



UNIVERSITY OF SANTO TOMAS
OFFICE OF THE SECRETARY-GENERAL

UST:SO06-00-CI78
A.Y. 2022-2023

TO : THE THOMASIAN COMMUNITY

FROM : OFFICE OF THE SECRETARY-GENERAL

RE : THE FIFTH INSTALLMENT OF THE
UST MEDIA LEADERSHIP LECTURE SERIES

DATE : 12 APRIL 2023

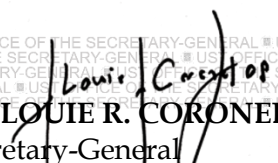
The University, through the Office of Public Affairs (OPA), will hold the **5th Installment of the UST Media Leadership Lecture Series**, on **14 April 2023 (Friday), 1:00 pm – 5:00 pm, at the Dr. Robert Sy Grand Ballroom**, second floor of the Bl. Buenaventura Garcia Paredes Building.

The event titled *“The Academe, Church, Media, and Civil Society: A Multi-Sectoral Initiative in Countering Information Disorder in the Philippines”* features **perspectives on information disorder** by a) the academe (Part 1) and b) Church, Media, and Civil Society (Part 2). *Please see the attachment for the program flow.*

Following a *hybrid* format, *on-site* participants will include the academic and administrative officials, academic staff, students, support staff, alumni, and representatives from the research units, UST Hospital, and UST Santisimo Rosario Parish. Representatives of the UST Legazpi, UST Angelicum College, Roman Catholic Archdiocese of Manila (RCAM) Communication Office and Affiliates will participate *virtually*. The event will be live-streamed via the official Facebook pages of the UST Office of Public Affairs (@USTPublicAffairs) and the University (@UST1611official).

May this event contribute to our individual and collective efforts in promoting truthful information, especially in our everyday communication, regardless of the platform we use.

Thank you.


FR. LOUIE R. CORONEL, OP
Secretary-General





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PROGRAMME

12:30- 1:00 p.m.	REGISTRATION	
1:00- 1:05 p.m. (5 minutes)	INVOCATION	Student Leader from the Office for Student Affairs
PHILIPPINE NATIONAL ANTHEM (AVP)		
1:05- 1:10 p.m. (5 minutes)	WELCOME REMARKS	Rev. Fr. Louie R. Coronel, O.P., EHL <i>Secretary-General</i> University of Santo Tomas
1:10- 1:15 p.m. (5 minutes)	EVENT OVERVIEW	Asst. Prof. Joreen T. Rocamora, Ph.D. <i>Director</i> Office of Public Affairs University of Santo Tomas

PART ONE. DISPELLING THE FOG: NAVIGATING THROUGH THE REALITIES OF INFORMATION DISORDER (PERSPECTIVES FROM THE ACADEME)

1:15- 1:45 p.m. (30 minutes)	REALITIES OF INFORMATION DISORDER: MISINFORMATION, DISINFORMATION AND MAL-INFORMATION and the CURRENT LANDSCAPE IN THE PHILIPPINES Dr. Sheila V. Siar <i>Director, Research Information Department</i> Philippine Institute for Development Studies
1:45- 2:15 p.m. (30 minutes)	THE ACADEME'S ROLE IN INCULCATING CRITICAL THINKING AND ANALYSIS AMONG THE YOUTH VERSUS INFORMATION DISORDER Mr. Felipe F. Salvosa II, MA <i>Coordinator, Journalism Program, Department of Communication and Media Studies,</i> Faculty of Arts and Letters, University of Santo Tomas <i>Director and Public Affairs Officer, Philippines Communication Society (PCS)</i> <i>Vice-President and Treasurer, Journalism Studies Association of the Philippines (JSAP)</i>
2:15- 2:30 p.m. (15 minutes)	PANEL DISCUSSION/ OPEN FORUM





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2:30- 2:35 p.m.
(5 minutes)

PRESENTATION OF THE CERTIFICATE OF APPRECIATION AND PHOTO OPPORTUNITY

PART TWO. MULTI-SECTORAL INITIATIVE IN COUNTERING INFORMATION DISORDER IN THE PHILIPPINES (PERSPECTIVES FROM THE CHURCH, MEDIA AND CIVIL SOCIETY)

2:35- 3:05 p.m.
(30 minutes)

Rev. Fr. Roy Bellen

Director, Office of Communications

Assistant Commissioner, Commission on Social Communication

Roman Catholic Archdiocese of Manila

3:05- 3:35 p.m.
(30 minutes)

Mr. Atom Araullo

Multidisciplinary Journalist and Documentarist, Host, Writer, and Producer

GMA Network Inc.

3:35- 4:05 p.m.
(30 minutes)

Ms. Joie Cruz

Founder and Chief Executive Officer (CEO)

Limitless Lab

4:05- 4:35 p.m.
(30 minutes)

Mr. Gabriel Billones, Jr.

Founder and Lead Organizer

Break the Fake Movement

4:35- 4:50 p.m.
(15 minutes)

PANEL DISCUSSION/ OPEN FORUM

4:50- 4:55 p.m.
(5 minutes)

PRESENTATION OF THE CERTIFICATE OF APPRECIATION AND PHOTO OPPORTUNITY

4:55- 5:00 p.m.
(5 minutes)

UST HYMN

Ms. Katherine Patrice B. Sibug
Assistant to the Director for Publication
UST Office of Public Affairs
Master of Ceremonies

