

## F. University 941

Chapter 941: The Fury of Netizens

Shencheng.

In the chairman's office at Q Entertainment Media Building.

"Little brother, tell me, how could you not handle such a small matter and even let a few college kids from a university expose it?"

Chen Xueming, the executive director of Q Entertainment Media, was "educating" his younger brother Chen Xuejun.

In his view.

The unforgivable mistake was letting Mist City Arts and Science University discover the "trickery" at Huangcheng Forest Farm.

Neither of them realized the "mistake" in cutting down and burning Huangcheng Forest Farm for grape cultivation.

"Huangcheng Forest Farm is just one of Jiangjiu Group's grape planting bases in the northwest region; who would have thought it would become a target? There have been visits from TV media before, but those were solvable with money."

Chen Xuejun said angrily, "This time, those college kids from Mist City Arts and Science University can't be dealt with money. What if we bribe their principal?"

Chen Xuejun suddenly thought of a solution.

As long as they provided enough money to the principal of Mist City Arts and Science University, the principal would surely make the students stop exposing the matter of Huangcheng Forest Farm.

It was not unheard of for incidents to occur on university campuses that were "suppressed" by the intervention of the principal and thus settled.

So.

Chen Xuejun thought about directly bribing the principal of Mist City Arts and Science University, Ding Yue, to suppress the matter.

"Little brother, you're really too naive,"

Chen Xueming, the executive director of Q Entertainment Media, shook his head and said, "Perhaps you don't understand the principal of Mist City Arts and Science University, Ding Yue. That young man is shrewd and also has some history with our Q Entertainment Media."

"Oh?"

Upon hearing this, Chen Xuejun was suddenly surprised and asked his brother Chen Xueming, "Brother, what kind of history could you have with him?"

He hadn't heard his brother mention it before.

But then again, he was busy running his own Jiangjiu Group, while his brother Chen Xueming was busy with Q Entertainment Media. If it weren't for the exposure of Huangcheng Forest Farm, the two brothers might not even have come together.

"Not long ago, their Mist City Arts and Science University had a film and television project that sought special effects from Summer Light Shadow Special Effects Studio, which our Q Entertainment Media controls. Later, Q Entertainment Media refused to cooperate at a critical moment, causing their project to stall. To be honest, it was mainly to avoid our Q Entertainment Media's productions directly competing with their university's film."

Chen Xueming briefly explained the matter to his brother.

"Oh, oh, that's just a minor issue."

Chen Xuejun didn't see it as a big deal, but now that Mist City Arts and Science University was an "enemy" to both himself and his brother Chen Xueming, the brothers were determined to show the university the strength of their alliance!

"But this time, if nothing unexpected happens, Mist City Arts and Science University must also know about my connection with your Jiangjiu Group. Now that they have directly exposed the issue of Huangcheng Forest Farm, isn't that like settling new scores and old debts together? Yet you are still thinking of bribing Ding Yue?"

Chen Xueming shook his head and spoke with a solemn expression.

"It seems that approach won't work, so we can only spend money on public relations to handle the exposure news they're releasing."

Chen Xuejun really couldn't think of a better solution.

He had no choice but to rely on the public relations department of his brother Chen Xueming's Q Entertainment Media.

You should know that Q Entertainment Media's public relations department is considered the strongest in Xia Country.

"Rest assured, I've already instructed the public relations team to monitor every bit of exposure news from Mist City Arts and Science University."

This time, Chen Xueming had no choice but to clean up after his younger brother.

It couldn't be helped.

After all, he also owned shares in Jiangjiu Group. The high-end red wine business in the country was indeed very profitable, yielding extremely high profits.

Moreover.

The person in question was his own little brother, how could he not help?

"Brother, what if Mist City Arts and Science University goes to TV stations or other major media to expose it? Surely it won't be so easy to manage public relations then?"

Chen Xuejun asked worriedly.

However, Chen Xueming was quite confident, smiled lightly, and said, "Don't worry, little brother. As long as it's not reported by NTS, even if they turn to provincial TV stations, it will be useless. No matter how high the attention they draw, I can suppress it!"

On this point, Chen Xueming was still full of confidence.

The reason why Q Entertainment Media's public relations department is so impressive is not just because they are willing to spend money and have a strong team capability, but also because of the numerous connections in various "corners" within the department.

Utilizing this powerful network of relationships, Q Entertainment Media has no trouble dealing with almost any media except for the high-caliber ones like NTS.

"Then I'm relieved."

Upon hearing this, Chen Xuejun nodded with some relief.

At this point, Chen Xueming contacted the people in the public relations department.

"How's the situation now?"

Chen Xueming asked.

"Mr. Chen, all the official accounts of Mist City Arts and Science University on our Penguin Platform have been blocked and restricted. However, they still caused a significant stir on Twitter and TikTok and other platforms, but we're urgently contacting Twitter and the relevant groups."

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The head of the public relations department replied.

"Alright, as long as money can solve it, it's not a problem," said Chen Xueming very calmly.

"Understood, Mr. Chen."

At this moment, the PR Department of Q Entertainment Media at Penguin Group was urgently contacting Twitter and TikTok to try to reduce the virality of the story on these two platforms. Apart from spending money, there was basically no other way.

For both Twitter and TikTok, as long as public relations payments were made, the virality could be reduced.

Unless there was one possibility, that the state media got involved.

It was clear that this time the state media hadn't become involved; it was only the official account of Mist City Arts and Science University that had started the exposure, followed by numerous other "online media" reprints.

For Twitter, all they needed to do was reduce the trending status; the same principle applied to TikTok, where they could also throttle the traffic.

By limiting the traffic, the general public would hardly see the news about the incident at Huangcheng Forest Farm exposed by Mist City Arts and Science University.

However.

This time, the cost would be much higher than before.

Previously, it was just a flow of traffic caused by a news subscription account from Mist City Arts and Science University, which cost less than one million yuan to suppress.

But now it was different.

After the official account of Mist City Arts and Science University exposed the report, the virality soared rapidly, and more and more netizens became aware of the incident at Huangcheng Forest Farm.

After all, the official Twitter account of Mist City Arts and Science University had several millions of followers.

Once the university posted the exposé, at least tens of thousands of these followers saw the news about the incident at Huangcheng Forest Farm in a short amount of time.

Then, these tens of thousands of followers started sharing it, creating even higher virality, with the highly viral topic #HuangchengForestFarm already climbing the trending charts.

Netizens were quite outraged about this matter and demanded that the authorities investigate and punish the guilty without mercy.

With these netizens constantly pushing the topic, its ranking on the trending list kept climbing.

"20 million yuan!"

Twitter quoted this price to lower the trending status, amounting to 20 million yuan.

TikTok, on the other hand, had set their price at 15 million yuan.

The PR Department at Q Entertainment Media immediately reported this to the chairman, Chen Xueming.

"Young brother, look at the trouble you've caused this time. Not to mention the previous spending of over one million yuan on both Twitter and TikTok platforms, now that the virality has spiked, we have to shell out 35 million yuan," said Chen Xueming to his brother in a not-so-happy tone.

If it weren't for his brother Chen Xuejun's lack of thoroughness, they wouldn't be facing such a troublesome issue.

Obviously, the money would be paid out by his brother, Chen Xuejun.

million yuan was not exactly an astronomical figure for Chen Xuejun, and it was worth it if it could resolve the issue.

After all, in recent years, Jiangjiu Group, under Chen Xuejun, had a net profit of nearly 100 million yuan each year, and since the company's IPO, his personal assets had reached over ten billion yuan.

"If it has to be 35 million yuan, then so be it, there's no choice but to spend it now!" Chen Xuejun gritted his teeth, rather annoyed.

After all, it was deeply frustrating that just because a few college students from Mist City Arts and Science University trespassed into Huangcheng Forest Farm, he had to spend 35 million yuan.

Seeing that his brother was willing to spend the money, Chen Xueming immediately informed the PR department, and they quickly reached an agreement with Twitter and TikTok.

This process took only about five to ten minutes, after which Twitter and TikTok started to reduce the virality one after another.

Especially on Twitter—it was very apparent.

The trending topic #HuangchengForestFarm, which had risen to the 29th position on the trending list, suddenly disappeared from the list.

And the topic #HuangchengForestFarm was also immediately restricted.

Once a topic was restricted, it was practically impossible for it to climb the trending list again. Plus, the relevant department on Twitter would monitor this trending topic for a certain period to make sure its virality wouldn't rise to hit the trending list again.

Meanwhile, on TikTok.

Although the short video exposing the news released by the official account of Mist City Arts and Science University already had several millions of views with nearly a hundred thousand comments, it was also being throttled.

That is to say, no matter how many more likes, heart reactions, comments, and so on this short video exposing the news posted by the official account of Mist City Arts and Science University gets, it will no longer appear in the recommended section on the homepage.

This!

Is the power of money!

The netizens who had already learned about the "Huangcheng Forest Farm incident" felt a deep chill and frustration when they saw the sudden sharp drop in popularity.

"Holy shit! Twitter's Bitch is just too shameless, right? Is this their public relations tactic?"

"I'm speechless about this drop in popularity!"

"Did the capitalists spend money?"

"Damn, it was just hanging there on the trending ranks at number 29, and now it's gone?"

"This is outrageous, even for Twitter to reduce the heat and trend this issue?"

"Holy shit! The topic has been throttled!"

"Did Penguin Group make a move? The trend vanished in an instant."

"Jiangjiu Group really has some clever tricks."



"You guys are not looking at the relationship between the boss of Jiangjiu Group and Chen Xueming from Q Entertainment Media of Penguin Group."

"Damn, that's too harsh; I just saw this Twitter trend, and now it's gone, it's just terrifying."

"If you can't solve the problem, just eliminate the person who raised it, right?"

"This issue must be investigated thoroughly, and it's truly shameless to pull it from trending!"

"Brothers, keep it up!"

"Ignorant question, but what happened? What abominable act has Twitter's Bitch committed again?"

The rage of the netizens was instantly ignited by the manipulative act of lowering the popularity and pulling the trend.

Originally.

The felling and burning of the sand prevention and control ecological shelter forest at Huangcheng Forest Farm had already been enough to enrage netizens, with countless expressing their hope for severe punishment from the authorities.

However, now, the action of Jiangjiu Group in lowering the heat and pulling the trend instantly rekindled the anger of netizens.

Once the fire of the netizens' anger was lit, it became difficult to extinguish.

Although Twitter is rife with brainless fans, fistfighters, public intellectuals, and Western bootlickers, when it comes to something about Xia Country's sand prevention and control ecological shelter forests, many netizens still stand united!

Therefore.

The vast number of netizens spontaneously created a new trending topic—  
#TragicDeforestationOfNorthwesternForestry#.

After the topic was created, netizens began to brush up its popularity incessantly.

At Mist City Arts and Science University.

Seeing this situation, Director Liu Hongxia from the PR department sought guidance from Principal Ding, "Principal Ding, as expected, our previous trending topic has been dealt with. Now, netizens have spontaneously created a new topic with its popularity rising. Should we stir up this topic?"

"We can."

Ding Yue nodded seriously and said.

Now that the netizens have already organized themselves, this indicates one thing, that is, Mist City Arts and Science University has gained a part of the netizens' hearts as being 'just'.

This also means that the actions of Jiangjiu Group and Q Entertainment PR Department of Penguin Group in lowering the heat and pulling the trend this time have somewhat backfired, and instead ignited the wrath of the netizens.

A single spark can start a prairie fire, especially with these netizens on Twitter, who have strong fighting capabilities and are adept at arguing!

The Huangcheng Forest Farm incident is absolutely impossible to be suppressed so easily.

The most crucial point is that Ding Yue hasn't even played his trump card yet; let Chen Xuejun and Mr. Chen from Q Entertainment Media spend a bit more money first.

Ding Yue could already imagine a scene.

That is, after Chen Xuejun and Chen Xueming spent a considerable amount of money for PR and finally managed to lower the heat and suppress the issue, they would find it was all in vain, and they would be utterly dumbfounded...

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Twitter trending list at number 17 — #NorthwestLoggingTragedy# heat value 2314592!

Just after Chen Xuejun from Jiangjiu Group spent 35 million yuan on public relations to suppress the previous trending topic about Huangcheng Forest Farm, a new trending topic emerged in the blink of an eye.

This time, the ranking was even higher, two spots above the previous trend about Huangcheng Forest Farm, and the heat was still rising.

This wasn't just a simple case of the official account of Mist City Arts and Science University exposing the incident again, but a counterattack organized by netizens who already knew about the Huangcheng Forest Farm incident, fueled by anger and Jiangjiu Group's use of money to manipulate the trending topics.

Besides that.

More than 80,000 teachers and students from Mist City Arts and Science University also spontaneously organized to keep adding heat to the trending topic of #NorthwestLoggingTragedy#.

Ten minutes ago, this trending topic was still in the 17th place.

It has risen again since then.

It went straight up to the 13th position, becoming more prominent, and more and more netizens noticed it.

This time around, Mist City Arts and Science University also got smart.

When new netizens entered this trending topic, they needed to click a link that would redirect them to a long news article published by Mist City Arts and Science University, where they could specifically see the reports about the devastation of the logging and burning of Huangcheng Forest Farm and the planting of grapes.

Furthermore, under the direction of Principal Ding, all employees of the publicity department joined forces, continuously releasing news exposes and reports about Huangcheng Forest Farm on platforms such as Twitter and TikTok.

As long as their accounts were not banned, Mist City Arts and Science University could keep up the fight all day!

As the heat continued to rise, at NTS, Liu Mei, the director of the first channel, saw the trending topic [#NorthwestLoggingTragedy#](#) after talking to Principal Ding on the phone.

"Xiao Chen, get ready, we've got some news."

Liu Mei then looked at the news interview material provided by Mist City Arts and Science University and said to someone nearby, "Xiao Wang, contact our reporters and interview the Huangcheng Forestry Department right away. Also, send the nearest reporter to Huangcheng immediately, with Huangcheng Forest Farm as our first target."

If NTS was to report on the incident at Huangcheng Forest Farm, then it had to have its own news facts, not just rely on the news interview material provided by Mist City Arts and Science University.

If all went well, the news could be produced tonight.

After all, it involved Xia Country's sand prevention and desertification control forest, which was of great significance. Moreover, Liu Mei saw the calls from netizens online, all hoping to investigate the truth of the Huangcheng Forest Farm incident and demanding severe punishment for those responsible.

It was obvious that NTS could not ignore this matter.

Therefore.

Liu Mei not only ordered her subordinates to start preparing a news report on the Huangcheng Forest Farm incident but also immediately sought out the leaders of NTS.

Although she was the director of the first channel, Liu Mei thought it over and decided to discuss it with the station's leaders.

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Shencheng.

In the chairman's office of Q Entertainment Media.

Chen Xueming and Chen Xuejun had thought that after spending 35 million yuan, they had managed to suppress the exposure and trending topic related to Huangcheng Forest Farm, removing it.

But what they didn't expect was that a new trending topic had surfaced.

And this time, the trending topic was heating up even faster and more intensely than the last one.

"Brother, how did it get trending again? Didn't we already take it down?"

When Chen Xuejun saw the trending topic #NorthwestLoggingTragedy#, he felt as though a sword had been plunged into his heart.

If they didn't resolve this quickly, Jiangjiu Group's reputation could completely collapse after a little while.

But the problem was!

They had just spent 35 million yuan not long ago to get rid of one Twitter trending topic, and now another, even hotter trending topic had appeared?

"Hmm?"

Chen Xueming immediately checked Twitter and indeed found the new trending topic #NorthwestLoggingTragedy#.

The heat was tremendous, with the topic rising higher up the trending list.

"That shouldn't be the case."

Chen Xueming muttered, "In theory, once the heat dies down, the related topics would also largely be restricted. How did this topic rise again?"

This left Chen Xueming almost at a loss.

At that moment, the head of the public relations department from Q Entertainment Media rushed into the chairman's office, "Mr. Chen, it looks like this incident is much hotter than we anticipated. A new trending topic has risen, and quite a few netizens have spontaneously organized to boost it."

Hearing this, Chen Xueming and Chen Xuejun finally understood what was happening.

"Younger brother, it looks like we have to spend more money this time. Let's have Twitter and TikTok completely block any news about this incident. But doing this will cost you quite a bit," Chen Xueming said seriously to Chen Xuejun.

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At first, Chen Xueming thought the matter would be simple. After all, Mist City Arts and Science University was just a private institution, and targeting it seemed quite easy.

But unexpectedly,

The incident involving his younger brother, Chen Xuejun, especially the exposure of the deforestation and burning at Huangcheng Forest Farm, had provoked an extremely fierce reaction from netizens.

Now, to completely settle the issue would probably cost a lot of money.

"Damn it!"

After cursing, Chen Xuejun looked at his elder brother, Chen Xueming, and said, "No matter what, we can't let this blow up. It's just about spending money, right? No problem!"

Chen Xuejun was indeed making a significant investment this time.

In the past, when media outlets discovered issues with his forest farms in the northwest, a little money was usually enough to resolve the problem.

A small media outlet could be dealt with for just 100,000 or 200,000 yuan, a few hundred thousand at most.

There had also been a major southern media outlet that Chen Xuejun had settled for more than two million yuan.

A few hundred thousand, or even two million yuan, wasn't much for Chen Xuejun. Being able to solve a problem with money was of course the best outcome.

But this time was different.

A university student team from the journalism department of a mere private university had managed to stir up such a big fuss.

They had already spent 35 million yuan a moment ago.

And now, listening to what his brother, Chen Xueming, was implying, it seemed that the money they would have to spend next would surely exceed the 35 million yuan already spent.

"Immediately contact Twitter and the Penguin Group. This time, we have to clean this up completely. Any Weibo related to this matter should have its popularity restricted!"

Chen Xueming sternly instructed the head of the public relations department.

"Understood, Mr. Chen."

The PR head nodded and hurried off to deal with the task at hand.

If he handled this issue well for the leadership, this year's year-end bonus would definitely be substantial, given that the PR department would often handle several major PR campaigns over the year, resulting in hefty year-end rewards.

And with today's issue, they had already spent 35 million yuan just now, and it seemed likely that much more would be spent shortly. Therefore, this event was undoubtedly a major PR incident, and it also involved the chairman's younger brother.

Consequently,

Q Entertainment Media's PR department once again reached out to Twitter and TikTok. This time, the price quoted by the two major platforms was significantly higher than last time.

After all, the previous time, it was only about decreasing the trending heat or removing hot searches, but this time was different.

This time, they needed to completely suppress the discussion on this topic.

Ultimately, Twitter and TikTok quoted a combined price of 60 million yuan!

When Chen Xuejun heard this price, he couldn't help but feel a jolt in his heart, as the figure far exceeded his expectations. However, in order to prevent the issue from escalating, there was no choice but to pay.

After all, Huangcheng Forest Farm made less than sixty million yuan in net profits annually from growing grapes for wine and selling it.

And this wasn't just sixty million!



They had to add the previous 35 million yuan!

Together, that amounted to 95 million yuan. Nearly one hundred million yuan would need to be spent to completely stifle the issue before it fully erupted.

Fortunately, it involved Twitter and TikTok, two major platforms. If it were just one platform demanding so much money, Chen Xuejun would probably feel like coughing up blood.

There was also another reason for the high price: Q Entertainment Media, part of the Penguin Group, truly had to spend a bit more money to conduct PR on Twitter and TikTok.

Especially TikTok!

The relationship between Twitter and the Penguin Group was still somewhat decent.

But TikTok, which was part of the Penguin Group's competing company, was different. The two companies were in competition in many areas. So, PR work on TikTok through the Penguin Group was bound to cost more.

As the saying goes, "Money makes the world go round," and even companies in competition with each other will assist in alleviating each other's disasters if the price is right!

Another 60 million yuan fluttered away.

Soon enough, on both Twitter and TikTok, any discussions related to the Huangcheng Forest Farm incident were barely given any public page visibility.

In other words,

Even if the trending score about Huangcheng Forest Farm on Twitter exceeded a hundred million, it would not appear on Twitter's homepage or the trending search rankings.

This is the charm of money!

It's the same with TikTok: no matter how high the views or how many the comments, unless it's from an official media, it won't appear on the homepage and won't draw more attention.

It's as if a news event's flow has been directly severed!

The issue with Huangcheng Forest Farm was garnering more and more attention from netizens.

But now, after Chen Xuejun from Jiangjiu Group spent money, the flow has been cut off. Only those already aware of it remain informed, while many other netizens have no way of learning about it.

In another two or three days, there will be no more buzz, and it will be forgotten by those who knew about it.

Many people have said that netizens have no memory.

Even though many are aware of the Huangcheng Forest Farm incident right now, and are angry about it being handled with money by capitalists, they feel powerless.

This is reality.

"It's so infuriating, we got it to the top of the trending topics, and it was pulled so quickly?"

"Damn, Twitter's Bitch is really inhumane!"

"It's so aggravating!"

"I almost spat out a mouthful of old blood, how can they do this!"

"I feel like there's no point in us pushing for trending, Jiangjiu Group obviously has enough money to smooth over the trending topics."

"This is a consistent tactic of Twitter and the capitalists."

"Hahaha, the irony, money really does make the world go round!"

"This issue can't end this way!"

"Let's report it directly to the agricultural authorities!"

"Yes, yes, yes, we should report it to the agricultural authorities and other relevant departments, I refuse to believe it!"

"I'm so mad, we need to unite. If we don't get this sorted out today, what's stopping capitalists from chopping down our protective forests and planting grapes?"

"Right, imagine in the future, walking in the streets, eating mouthfuls of dust while the capitalists drink high-end wine in their mansions!"

"Holy shit, brother above, you're giving me a mental image!"

Many netizens felt "despair", after all, facing such an incident, as long as there was money, trends could be suppressed and it would hardly cause a stir.

Still, there were quite a few netizens ready to fight, willing to report directly to the agricultural authorities!

Some netizens had indeed started to take such actions.

If Mist City Arts and Science University were just a regular private college, facing pressure from big companies like Jiangjiu Group and Q Entertainment Media, they would have been powerless.

However!

Mist City Arts and Science University was no longer ordinary!

At this moment in Mist City Arts and Science University.

Director Liu Hongxia from the publicity department, as well as Ding Yue's AI robot Big White, were reporting the online situation to Ding Yue.

"So you're saying the trending on Twitter and TikTok has been completely taken down?"

Ding Yue asked Director Liu Hongxia.

"Yes, Principal Ding, no matter how much trending momentum there is, it can no longer rise to the top. Both platforms have taken the strictest action," replied Director Liu Hongxia, nodding her head.

"Yue, to achieve this kind of thing, they must have spent quite a bit of money, right?" Huang Youjie asked curiously.

"Well, it probably wouldn't come down without spending tens of millions," mumbled Ding Yue, not very clear about the specifics, which Director Liu Hongxia of the publicity department might know something about.

After all, Mist City Arts and Science University had previously spent money to get on the trending list when it was first established.

This time, Ding Yue did not plan to spend money to buy trending spots, as there was already substantial buzz. However, it was clear that Jiangjiu Group and Q Entertainment Media were more forceful.

Ding-a-ling~

Just then, Ding Yue's phone began to ring...

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Ding Yue took out his phone and looked at it.

The call was from Director Liu Mei, from NTS Channel One, whom he had contacted earlier.

"Hello, Director Liu,"

Ding Yue answered the phone.

"Principal Ding, regarding the news material and leads your Mist City Arts and Science University provided to our NTS, we take them very seriously. I've reported to the leadership at the station, who insist that this matter must be thoroughly investigated. I am calling this time to ask you once again, is the news material you provided to us all true?"

Director Liu Mei asked.

Upon hearing this, Ding Yue felt very pleased, for it meant that NTS was taking the issue with Huangcheng Forest Farm seriously—which was good news.

"Director Liu, I assure you, all the news material we have provided is true. If there is any falsehood, I, Ding Yue, will take full responsibility," Ding Yue said to Director Liu Mei earnestly.

"Principal Ding, there's no need for such formalities. I'm just confirming once more. Also, our NTS has already dispatched journalists there. They should be able to confirm by today. If everything checks out, we'll proceed to report on your school's news in the evening broadcast."

Director Liu Mei said with a smile.

NTS is the symbol of Xia Country TV station; obviously, they wouldn't report based solely on the news materials and content provided by Mist City Arts and Science University—they needed to verify first.

So.

At this time, the NTS journalist team stationed in the northwest region headed straight for Huangcheng.

As the largest official TV media in the country, NTS has journalists stationed throughout the nation, ready to cover any news event as it arises.

And now.

The NTS dispatched their northwest region journalist team first to the Huangcheng Forestry Department.

At the Huangcheng Forestry Department, the journalists essentially confirmed that Huangcheng Forest Farm had been deforested and burned. After all, even if the staff wanted to cover it up, they couldn't hide it from NTS.

This had become a big deal now that NTS had arrived.

Moreover, some of the staff at the Huangcheng Forestry Department were "furious" about the destruction of Huangcheng Forest Farm, but had kept silent due to pressure from their superiors.

It was only after the news team from Mist City Arts and Science University had obtained evidence that some staff from the Huangcheng Forestry Department revealed the situation, and the news team from the university found out that Jiangjiu Group was the company that had contracted Huangcheng Forest Farm.

Now that the NTS journalist team had arrived, the righteous staff at the Huangcheng Forestry Department provided all kinds of information to the journalists.

Finally.

To expedite their news gathering, the NTS journalist team split into two groups.

One group stayed at the Huangcheng Forestry Department to continue investigating how a state-owned forest farm like Huangcheng Forest Farm ended up contracted to a private company like Jiangjiu Group.

The second group went to Huangcheng Forest Farm to see for themselves whether the trees really had been cut down and burned and whether large areas had been planted with grapes.

If it was just a small area of the forest converted for grape cultivation, it could be understandable.

After all, the forest farm needed to increase revenue to maintain operations; otherwise, it would fall into disrepair.

But if a vast area of forest had been converted to grape plantations, the severity of the matter would be far from ordinary.

About half an hour later.

The second group from the NTS journalist team arrived at Huangcheng Forest Farm.

However!

The staff at Huangcheng Forest Farm outright blocked the NTS journalists at the main gate of the forest farm.

"Sorry, we do not allow outside personnel to enter."

The worker stopped the journalists and said.

"Hello, we are journalists from NTS. Here are our credentials."

The journalist handed his ID to the staff at Huangcheng Forest Farm.

Upon realizing that these were indeed journalists from NTS, the workers at Huangcheng Forest Farm were stunned.

Good lord!

This was probably not a simple matter now that people from NTS had come.

Just then, a member of the NTS journalist team had already called the head of Huangcheng Forestry Department and handed the phone to a worker at Huangcheng Forest Farm, saying, "We have obtained permission from the Huangcheng Forestry Department to enter Huangcheng Forest Farm for an interview and investigation!"

After taking the phone from the head of the Huangcheng Forestry Department, the staff hurriedly nodded, "Okay, okay, I understand."

After this call, the workers at Huangcheng Forest Farm had no choice but to let the NTS journalists enter the farm.

"Has the size of the forest farm decreased from what it was twenty years ago?"

The journalist asked the staff member while walking into Huangcheng Forest Farm.

"Our forest farm is well-protected; its size couldn't possibly have decreased. Huangcheng Forest Farm's sand control effect has always been excellent,"

the worker replied.

The staff at Huangcheng Forest Farm were shrewd; they were people hired by Jiangjiu Group and in their interviews with NTS journalists, they made no mention of the deforestation and burning of trees in Huangcheng Forest Farm.

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"Why do I see nothing but grape plantations everywhere I look as soon as I arrive?"

The journalist from NTS quickly noticed the discrepancy inside Huangcheng Forest Farm, which indeed matched the material provided by the news team from Mist City Arts and Science University.



"Ah, this, actually, because the forest farm operates on a self-financing basis, we usually have to allocate some land to grow cash crops. Here in the northwest, it's either watermelons or, like, grapes to increase revenue."

The staff member from Huangcheng Forest Farm seemed to stutter and stammer in response.

"Is that so?"

The NTS journalist asked.

"Yes, the state has documentation allowing us to do this, there's documentation."

The Huangcheng Forest Farm staff member answered again.

"There may be documentation, but have you followed the regulations stipulated in it? Surely it specifies what proportion of the forest farm's land can be used for growing cash crops, right? But from what I can see, a vast area is planted entirely with grapes and trellises. There are hardly any trees in the farm, what happened to the original trees? Were they chopped down by you all?"

The NTS journalist asked assertively.

"This... we are not at liberty to reveal that!"

The Huangcheng Forest Farm staff member replied, hesitatingly.

At this point, they really didn't know how to answer the question. If they did, they would essentially confirm NTS's suspicions about the deforestation and burning of trees within Huangcheng Forest Farm.

"From what we see here, are these tree stumps from trees that have been cut down? Why would the trees in the forest farm be chopped down?"

The NTS journalist interrogated once again.

At this, all the staff members of Huangcheng Forest Farm fell silent.

They remained quiet without a word.

As the NTS journalist saw more and more cut tree stumps and a larger expanse of grapevines, his heart sank.

The vast Huangcheng Forest Farm, just like that, was "destroyed," replaced with grapevines for winemaking?

How sad!

"Xiao Zhang, get ready, we're going to go live with the newsroom."

The female reporter immediately said to her colleague nearby.

"Okay!"

The NTS news team prepared to go live directly with the news channel's newsroom. Once connected, the situation at Huangcheng Forest Farm would be broadcast live on the news channel.

While Xiao Zhang was preparing for the live connection, the female reporter immediately made a phone call to Director Liu at NTS's Channel One.

"Director Liu, we have now arrived at Huangcheng Forest Farm, and after reviewing the situation here, it is exactly as Mist City Arts and Science University described. We request to go live directly with the news channel's newsroom, do you think that's possible, Director Liu?"

The female reporter asked Director Liu Mei directly.

"Okay, okay, just confirming it is enough. I'll go coordinate with the news channel, and once we confirm that we can go live, I'll let you know."

Director Liu Mei replied.

Now that her reporters had confirmed the incident at Huangcheng Forest Farm, they could proceed with the report.

It was not yet time for the evening news on NTS Channel One, which was still showing TV dramas at this time, but the news channel could take the lead, and then Channel One would follow up during the evening news broadcast.

So.

Director Liu Mei immediately approached the person in charge at the news channel, and after some discussion, they rescheduled a news segment for fifteen minutes later, inserting the live broadcast from Huangcheng Forest Farm to air in the news channel's newsroom.

Once confirmed by NTS, Director Liu Mei gave Principal Ding of Mist City Arts and Science University another call.

"Hello, Principal Ding."

"Director Liu, hello. Has there been any progress on your side, NTS?"

Ding Yue asked.

We're just waiting for the news from NTS now.

The media exposure sparked by Mist City Arts and Science University has been completely suppressed by the Jiangjiu Group and Q Entertainment Media with their money.

This round must have cost Chen Xueming and his brother Chen Xuejun quite a sum, right?

You might be able to suppress the news exposure initiated by our Mist City Arts and Science University, but I don't believe you can do the same with the NTS news coverage, can you?

"Principal Ding, our reporters at Huangcheng Forest Farm have confirmed the deforestation and burning of the forest, as well as the planting of grapevines. In fifteen minutes, on our NTS news channel, we will connect with the reporters for the coverage."

Director Liu Mei informed Principal Ding of the arrangements from NTS.

"Good, good, that's just wonderful. We at Mist City Arts and Science University have done all we could, but the exposure has been suppressed. I hope that both you and we take this matter seriously. After all, it concerns our Xia Country's sand prevention and control ecosystem project and is not to be taken lightly."

Ding Yue said earnestly.

"Yes, Principal Ding, let's keep in contact about this news event. NTS will definitely want to do follow-up interviews with your university," responded Director Liu Mei.

"Alright, no problem."

After hanging up, a smile appeared on Ding Yue's face, and he muttered, "I guess that Chen Xuejun from the Jiangjiu Group is about to cough up blood, hahaha."

As he spoke, Ding Yue couldn't help but laugh.

"Yue, why would he be coughing up blood?" asked Huang Youjie curiously from the side.

"Hahaha, just think about it. Chen Xuejun from the Jiangjiu Group spent a lot of money to manipulate the exposure we initiated at Mist City Arts and Science University, but in the end, NTS still reported it. His previous investments in public relations have gone up in smoke, and his efforts were in vain as the incident was exposed. Wouldn't that make him furious?" Ding Yue said, laughing heartily.

"Hahahaha, right, that's true!"

Hearing this, Huang Youjie nodded again and again, also laughing loudly.

Fifteen minutes quickly passed.

At this moment, online discussions about the "Huangcheng Forest Farm Incident" were still ongoing, but there was no longer any exposure.

Whether it was Twitter or TikTok, discussions had been restricted and no comments could be displayed or recommended unless they came from official media. However, it was clear that the official media had not yet noticed the issue.

At this time, Chen Xuejun of the Jiangjiu Group was still secretly pleased.

He had spent ninety-five million to finally smooth over the matter.

"Brother, this feud with Mist City Arts and Science University is now set. I'll make sure they pay for this!" Chen Xuejun said through clenched teeth to his brother Chen Xueming.

"Little brother, don't worry. I already had plans against Mist City Arts and Science University, and after your incident, we at Q Entertainment Media will definitely need to teach them a lesson," Chen Xueming nodded and said.

However, just at that moment.

On the news channel of NTS, the program "Newsroom" began reporting on the "Huangcheng Forest Farm Incident."

"Let's connect to our reporter on the scene at Huangcheng Forest Farm..."

The reporter's live feed began.

Simultaneously, NTS's Twitter and TikTok platforms also started to release news reports about the "Huangcheng Forest Farm Incident."

On the reporter's live feed, the connection was successful.

"Alright, host, as we can see, at the moment, more than 20,000 acres of Huangcheng Forest Farm, over sixty percent of its area, have been planted with grapevine crops. The forest farm's anti-desertification barrier has dwindled over the past twenty years due to deforestation and burning... After our confirmation with the Huangcheng Forestry Department, we learned that due to management issues, the forest farm had been leased to the Jiangjiu Group several years ago."

The female reporter, after establishing the connection, started briefing the situation at Huangcheng Forest Farm.

Once NTS mentioned the incident in their report, viewers immediately became agitated...

Chapter 947: Apology Not Sincere, Direct Closure for Rectification

"Bastard! Good-for-nothing! How could you tell me only now! You bunch of incompetents!"

In Chen Xueming's office.

After receiving a call, his younger brother Chen Xuejun immediately let loose a string of curses, because the call was from a staff member at Huangcheng Forest Farm, informing Chen Xuejun that a team of journalists from NTS had visited recently.

At the same time.

Chen Xueming also received a message from the head of the public relations department at Q Entertainment Media, saying that NTS was currently reporting on the situation at Huangcheng Forest Farm.

Subsequently.

Chen Xueming switched on the TV to see for himself.

Indeed! The live coverage was underway, and even Chen Xueming couldn't help but be stunned by what he saw.

Because neither Chen Xueming nor Chen Xuejun could have ever anticipated that this matter would attract the attention of the official media, and it was NTS no less.

"You're all fired, a bunch of good-for-nothings!"

After saying this angrily, Chen Xuejun hung up the phone, then turned his head, just in time to see NTS broadcasting live news about Huangcheng Forest Farm.

The most crucial part was.

Right then, the news was mentioning that Jiangjiu Group, their own company, was the contractor for Huangcheng Forest Farm.

Once this news got out, it essentially informed everyone in Xia Country that the logging and burning of trees at Huangcheng Forest Farm was the doing of their Jiangjiu Group.

Chen Xuejun was utterly furious.

Because he had just spent ninety-five million on PR costs to quell the buzz created by Mist City Arts and Science University, and now you're telling me that NTS has already uncovered and reported on this?

At this point, as soon as there was official news coverage, even if they wanted to manage the situation through PR, it would basically be impossible!

"How did NTS find out? Did Mist City Arts and Science University directly provide NTS with news leads and materials?"

Chen Xueming was perplexed.

But Chen Xueming thought about it; although Mist City Arts and Science University had some substance, to think that an institution of its social status and influence could actually get in contact with NTS?

That was simply inconceivable.

"Damn it! Damn it! Damn it all!"

At this moment, Chen Xuejun was so infuriated he felt like his lungs were about to explode, almost spitting blood with rage—the more he thought about it, the angrier he became.

"Younger brother, I'm afraid... I'm afraid we are powerless to turn this around now, especially since NTS has already reported on it. I believe the relevant departments will definitely take notice immediately,"

Chen Xueming said helplessly, shaking his head to his younger brother Chen Xuejun, "Even if our Q Entertainment Media is powerful, facing a situation like this, there's no way to manage it. We have to operate within the rules, you understand what I mean."

Although Q Entertainment Media's public relations capabilities were very strong, known domestically as unparalleled.

In Xia Country, no matter what the PR situation, it had to be dealt with within the rules, otherwise it would be unmanageable.

"I know, but big brother, what about the two payments I made earlier? Won't they have been a waste?"

The more Chen Xuejun thought about it, the angrier he got, especially when he remembered spending ninety-five million on PR fees; he felt as though his body was rocked by surging anger, and he was on the verge of spitting up blood.

"Regarding this matter, we can discuss it with Twitter and the Words Group, after all, we weren't able to suppress the issue in the end, so we should be able to negotiate the price."

Chen Xueming also wanted to prevent further losses for his younger brother Chen Xuejun, after all, it was about ninety-five million.



He initially thought that after spending the ninety-five million, everything would be smooth sailing, and they would have nothing to worry about, but who could have expected that NTS would go on to directly report the news on Huangcheng Forest Farm.

"This is infuriating!"

At this point, Chen Xuejun's face was red with rage.

"Younger brother, what you should be considering now is how to resolve this matter,"

Chen Xueming seriously said to his younger brother Chen Xuejun.

"Then, big brother, what should I do now? It has already been exposed by NTS, by today at most, the whole of Xia Country will know!"

Chen Xuejun said helplessly.

"You must prepare to apologize with Jiangjiu Group. For this kind of issue, once you apologize, everything else can be negotiated,"

Chen Xueming immediately suggested.

Chen Xueming was very experienced in this area; after all, quite a few entertainers under Q Entertainment Media had been subject to controversy, but controversies were not a big deal, as long as they had strong PR. Once the entertainers apologized and they managed some PR, setting the tone and such, those entertainers could basically be cleared of the mess.

"Yes, yes, yes, let's apologize first. As long as our apology is timely, the public criticism won't catch up with us,"

Upon hearing this, Chen Xuejun immediately nodded in agreement.

Then Chen Xuejun made a phone call straight to the PR department of his own Jiangjiu Group.

Although Jiangjiu Group's PR department was not as formidable as his brother Chen Xueming's Q Entertainment Media, crafting an apology statement would be no problem.

"Immediately draft an apology statement regarding Huangcheng Forest Farm and release it through the official channels of Jiangjiu Group!"

Chen Xuejun instructed.

"Alright, Mr. Chen!"

...

After NTS broadcast live coverage of the Huangcheng Forest Farm incident, netizens across Xia Country became aware of this news event, and various official and local media outlets also began reporting one after another.

Chapter 948: The Apology Is Not Sincere, Directly Shut Down for Rectification

With official news reports in place, even platforms like Twitter or TikTok dare not suppress the trending status or remove hot search listings anymore.

So.

In less than two hours, four hot search topics related to Huangcheng Forest Farm and Jiangjiu Group appeared on Twitter's trending list.

The netizens who had worked hard to keep the topic trending finally saw the light again.

They had been trying to keep the topic hot before, but the platforms kept suppressing its visibility, which didn't do any good.

But now that NTS had reported it, the Huangcheng Forest Farm incident was about to become a hotspot known to everyone, and the enthusiasm of these netizens to keep the topic trending increased even more.

By this time, there was basically no need for Mist City Arts and Science University to step in.

Mist City Arts and Science University had already done what they could; the rest was up to the masses of Xia Country.

"NTS finally reported it!"

"Jiangjiu Group is too despicable."

"Wow, these people are unbelievable, how could they dare to destroy the ecological protective forest for sand prevention and control?"

"They must be punished severely!"

"We call on the relevant departments to investigate the truth and severely punish the responsible persons and the company!"

"There must be some unspeakable deal behind this incident, so I'm squatting for a follow-up, hoping it doesn't end with just a slap on the wrist."

"That's right, Jiangjiu Group must pay the price!"

"This is our Xia Country's ecological project, and to see it chopped down and burned like this is heartbreaking!"

"We demand a thorough investigation of the truth and severe punishment without leniency!"

"If not for the few journalism students from Mist City Arts and Science University initially, this would probably never have been exposed."

"Yes, I witnessed firsthand the efforts of Mist City Arts and Science University in this matter, thumbs up!"

"The student team from the journalism department of Mist City Arts and Science University are really brave."

"I don't understand, wasn't it reported by NTS? What does this have to do with Mist City Arts and Science University?"

"Let me educate you, the Huangcheng Forest Farm incident was first covertly investigated by a few journalism students from Mist City Arts and Science University. It was exposed later, but Jiangjiu Group managed to PR it away, so many people did not see it, and only after that did NTS report it."

"So that's how it was."

The voices of netizens mainly focused on three aspects.

One was the heartache and anger over the deforestation and burning of Huangcheng Forest Farm's ecological protective forest for sand prevention and control.

The second was the demand for severe punishment from the relevant departments!

The third related to Mist City Arts and Science University, as many netizens praised the journalism students and the university's unrelenting effort to expose this issue.

This wave has earned Mist City Arts and Science University quite a bit of positive trust!

"The journalism students from Mist City Arts and Science University are the clear stream of the news industry."

"Exactly, what kind of news is being shown these days, just look at them."

"Adhering to the industry's bottom line, do we now have to rely on the journalism department of Mist City Arts and Science University?"

"Honestly, the news on various platforms, such as Penguin News, Headline News, Surging News—it's simply unbearable to watch, all they do is stir up emotions or create conflicts, really speechless!"

Meanwhile, the student reporter team from the journalism department of Mist City Arts and Science University also gained recognition from many netizens for their fact-based reporting that exposed the practices of Huangcheng Forest Farm.

And the netizens believed that the work of these journalism students from Mist City Arts and Science University even surpassed that of veteran media journalists and editors.

After all, those established news media would resort to anything for traffic.

But over at the journalism department of Mist City Arts and Science University, they were simply committed to conveying the news truthfully and never tried to guide the public for the sake of traffic. Even the news release they exposed this time was a very accurate and true presentation of the news event, without adding fuel to the fire or deliberately stirring things up.

Right after NTS exposed the Huangcheng Forest Farm incident, major media outlets quickly spread the news.

The heat soared to the top of Twitter's trending search list, with a heat index of over 20 million yuan, it literally "exploded."

And at that moment.

Jiangjiu Group issued a timely apology.

[Jiangjiu Group]v: Regarding the issues with the forest farm contracted by our company as reported, we established an investigation team to ascertain the details and now publish the findings—the deforestation and burning of Huangcheng Forest Farm timber was the wrongdoing of our company's temporary staff. We have issued penalties such as dismissal and fines to those involved. Our company has always adhered to ecological protection as a guideline and earnestly requests public oversight. We also extend our sincere apologies for the impact this incident has caused to the public!

Reposts (22k), Comments (37k), Likes (119k)

Wow!

The speed at which Jiangjiu Group's apology tweet was released could definitely be described as a model of public relations.

However.

Inside Jiangjiu Group's apology tweet, everyone noticed that Jiangjiu Group seemed to have used an old trick.

That is—temporary workers!

Directly blaming temporary workers has become a common tactic after many incidents.

Seeing this, netizens started cursing angrily, accusing Jiangjiu Group of being shameless.

"What the hell! They're apologizing this quickly?"

"Damn! Could this apology be any more insincere?"

"So it's the temporary workers again?"

"You're telling me that the vast forest farm was cut down and burned, and then planted with grapes, all by temporary workers? Do you think we're idiots!"

"This apology statement really insults our intelligence!"

"No one would believe this crap!"

"I'm really fed up with this maneuver, always blaming the temporary workers, blaming your ma!"

"Trash Jiangjiu Group, blacklisted for life!"

"Is this it? Is this it? Is this it? I'm directly just 'this'?"

"You call this a sincere apology? I suspect you guys at Jiangjiu Group think everyone's a fool!"

"No need to talk anymore, the relevant departments should start investigating Jiangjiu Group right away!"

"Right, Jiangjiu Group deserves severe punishment without leniency!"

Originally, Jiangjiu Group just wanted to issue a perfunctory apology statement and then use some PR tricks to muddle through.

But unexpectedly, it seems that people are not buying it anymore.

When Ding Yue saw Jiangjiu Group's apology statement, he was nearly dying of laughter.

"Wow, what was Jiangjiu Group thinking? Bringing out such trashy reasons?"

Ding Yue laughed while slapping the table.

In the office, colleagues Huang Youjie and Xu Bin were also in tears.

This was just too stupid.

Even Huang Youjie jokingly doubted at one point whether Brother Yue had already planted PR personnel inside Jiangjiu Group.

"Brother Yue, now that the matter has blown up this big, the relevant departments will surely punish Jiangjiu Group severely, right?"

Xu Bin looked at Ding Yue and asked.

"It's inevitable," Ding Yue nodded and said, "Let's just sit back and watch the drama unfold. We at Mist City Arts and Science University have done all we should."

At this moment, the director of the College of Forestry from the university, Jia Nong, finally spoke up, "We must make Jiangjiu Group restore the destroyed ecological shelterbelt."

As a professional in the field of agriculture and forestry, Jia Nong believed that no punishment was as important as having Jiangjiu Group restore Huangcheng Forest Farm's sand prevention and control ecological shelterbelt.

"That's actually a good suggestion."

Upon hearing this, Ding Yue smiled and nodded in agreement.

Indeed, as Ding Yue and his friends were discussing, the relevant departments finally made a statement about the Huangcheng Forest Farm issue and even held a press conference.

The press conference from the relevant departments clarified two points.

The first was to investigate the irregularities or even illegal operations behind Huangcheng Forest Farm, as it was shocking that a state-owned forest farm had been contracted out to a company.

The second was how the case of Huangcheng Forest Farm would be handled subsequently.

After the press conference by the relevant departments concluded, a bombshell news item was released.

[Breaking News! Jiangjiu Group has been ordered by the authorities to suspend business for rectification due to the Huangcheng Forest Farm incident!]

This news somewhat surprised Ding Yue.



Such a huge Jiangjiu Group, directly ordered to suspend business and undergo rectification!

## Chapter 949: A Good Team Deserves Rewards

"What? The company has been shut down for rectification?"

The moment Chen Xuejun heard this news, he felt as if his heart had suddenly stopped.

Then, a mouthful of old blood spurted out.

"Younger brother!"

Seeing this, Chen Xueming hurriedly stepped forward to support his brother Chen Xuejun, "Are you alright?"

"This time, we've lost big!"

Chen Xuejun said through gritted teeth.

His whole body was shaking, and although the money lost was not enough to put any significant financial pressure on him, he just couldn't swallow his pride.

"They're actually implementing rectification? How could it be this serious?"

The seriousness of the incident had also exceeded Chen Xueming's expectations.

He had thought that after issuing an apology and waiting for the heat to die down, then smoothing things over with various connections, they could gradually minimize this matter.

But what Chen Xueming never expected was that the relevant departments had directly ordered his brother Chen Xuejun's Jiangjiu Group to undergo suspension and rectification.

For such a well-known company as Jiangjiu Group to be directly subjected to suspension and rectification?

Inconceivable!

This clearly showed the significant attention the authorities were paying to the matter.

And to think that this whole situation had been stirred up by Mist City Arts and Science University; if it hadn't been for their trouble-making, how could things have blown up so quickly in just one day, causing such severe losses for his brother Chen Xuejun?

The most critical point was that Chen Xueming also held shares in Jiangjiu Group, and with its suspension and rectification, his own interests would be impacted.

"Mist City Arts and Science University! I will remember this!"

Chen Xuejun said through gritted teeth. Then, lifting his head to look at his brother Chen Xueming, he asked, "Brother, what should we do now?"

"Are you sure you don't need to go to the hospital?"

Chen Xueming checked on his brother Chen Xuejun's condition, sensing that he was absolutely furious.

"I'm fine."

Chen Xuejun shook his head and said, "It's just my anger boiling over. Right now, we need to think about what to do next."

"What else can we do? If the relevant departments ask us to suspend and rectify operations, then we really need to do a thorough job. All we can do is follow the orders of the authorities."

At this moment, Chen Xueming also had no better solution.

The only thing they could do was try their best to make up for the losses and impacts caused by the Huangcheng Forest Farm incident. Whatever the authorities wanted Jiangjiu Group to do, they just had to comply.

"Alright then!"

Not being able to think of a better solution, Chen Xuejun could only agree with his elder brother Chen Xueming.

"I have an idea."

Suddenly, an idea struck Chen Xueming. He looked at his brother and suggested, "Younger brother, let's allocate some money to establish a green fund, dedicated to restoring the ecological protection forest of Huangcheng Forest Farm. Moreover, we can use this as a banner to create some positive momentum for ourselves."

It has to be said.

Chen Xueming's idea was indeed pretty good.

Chen Xuejun immediately nodded in agreement after hearing it, "Good, this idea is great. It can also help our Jiangjiu Group recoup some of our losses. So, how much money will we put in?"

"Naturally, the more, the better. I'll put in 20 million yuan," said Chen Xueming earnestly.

"Then our Jiangjiu Group will add another 80 million yuan, to set up a green fund of 100 million yuan," replied Chen Xuejun. He understood that if this green fund could help recuperate the reputational damage to Jiangjiu Group, then even spending this 100 million yuan would be worth it.

All in all, because of the incident stirred up by Mist City Arts and Science University, Chen Xuejun had already spent quite a bit of money.

The most crucial point was that during the suspension and rectification of his Jiangjiu Group, the company's operating profits would suffer too. Every time Chen Xuejun thought

of this, anger would flare up in his heart, and he wished he could skin Mist City Arts and Science University alive!

"Good, younger brother. This way, the negative comments about your Jiangjiu Group will reduce," Chen Xueming said, nodding.

"But brother, Mist City Arts and Science University has caused me such a huge loss this time. Are we just going to let this go?" Chen Xuejun still couldn't get over it.

His Jiangjiu Group could have developed into the country's leading wine enterprise, with stock prices continuously rising.

However!

Because of today's exposure, Jiangjiu Group's stock was bound to hit the limit-down tomorrow.

With a long sigh, Chen Xueming said calmly to his brother Chen Xuejun, "Younger brother, stay calm. Your company's market value is still tens of billions. Don't you have a bit of patience? Mist City Arts and Science University is indeed detestable, but you have to trust me, brother, they will repay us sooner or later!"

Comforted by his elder brother Chen Xueming's words, Chen Xuejun felt better inside: "Right, we must make Mist City Arts and Science University repay us!"

...

At this time, on the side of Mist City Arts and Science University.

Ding Yue and his friends felt extremely relieved seeing countless netizens condemning Jiangjiu Group.

With this online "battle," Mist City Arts and Science University ultimately won, albeit with the help of NTS's reports.

But without the team from Mist City Arts and Science University's Journalism Department, the exposure of Huangcheng Forest Farm wouldn't have happened at all.

At this point, the news about Huangcheng Forest Farm spread across more and more internet platforms, and netizens were collectively denouncing Jiangjiu Group, even affecting Penguin Group's Q Entertainment Media this time.

Chapter 950: A Good Team Deserves Rewards

No choice.

After all, Q Entertainment Media also owns a portion of the Jiangjiu Group's shares.

"Directors Jia and Zhu, after the relevant departments hold a press conference on this matter, there will surely be subsequent actions. This time, we really have to thank the students from our agriculture and forestry college and the journalism department."

Ding Yue smiled as he looked towards the heads of the two departments.

On the side of the agriculture and forestry college, it all began because a student named Zhang Dehou discovered abnormalities in Huangcheng Forest Farm, which led to the unraveling of the affair.

As for the journalism department, it was precisely because of the fearlessness and bravery of a few journalism students like Tian Jinliang, who delved deep into Huangcheng Forest Farm to uncover the truth, that the initial news material was obtained.

"Yes, indeed."

Director Jia nodded with a smile, "Thanks to those journalism students, without them, the issues with Huangcheng Forest Farm would never have come to light."

After Director Jia finished speaking, he cast a glance at Director Zhu Youzhao from the film and television department.

Director Zhu Youzhao also responded with a smile, "Oh, where where, we owe a lot to that student Zhang Dehou from the agriculture and forestry college. If he hadn't first uncovered the problems with Huangcheng Forest Farm, our journalism students wouldn't have had the chance to shine."

Both department heads were very modest.

It was unclear who they had learned it from, perhaps Principal Ding?

Seeing both department heads being so humble, Ding Yue said, "Alright, alright, the students from both your departments have done well. Directors Jia and Zhu, why don't you call over Zhang Dehou and Tian Jinliang? The university is preparing to properly reward them."

"Principal Ding, Tian Jinliang and the others are still in Huangcheng."

Director Zhu responded.

"Oh, right."

Ding Yue realized upon hearing this.

He had sent Tian Jinliang and others to Huangcheng to cover the news about Huangcheng Forest Farm, and they had just wrapped up today. After putting together the news reports, they were still in Huangcheng.

"Then we can ask Tian Jinliang and the others to come back first. For the follow-up, it will suffice to have the news reporting team from NTS handle it."

Ding Yue looked at Director Zhu Youzhao as he spoke.

The Huangcheng Forest Farm issue had already become heated, and subsequent handling was underway by the relevant departments. Mist City Arts and Science University could be said to have fulfilled its mission.

Therefore, Ding Yue wanted Tian Jinliang and his team to return so that the university could appropriately commend the news team for their work on this matter.

Ding Yue believed

That a bold and fearless news team like Tian Jinliang's deserved commendation.

Ding Yue even considered holding a grand meeting to honor Tian Jinliang and his team. Their commitment to principles was worth spreading and influencing every college, every major, and every student at Mist City Arts and Science University.

"Let's do this, Directors Jia and Zhu, the university will commend Zhang Dehou and Tian Jinliang for their achievements. Once Tian Jinliang and his news team return, we'll announce it to the entire university and praise them, and then I'll prepare a commendation award from the university. At that time, let's have all the teachers and students learn and pass on the fearless commitment to principles demonstrated by Tian Jinliang and his team."

Ding Yue addressed the two directors.

"Yes, that's great, that's great."

"Yes, yes, yes, that's right."

Directors Jia and Zhu swiftly nodded in agreement.

"Indeed, all too often, students from various colleges and majors forget their faith and bottom line in their field of study due to money or other reasons after leaving university."

Xu Bin very much agreed with Ding Yue's idea and supported giving Tian Jinliang and his team a proper commendation, then spreading such a spirit throughout the university.

"Exactly, especially in areas like law and the legal profession."

Huang Youjie immediately nodded and said, "Such a commitment to principles is indeed something worth learning for our law students."

"Great minds think alike."

Ding Yue said to his two friends, smiling.

And so.

The next day, Tian Jinliang and his news team returned directly from Huangcheng to Mist City, with the university even having sent a car to pick them up.

This morning.

Jiangjiu Group, one of the "main characters" in the Huangcheng Forest Farm news event, made another statement.

[Jiangjiu Group] v: Regarding the situation at Huangcheng Forest Farm, our company would like to once again sincerely express our deep apologies. In order to make amends for the mistakes at Huangcheng Forest Farm, our company has decided, after careful deliberation, to set aside 1 billion yuan to establish a green fund. The fund is dedicated to restoring the ecological protection forest of Huangcheng Forest Farm, and in the future, we will donate an amount to the green fund every year for the country's sand prevention and control ecological protection forest project. We hope the public will supervise us!

Forward (6794), Comments (67k), Likes (117k)

As soon as Jiangjiu Group's Twitter post was published, it quickly caught the attention of many netizens.

However, from the comment section and likes, it was pretty clear that Jiangjiu Group had hired an internet army for this particular post.

Because all the top comments in the comment section were uniformly saying that Jiangjiu Group "has a sense of responsibility", gosh, those who didn't know the situation would think that Jiangjiu Group had made a significant contribution to the country's sand prevention and control ecological protection forest project.



However, the truth is that the trees at Huangcheng Forest Farm were cut down and burned because Jiangjiu Group was blinded by "profit", weren't they?

Allocating money to restore the ecological protection forest for sand prevention and control at Huangcheng Forest Farm is something that Jiangjiu Group should have done in the first place, but now it's being spun by the internet army as if Jiangjiu Group is doing something incredibly commendable.

It has to be said, the whitewashing effort is really strong, it even makes one wonder if Jiangjiu Group has employed the clean-up team from Q Entertainment Media.

In reality.

The clean-up team Jiangjiu Group used this time was indeed from Q Entertainment Media!

Chen Xueming had his younger brother, Chen Xuejun of Jiangjiu Group, publish the Twitter post about the "green fund", then had his own Q Entertainment Media's public relations team start to whitewash for Jiangjiu Group.

Even though many netizens could tell that Jiangjiu Group was trying to clean up its image, the atmosphere created online made the uninformed onlookers think that Jiangjiu Group was being very "generous".

This time, Jiangjiu Group and Q Entertainment Media made a small comeback in the follow-up clean-up effort.

But the price they paid was still exceedingly steep!

However.

At this moment, Ding Yue didn't want to waste any more energy on Jiangjiu Group.

Today, after Tian Jinliang and his classmates returned to school, Ding Yue planned to hold a school-wide commendation assembly, taking advantage of the opportunity provided by the freshman military training talent show. It would address more than fifty thousand new students and also the older students from sophomore and junior years, to convey to the

students the exemplary spirit of Tian Jinliang and his classmates' bravery and adherence to principles.

At noon, in the principal's office in the Administration Building.

Director Xiong Yang from the Culture and Sports Department came to report to Ding Yue about the preparations for the school-wide commendation assembly and military training talent show taking place that afternoon at the Central Sports Ground.

"Principal Ding, everything on our end in the Culture and Sports Department is ready, the event will start at 5:30 p.m.,"

Xiong Yang reported.

"Good, besides the new students in the military training onsite, make sure that the rest of the students in the school can also hear my speech,"

Ding Yue reminded Xiong Yang.

"Yes, yes,"

Xiong Yang immediately nodded: "Principal Ding, we can just start the school-wide broadcast system at that time."

"Alright, Director Xiong, you go ahead and get busy, I'll prepare my speech for today a bit more,"

Ding Yue said as he looked at the A4 paper in front of him, which was the script for the commendation assembly's speech.

The commendation assembly was Ding Yue's impromptu idea.

As a result, the speech was also prepared in haste, and Ding Yue didn't have much time to memorize it.

"Big White."

Suddenly, Ding Yue thought of something and turned his head to look at Big White.

He had a really good idea.

It would mean he wouldn't have to memorize the speech at all.

All he needed was to have Big White by his side.

"Principal, what do you need?"

Big White asked.

Ding Yue smiled, picked up the A4 paper in his hand, and handed it to Big White, saying, "Big White, input this speech, and during the commendation assembly when I'm giving the speech, just relay the content of the speech to me through the earpiece in real time."

Ding Yue was, in effect, taking a little shortcut.

And Big White, was certainly being utilized as a handy tool.