



UNIVERSITY OF SANTO TOMAS
OFFICE OF THE SECRETARY-GENERAL

UST:S006-00-CI28
AY: 2018-2019

TO: THE DEANS, REGENTS, DIRECTORS, PRINCIPALS,
AND DEPARTMENT HEADS

FROM: THE OFFICE OF THE SECRETARY-GENERAL

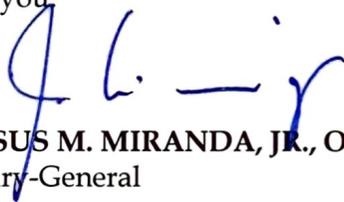
SUBJECT: VIDEO COVERAGE AND LIVESTREAMING SERVICE

DATE: 18 JANUARY 2019

For the optimal use of YouTube as a tool for educational delivery and public presence, the **Communications Bureau** wishes to announce its **video coverage and livestreaming services** for academic activities, such as lectures, symposia, fora, and research presentations held in the University campus.

To avail of the said services, please refer to the attached guidelines that outline the procedure and responsibilities of both the Communications Bureau and Organizer of the academic activities.

Thank you



FR. JESUS M. MIRANDA, JR., O.P.
Secretary-General

VIDEO COVERAGE AND LIVESTREAMING SERVICES FOR IN-CAMPUS ACADEMIC ACTIVITIES

Rationale

In a bid to maximize the use of YouTube as a tool both for public presence and educational delivery, the Communications Bureau provides free video coverage and possible livestreaming service for academic activities, such as lectures, symposia, fora, and research presentations held in the University of Santo Tomas.

Anticipated Benefits

The YouTube channel of the University of Santo Tomas, which is among the official online accounts of the University, will carry a more academic and formal character befitting a higher education institution. The academic content will blend with the videotaped recordings of traditional University events, University promotional materials, and video content produced by Thomasians.

Policy Guidelines and Conditions

A. Procedure

1. The requesting party first makes sure that the event has been approved by the Office of the Secretary-General or the local unit's head, whichever is applicable.
2. The requesting party formally writes a letter of request to the Communications Bureau, indicating the date, time, and venue of the activity.
3. The Communications Bureau evaluates the request and if approved, assigned the concerned staff to cover the event.
4. Once editing is done, the Communications Bureau provides a private YouTube link to the requesting party for approval.
5. Once approved by the requesting party, the Communications Bureau makes the video public and promotes it via available online and broadcasting channels.

B. Responsibilities of the Communications Bureau

1. Informs the requesting parties of the approval/disapproval of the request in a timely manner.
2. Provides the necessary personnel and material resources
3. Provides URL links to the videotaped lectures to the organizer
4. Ensures that the lecture will be distributed as widely as possible, utilizing both online and broadcast channels.

C. Responsibilities of the Organizer of the Academic Activities

1. Ensures that the speaker is informed of and consents to the following:
 - a. The coverage is strictly for the entire lecture and the open forum. Thus, it will exclude all pre- and post-lecture activities, such as but not limited to introduction of the speaker, awarding of tokens and certificates, etc.
 - b. The video will be made public and will not entail any financial remuneration for the speaker.
2. Provides food and drinks to all staff of the Communications Bureau assigned to cover the event.
3. Gives appropriate hash tags / categories for video cataloging purposes.
4. Evaluates the file prior to it being made public.
5. Provides a content specialist who will determine which parts of the lecture will serve as the highlights for the short version of the entire lecture.