mentioned that the press release we send out might just sink like a stone. It seems that Chen Xuejun's connections and background are probably quite extensive."

After some thought, Tian Jinliang decided they definitely shouldn't rush to release a statement; if that unexpectedly caused trouble for the school and Principal Ding later on, it wouldn't end well.

So Tian Jinliang planned to ask Principal Ding whether they should expose the matter of the Huangcheng Forest Farm right away or not.

Consequently,

Tian Jinliang made a phone call to Principal Ding.

...

On Ding Yue's end, he received another call from student Tian Jinliang.

"Hello, Tian Jinliang, what did Chen Xuejun, the boss of Jiangjiu Group, say to you?"

Ding Yue asked.

"Principal Ding, that Chen Xuejun from Jiangjiu Group wants to bribe us to settle the matter. This guy is really detestable, not thinking about how to solve the problem, but rather how to deal with the people who discovered it!"

Tian Jinliang said indignantly.

"Heh, capitalists who only have eyes for profit are all like that. Jiangjiu Group is not small; they don't want trouble, so it is expected they would choose such a method to resolve issues,"

Ding Yue said with a cold laugh.

"Then Principal Ding, do we expose them or not?"

Tian Jinliang asked.

Because from what Principal Ding said, it seemed that Jiangjiu Group was quite influential, and revealing this could result in an uncontrollable situation.

"As journalists, you naturally have to uphold the journalistic baseline. Huangcheng Forest Farm, as our Xia Country's ecological forest for sand control and desertification treatment, cannot simply be left at that after such an unwarranted disaster, right?"

Principal Ding wasn't afraid of any Jiangjiu Group.

Moreover, his aim was to shape a team that upholds the bottom line of media ethics; if he, as the principal, backed down now, what would Tian Jinliang and the others think?

"I understand, Principal Ding. But Principal Ding, Chen Xuejun from Jiangjiu Group told me that even if we release the press statement, he could ensure that our report will be buried without a trace!"

Tian Jinliang shared this significant piece of information with Principal Ding.

Feeling the might of Jiangjiu Group, Tian Jinliang sensed it wouldn't be so simple; they were even confident in suppressing a published news report—what a fearsome presence it was!

Could it be that Chen Xuejun of Jiangjiu Group had the final say over the internet media?

"Oh? Is that so?"

Ding Yue, upon hearing this, suddenly found the situation increasingly interesting.

Initially, Ding Yue had thought the issue with Huangcheng Forest Farm was merely a result of some individuals in the Huangcheng Forestry Department getting greedy, leading them to fell and burn vast areas of forest to plant economic crops like grapes.

If that were the case, it would be easy to handle; all they needed was to expose the situation and let the official departments see it, and they would surely punish the Huangcheng Forestry Department.

But looking at it now,

It seemed it wasn't that straightforward.

The Huangcheng Forest Farm was leased out, and the leaseholder, Jiangjiu Group, held a notable social status in the country, claiming to create Xia Country's premier high-end wine brand, and had already become a listed company, hyped up especially in the last few years.

Ding Yue would have to specifically look into what Jiangjiu Group was all about.

Normally, Ding Yue didn't pay much attention to this field, so his knowledge was somewhat limited.

"Right, Principal Ding. I'm worried that if we release the news and expose it, could it potentially bring unnecessary trouble to our university?"

Tian Jinliang's considerations were indeed thorough.

Ding Yue greatly appreciated Tian Jinliang's consideration in this regard, but Ding Yue's attitude was still very firm, "What are we afraid of? If we're timid in this matter, and I made you give up, then Tian Jinliang, let me ask you, when you do news reporting in the future and encounter greater resistance, will you still persist?"

"Principal Ding..."

Tian Jinliang hesitated.

A moment later, he said with a determined tone, "We will persist, and we are thankful for Principal Ding's support. The baseline of a news practitioner should not be trampled by these demons and ghosts!"

"Good!"

That was the answer Ding Yue wanted.

Seeing such determination in Tian Jinliang, Ding Yue believed that he would definitely become a great news practitioner in the future!

"Then Principal Ding, we'll start drafting the article now, and after it's finished, I'll send it to you for review. If you agree, then we will publish it and bring it to light,"

said Tian Jinliang.

"Agreed."

Ding Yue consented.

At the same time, Ding Yue was very much looking forward to the sharpness of Tian Jinliang's writing in this news article.

After hanging up the phone,

Ding Yue called out to Big White, "Big White, come over here."

Right now, Big White was interacting with the secretary Wen Ruohan.

Hearing its master's command, Big White walked over to its master, Ding Yue.

"Principal, what can I do for you?"

Big White inquired.

"Search for information about Xia Country's Jiangjiu Group, focusing on their boss, Chen Xuejun. See what kind of background he has,"

Ding Yue instructed Big White.

Big White's artificial intelligence was becoming more and more advanced.

Whatever information Ding Yue needed, as long as it could be found on the internet, Ding Yue hardly needed to lift a finger. With Big White around, all Ding Yue had to do was let Big White do the search.

After all, Big White's "brain" was in itself a computer chip. Once connected to the internet network, Big White was a mobile internet database.

Furthermore, Big White also had its own artificial intelligence database.

"Principal, Jiangjiu Group is a high-end domestic wine brand company, mainly known for crafting premium red wines, often referred to as the Maotai of the wine industry. It is a publicly listed company. The chairman is Chen Xuejun, with Penguin Group holding a 5% stake..."

"Wait a moment!"



As soon as Ding Yue heard the words "Penguin Group holding a stake," he immediately stopped Big White and had it pause before continuing further.

"What's the matter, Principal Ding?"

The secretary Wen Ruohan looked at Principal Ding with curiosity and asked.

"Big White, you just said Penguin Group has a holding in Jiangjiu Group?"

Ding Yue looked at Big White and asked.

"Yes, Principal. Penguin Group holds a 5% stake in Jiangjiu Group, mainly held by the executive chairman of Q Entertainment Media, Chen Xueming."

Big White answered.

My goodness!

Ding Yue wouldn't have known if he hadn't asked—this Jiangjiu Group actually had a connection with Penguin Group, and most importantly, the one holding that 5% was Q Entertainment Media's Chen Xueming.

Who was Chen Xueming?

How could Ding Yue not know him?

To be precise, Ding Yue did not know who Chen Xueming was before.

But ever since the science fiction movie project "Wandering Earth" of Mist City Arts and Science University was stood up by Summer Light Shadow Special Effects Studio, Ding Yue had come to know of Q Entertainment Media and its helmsman, Chen Xueming.

"Chen Xueming, Chen Xuejun, what is the relationship between these two people?" Ding Yue muttered, "Could they be siblings?"

Let's be honest.

The two names sounded so obviously related, right?

Moreover, one was the helmsman of Jiangjiu Group, the other had a stake in Jiangjiu Group; this was just too apparent.

"Principal, after searching the information, Chen Xuejun of Jiangjiu Group is confirmed to be the younger brother of Q Entertainment Media's Chen Xueming..."

Big White replied.

Chapter 937: Just Exposed, Immediately Blocked and Throttled

Indeed, it turned out just as Ding Yue had predicted.

The boss of Jiangjiu Group, Chen Xuejun, and the executive director of Q Entertainment Media, Chen Xueming, were brothers.

No wonder.

Chen Xuejun, the boss of Jiangjiu Group, told Tian Jinliang that even if their press release went out, it would sink without a trace. It seems that it's because Chen Xuejun has a brother like Chen Xueming.

Q Entertainment Media really was like a leading giant crocodile in the field of internet media, with many self-media platforms casting the shadow of the Penguin Group.

That's why Chen Xuejun could make such arrogant statements.

But!

Ding Yue was not afraid of the likes of Q Entertainment Media and Jiangjiu Group.

So what if you're the biggest entertainment company in the country?

So what if you are a high-end domestic wine brand?

If my students from Mist City Arts and Science University report the facts truthfully, what could you possibly do to me?

Besides.

Q Entertainment Media had once wronged Mist City Arts and Science University's film project "Wandering Earth"; it seemed they were ready for another round of conflict. Ding Yue was eager to see whether it would be Q Entertainment Media twisting facts and manipulating public opinion or Mist City Arts and Science University, which would impress with truth.

"Principal Ding, when we release our news on the internet, it might get suppressed or even deleted,"

the secretary Wen Ruohan said worriedly after learning about the relationship between Chen Xuejun and Chen Xueming.

"No big deal, let's first see how much influence this Chen Xuejun has."

Ding Yue was very calm.

His Mist City Arts and Science University was not just limited to a simple campus media platform; Ding Yue had several connections now.

It wasn't just the ties with Mist City TV.

He even had connections with NTS.

Ding Yue refused to believe that Q Entertainment Media's reach could extend into NTS as well.

About two hours later.

Ding Yue received the press release sent by Tian Jinliang.

There were two articles in total.

One was a longer press release, which detailed the facts about the deforestation, burning, and grape planting at Huangcheng Forest Farm.

The other was shorter, briefly describing the situation at Huangcheng Forest Farm.

The longer press release was mainly for distribution on major public account platforms.

Of course.

Platforms like Penguin Public Account were unnecessary to consider.

But it could be distributed on Toutiao Public Account Platform, as Toutiao and Penguin Public Account Platforms were basically competitors.

Penguin Public Account belonged to the Penguin Group.

Toutiao Public Account, however, belonged to the Characters Group.

The Characters Group had Toutiao Public Account, Wintermelon Videos, TikTok, and other platforms under its wing, competing with the Penguin Group and often engaging in legal disputes over various "monopoly" issues.

The shorter press release was just two to three hundred words, suitable for exposure and reporting on platforms like Twitter and TikTok.

Looking at the current situation.

Penguin News, Penguin Public Account, and Bilibili were not suitable for publishing this news about Huangcheng Forest Farm.

After all, these platforms were part of the Penguin Group.

Even Bilibili had investments from the Penguin Group.

Ding Yue carefully read both press releases, one long and one short; they were both perfectly written, the epitome of standardized reports detailing factual news.

The press releases written by Tian Jinliang's team reported the facts honestly, without deliberately hiding important information or emphasizing and guiding contentious and controversial information—a type of press release that is now quite rare.

It was evident that Tian Jinliang and his team had put much effort into their work, and these two press releases had been meticulously revised and polished.

After going through the two press releases,

Ding Yue called Tian Jinliang: "Hello, Tian Jinliang, I've read the press releases you sent. They're very well written. Release these two using the school's news subscription account for now, remember to avoid platforms related to Penguin, like those under Characters Group, where you can post them more."

"Okay, Principal Ding, I understand,"

Tian Jinliang responded.

Ding Yue planned to first let Tian Jinliang use the school's news subscription account for initial exposure to test the waters,

to see how quickly Q Entertainment Media would act.

Then depending on the situation, Ding Yue would consider using the official accounts of Mist City Arts and Science University on various platforms to further disseminate the report, which would undoubtedly boost exposure.

After all, the school's news subscription account, the one Tian Jinliang and his team previously managed, only had a subscriber base of around 210,000.

In contrast, the official accounts of Mist City Arts and Science University were different; they had millions of followers on both Twitter and TikTok.

Five minutes later.

Tian Jinliang's team had already published the news about Huangcheng Forest Farm using their school news subscription account on both Toutiao Public Account Platform and Twitter.

Since the school news subscription account had a good number of followers,

the story attracted attention from netizens as soon as it was released.

"Oh my god, the ecological forest for desertification control has been cut down?"

"Is it part of the Three North Shelter Forest?"

"This is just vile!"

"They destroyed the ecological shelter forest just to plant economic crops like grapes?"

Chapter 938: Just Exposed, Immediately Blocked and Throttled

"Keep following this news!"

"Why is a state-owned forest farm leased to a private company?"

"This Jiangjiu Group is quite well-known domestically, aren't they? How could they do such a thing?"

"We must get to the truth of this matter! Thorough investigation!"

"To plant grapes and make red wine for enjoyment, they can do such unconscionable acts?"

"The Huangcheng Forestry Department is definitely involved!"

"I'm really so angry!"

"Generations have worked hard to plant these eco-protection forests for sand prevention and control, and now they've just been cut down; it breaks my heart to see this!"

Very quickly.

In the comments section below the news, many netizens who had seen the news expressed their anger and condemnation.

After all, who wouldn't be furious about something like this?

Because the eco-protection forests belong to all the people of Xia Country, they have made tremendous contributions to protecting against sandstorms and preventing the expansion of deserts.

Those eco-protection forests that we once took pride in have now been cut down and burned, and the former forest land has become a grapevine trellis.

Within five minutes of Tian Jinliang and the others' news exposure report coming out, several hundred people had already seen the news.

After ten minutes.

Thousands of people were paying attention to the news.

But a thousand people, in terms of the entire vast internet, is still too few.

If the attention is too low, it's basically impossible to generate any heat, and without heat, it won't draw more attention from the people or from those above.

Tian Jinliang and his team were monitoring the number of news views in real-time.

On the Toutiao Public Account Platform, the news had been viewed nearly 20,000 times within half an hour.

On TikTok and Twitter, after the short news piece was posted, a topic was also created, but the heat of the topic was only around 70,000 to 80,000, not as explosive as imagined.

It was clear that the news reports coming from Tian Jinliang and their school news subscription were not receiving much attention.

Even the heat generated on Twitter was less than that of a tier-eighteen young male star's fashion choice for the day!

The most critical thing is!

When Tian Jinliang refreshed his news post again, he found that the news had already been blocked on Twitter!

"This is absurd!"

Tian Jinliang exclaimed, "The short news on Twitter has been censored, claiming the news is suspected of spreading rumors?"

"What? Spreading rumors?"

"Twitter is really shameless, aren't they?"



"Penguin can also block the news we posted on Twitter?"

"Bitch is really shameless!"

"They must have been paid off."

Upon hearing this, Chu Xiao, Wang Xiaoping, and Peng Hui were all very angry.

Twitter is indeed a place where you can make it trending with money, remove the trending status with money, delete comments with money, and block tweets with money.

"Sigh, that's a basic move for Twitter; surely Q Entertainment Media gave them a hefty sum."

Tian Jinliang shook his head helplessly, "We posted two articles; the short blog post was blocked, and the long news article must have been throttled."

"Twitter is really trashy!"

"Liang, we should hurry up and tell Principal Ding about this."

"Yeah, yeah, otherwise with just our news subscription channel, we're definitely not going to be able to expose it."

The others suggested.

"Alright!"

Tian Jinliang nodded, then took out his phone and called Principal Ding.

...

Mist City Arts and Science University.

Administration Building Principal's Office.

Ding Yue was looking at the news that had appeared on the internet, which was the exposure reported by Tian Jinliang and the others, but he noticed that the attention indeed seemed a bit low, and he wasn't sure what was going on.

"Why is the attention on TikTok so low too?"

Ding Yue muttered to himself.

Just then, his phone started ringing.

"Hello, Principal Ding, I think Jiangjiu Group must have seen the exposure we posted and then taken action."

Over the phone, Tian Jinliang spoke anxiously.

"I can see that the news reports you posted on TikTok are being restricted, how are things on Twitter?"

However, Ding Yue seemed relatively calm as he inquired about the situation on Twitter.

"One tweet was blocked for 'suspected of spreading rumors,' and another was restricted; in total, there are only a few hundred views," Tian Jinliang said helplessly.

"Well, I'll be damned."

Ding Yue had never expected that the platforms under Twitter Group and the agency with the word count control could actually "obey" the Penguin Group.

It must be that Q Entertainment Media did some public relations over there, right?

And they must have spent a pretty penny?

The news had only been exposed for half an hour, and it was already being blocked and restricted.

It seems that what Chen Xuejun from Jiangjiu Group told Tian Jinliang was true; he really could make the news they released sink without a trace.

Looking at it now, it indeed didn't even stir up a splash.

"Tian Jinliang, don't be discouraged. We've only just been suppressed in the first step, after all. Having you release the news on the subscription account was just to see how fast they would act. It seems they're quite swift."

Ding Yue said to Tian Jinliang's team with a composed demeanor.

It is essential for the students in their teams to maintain a stable mindset at this time.

After all, being in the field of news media and discovering such darkness before even graduating, finding that the news they exposed doesn't even get the chance to see the light of day, would be utterly despairing, wouldn't it?

To do news is to expose all the dark filth to the light of day, thereby allowing the light to purify the shadows and dirt!

But the situation now is that the dark filth that was uncovered doesn't get a chance to be exposed to the light of day.

The news that Tian Jinliang and his team reported on can't be seen by the wider web audience at all.

This indeed deals a heavy blow.

"Mm-hmm, Principal Ding, do you have any other methods?"

Though Tian Jinliang felt powerless, he believed Principal Ding definitely had other ways.

After all, he was just a university student majoring in news media with very limited resources and connections, but Principal Ding was different. Tian Jinliang was convinced that Principal Ding was a man of great influence.

Moreover, Principal Ding was known for his integrity and respectability; there must still be a chance for this news.

"Let's move on to the second step. Your press release will be exposed and published by the official account of our university!"

Ding Yue said to Tian Jinliang with firm composure.

"Great, that's just fantastic. The traffic from our school's official account is much higher!"

Tian Jinliang exclaimed, visibly elated upon hearing this.

Their school's subscription account they operated had only 210,000 followers, and with the limitations and blocks on major platforms, it didn't seem very prominent.

But the official account of Mist City Arts and Science University was different.

For instance, on Twitter, the official account of Mist City Arts and Science University had several million followers.

And there was also the TikTok account of Mist City Arts and Science University, with millions of followers as well.

With Principal Ding getting involved this time, there was definitely a chance to expose the news about Huangcheng Forest Farm!

"Alright, wait for my message."

After hanging up the phone, Ding Yue then turned to his secretary, Wen Ruohan, and said, "Xiao Wen, contact Director Liu from the Public Relations Department and ask her to bring all her staff over, and don't forget to bring all the computer equipment!"

"Certainly, Principal Ding!"

At those words, Wen Ruohan felt a surge of fiery enthusiasm.

This was like a war on the internet without the smoke of gunfire.

And with Principal Ding's order, the online war between Mist City Arts and Science University and Jiangjiu Group, and even with Q Entertainment Media, had officially commenced.

One side sought to expose the incident at Huangcheng Forest Farm.

And the other side aimed to prevent the news of the incident from escalating!

"Jiangjiu Group and Q Entertainment Media react quickly with their PR, and even Twitter and TikTok can be influenced by Q Entertainment Media's PR moves. It looks like this time it will be a race against speed," Ding Yue murmured to himself, then looked toward his robotic assistant Big White and said, "Big White, later you help me monitor the situation of our news release online, and see how long it takes Q Entertainment Media to start their PR actions."

"Understood, Principal!"

Big White responded.

After speaking, Ding Yue made another phone call to his two buddies, Huang Youjie and Xu Bin, to come over.

He needed Huang Youjie for his expertise on the relevant legal issues.

And as for Bin,

Bin could provide hacker technical support.

Moreover, this was the first time Mist City Arts and Science University engaged in a "big battle" on the internet with Q Entertainment Media, renowned for their powerful PR. It would be too much of a pity not to invite two buddies to witness it.

Chapter 939: Everything Is Under Principal Ding's Control

"Wow, what a setup this is, Principal Ding, what are we preparing to do here?"

At the entrance to the principal's office.

When Huang Youjie and Xu Bin walked in, they saw a crowd in the principal's office, each person with a laptop. It was quite an arrangement. What were they preparing to do?

"Today there's a good show, and I specifically called you two over to watch."

Ding Yue said to Huang Youjie and Xu Bin with a smile.

They walked forward, and just so happened that there were two chairs in front of Ding Yue's desk, so after they sat down, Huang Youjie asked, "Yue, what's going on?"

"A few days ago, a student from our Mist City Arts and Science University's College of Forestry and Agriculture discovered at Huangcheng Forest Farm in the northwest region..."

Ding Yue began to recount in detail the ins and outs of the event to Huang and Bin.

He went into great detail, starting from the student Zhang Dehou's discovery of the "trickery" at Huangcheng Forest Farm, up until today's online news exposure battle.

"Damn, Penguin again, we must take them down!"

When Huang Youjie heard it, he immediately became furious.

Last time, the project of the sci-fi movie "Wandering Earth" from the School of Film and Television was stood up by a special effects studio, and Huang Youjie had also heard about it.

Moreover, the company behind that special effects studio was Q Entertainment Media, a subsidiary of Penguin Group.

How long had it been since the last incident had just passed?

And now they had encountered another matter related to Penguin.

Anyone with a bit of backbone would go head-to-head with Penguin in this case.

"They even dare to cut and burn our sand-control eco-protection forests, this is outrageous!"

Xu Bin also felt very unhappy after hearing about the matter.

The importance of the sand control eco-protection forest doesn't need to be said. It's Xia Country's great endeavor to manage deserts, yet it turned out to be cut and burned down by the Red Wine Group in order to produce red wine—wouldn't anybody be really angry after hearing this?

"So you mean to say, Yue, that you plan to expose this news today, while Q Entertainment Media is doing their best at public relations?"

Huang Youjie curiously asked again.

Ding Yue nodded at once: "Right, just half an hour ago, I got our students from the journalism and media department to expose the related news using a news subscription account the school had set up before. But in less than half an hour, it was PR'd by Q Entertainment Media and Jiangjiu Group. The PR work, in this case, should have been done by Q Entertainment Media. They're experienced at this, after all."

"Yue, how did Q Entertainment Media handle the PR?"

Xu Bin also asked curiously.

"What else can they do but pay off Twitter, TikTok, and other platforms to suppress the news? Twitter was even harsher, blocking a batch of short news reports."

Ding Yue shook his head and said.

"Tsk tsk, Q Entertainment Media, you guys play this game too cleverly."

Huang Youjie clicked his tongue in amazement.

In Xia Country, countless netizens knew that when it came to public relations, no one dared to claim they were better than Q Entertainment Media, a subsidiary of Penguin Group.

To put it simply.

There was an artist—famously known as a deadbeat—under Q Entertainment Media who even got their image cleaned up by PR, and to this day they're still making money actively performing.

A terrible movie could be hyped up to the skies by Q Entertainment Media, making it seem like it was only short of winning an Oscar.

The key point is.

Q Entertainment Media is very willing to spend money to handle negative messages.

They're willing to spend because they've made a lot of money through various unethical and immoral entertainment methods.

In essence, the entertainment chain formed by Q Entertainment Media is quite deformed and unhealthy, yet due to this very distortion, they managed to make even more money.

"So, Yue, what are you planning to do next?"



Xu Bin looked at Ding Yue and asked.

"We'll just keep playing with Q Entertainment Media."

Ding Yue said calmly with a smile, "We need to make Q Entertainment Media spend more energy and money on PR and then let them realize that no matter how much they try, they won't be able to cover up this incident."

If they really wanted to expose the news about Huangcheng Forest Farm immediately, Ding Yue could contact Mist City's Television Station or even NTS.

After all, Ding Yue had connections with both Mist City's Television Station and NTS.

Especially with NTS.

Once NTS reports the news event, it won't be so easy for Q Entertainment Media to handle the PR, and by then the public and netizens will start paying wide-scale attention to the matter.

But Ding Yue didn't plan to act that way just yet.

You think your PR at Q Entertainment Media is very powerful, do you?

Let's see how well you perform first.

Now it was just the news subscription account of Mist City Arts and Science University that they managed to PR over.

I still have the official account of Mist City Arts and Science University.

"Principal Ding, we've prepared the exposé for our official Mist City Arts and Science University account, shall we publish it now?"

Director Liu Hongxia from the Publicity Department lifted her head and asked Principal Ding.

Now.

The staff of the Publicity Department of Mist City Arts and Science University were logged into the university's official accounts on different platforms, this time including those under Penguin Group.

Then they edited the news draft that Tian Jinliang and the others had sent over, just waiting for Principal Ding's order.

Chapter 940: Everything is Under Principal Ding's Control

"Okay!"

Ding Yue nodded.

And so, the publicity department set to work, sending out the exposé press releases one after another.

Among them, the official Mist City Arts and Science University account on Twitter and TikTok platforms saw the greatest traffic, naturally, with several millions of followers each.

As soon as the exposé press releases were sent out, many netizens took notice.

The heat started to rise continuously!

Netizens also began to join in the commentary on this news event.

"Damn! The windbreak and sand-fixation ecological protection forest has been cut down?"

"There must be severe punishment for this matter!"

"@NTS News!"

"These people are simply too bad, the windbreak and sand-fixation ecological protection forest is a precious asset of Xia Country, it's the fruit of several generations' hard work, and now it's been chopped down and burned?"

"It's heartbreaking to see."

"Why hasn't there been any news coverage about this?"

"Mist City Arts and Science University's news team exposed it, they really have a conscience!"

"Is this for real?"

"My God, I'm shocked for the whole year, that even the windbreak and sand-fixation ecological protection forest is being cut down and burned, that's just too much!"

"Find out the truth, hold every responsible person accountable!"

"We've worked so hard from the last century up till now to cultivate the windbreak and sand-fixation ecological protection forest, and now it's been chopped and burned down for the sake of planting economic crops like grapes, such irony!"

Whether on Twitter or the TikTok platform, netizens quickly showed high interest in the Huangcheng Forest Farm incident.

They liked, shared, and commented en masse, urging more people to see the news, to learn about the Huangcheng Forest Farm incident!

Since Twitter and TikTok platforms are not owned by the same company as Penguin Group, they haven't been silenced by PR yet.

However, on Penguin Platform and Bilibili, since Q Entertainment Media had already noticed the exposé news report posted by the official Mist City Arts and Science University account, they immediately began PR actions.

Besides directly deleting and blocking, Q Entertainment Media took even more drastic measures - they permanently banned Mist City Arts and Science University's official account on Penguin Public Account.

That's right!

Permanently banned!

This surprised Director Liu Hongxia from the publicity department.

"Principal Ding, our Mist City Arts and Science University's official account on the Penguin Public Account platform has been permanently banned," reported Liu Hongxia looking at Principal Ding.

"Heh."

Ding Yue couldn't help but scoff.

Q Entertainment Media really had nothing else to do but use such shameless tactics.

But no matter.

I don't even care about the Penguin Public Account platform. Let it be banned, it won't affect us.

After all, the main battleground for the official account of Mist City Arts and Science University is on mainstream platforms like Twitter, TikTok, and Bilibili.

"What's the situation on Bilibili?" asked Ding Yue.

"Currently, Twitter has already developed into a hot topic, and the heat on TikTok is soaring as well. The only difference is Bilibili, where there's hardly any video views. So far, it hasn't even reached ten thousand," reported Liu Hongxia.

This was also within Ding Yue's expectations. After all, Bilibili was part-owned by Penguin Group, so it definitely limited the traffic on their own Mist City Arts and Science University official account.

Otherwise, how could a report video from the official account, with approximately one million followers on Bilibili, fail to reach even ten thousand views?

"It seems it's as expected. Now we'll just wait to see when Q Entertainment Media steps in to begin PR management," said Ding Yue with a chuckle.

After that, Ding Yue took out his phone, called Director Liu Mei, the deputy director of NTS Channel One, and also told his secretary Wen Ruohan, "Xiao Wen, contact the Mist City TV station and provide them with our news materials."

"Okay, Principal Ding," replied Wen Ruohan.

Ding Yue guessed that Q Entertainment Media would soon spend a lot of money and effort to manage the news exposure made by their Mist City Arts and Science University official account.

After all, a certain level of attention has already been formed, which is not so easy to deal with.

The higher the attention, the more money Chen Xueming from Q Entertainment Media and Chen Xuejun from Jiangjiu Group will have to spend on public relations to reduce the heat. Otherwise, once it becomes a topic of national discussion, it will hardly be realistic to lower the trending searches.

Moreover, once it becomes a topic of national discussion, the official media will quickly take notice.

And once the official media picks it up, it will be very difficult to salvage the situation!

Therefore, Ding Yue estimated that at this time, Chen Xueming from Q Entertainment Media and Chen Xuejun from Jiangjiu Group, would definitely continue to spend a lot of money suppressing the heat and preventing the news from spreading further.

Knowing that the other side will soon spend a lot of money on public relations to reduce the attention, Ding Yue certainly won't let them completely succeed.

So at this time, Ding Yue prepared to start contacting the television stations.

The influence of Mist City Television might not be significant enough.

But NTS is different.

"Hello, Principal Ding, are you looking for me?"

The call to Director Liu Mei of the NTS Channel One was connected, and her voice came through from the other end.

"Director Liu, how is 'A Bite of Xia Country' Season Two that we've collaborated on going?"

Ding Yue casually inquired.

He started by bringing up the joint documentary project to foster a closer relationship.

Ever since the first season of 'A Bite of Xia Country' had won an award, the follow-up second season produced by the Film and Television Institute of Mist City Arts and Science University was directly involved with a deeper collaboration with NTS.

Liu Mei was one of the producers for the second season of 'A Bite of Xia Country'.

According to the plan of Mist City Arts and Science University Film and Television Institute and NTS, 'A Bite of Xia Country' was set to create a trilogy of culinary documentaries, introducing the various cuisines of Xia Country from different perspectives and directions.

With this relationship in place, the conversation between Ding Yue and Director Liu Mei naturally became very amiable.

"After NTS got involved in production, we further improved the quality, and after broadcasting the first two episodes, the reception has been quite good," said Liu Mei excitedly.

It could be said that the culinary documentary series 'A Bite of Xia Country' had become her career-changing success at NTS!

Now.

Liu Mei was already the director of Channel One of NTS.

It was decided by the station just one month ago!

You see, NTS Channel One is the core of the entire station, and to become the head of Channel One could possibly lead to a chance at the position of station manager in the future.

"That's great, that's great. Director Liu, I've actually come to you this time because I do have a matter to discuss."

Ding Yue said calmly.

"Oh? What's the matter, Principal Ding?" asked Liu Mei curiously.

"A team from our Journalism and Communication major at Mist City Arts and Science University has covered news about large-scale deforestation and burning of the ecological protection forests for sand control in the northwest region. It involves a certain interest group. After we exposed it, we faced restrictions like throttling. I've been thinking about it, and I believe NTS would be interested in this news, and furthermore, it's your obligation," Ding Yue clarified in a concise manner.

"There's such an issue?" Liu Mei exclaimed, clearly shocked.

As a television media professional, Channel One also covers news, and Liu Mei had experience with news reporting. Yet, to hear that the ecological protection forests for sand control in the northwest region had been subjected to large-scale deforestation and burning, indeed, the news was enough to dismay Liu Mei.

"It's true. Our Journalism team has visited the site and obtained evidence," Ding Yue continued.

"So, you're saying you've already exposed it, but it hasn't attracted the necessary attention, right?" Liu Mei inquired.

"Indeed, the news report was exposed right away, but unfortunately, the issue involves several large companies, so it was subject to throttling and platform censorship," Ding Yue explained with a tone of regret.

"It involves several large companies? What exactly is going on?" Liu Mei's interest in the matter grew, ready to delve deeper into it.

Since even the exposed news report was "handled," it's likely that the matters concerning these large companies were not simple.

That was what Liu Mei was thinking.

But, complex or not, the act of deforestation and burning of the sand control ecological protection forests absolutely cannot be condoned!