



UNIVERSITY OF SANTO TOMAS MEDIA GUIDELINES FOR THE THOMASIAN COMMUNITY

I. General Guidelines:

- All media outfits requesting the involvement of members of the Thomasian Community in interviews, guesting, video, or photo shoots, among others, must write a **letter of request addressed** to:

[Complete Name of the Secretary-General]

Secretary-General

University of Santo Tomas

Through: **[Complete Name of the Office of Public Affairs Director]**

Director

Office of Public Affairs

University of Santo Tomas

Please send the letter by email to: opa.mediaevent@ust.edu.ph

- Once the request is approved by the **UST Secretary-General**, the Office of Public Affairs (OPA) will coordinate with the requesting unit on the details of the shoot, interview, or coverage. OPA will send a Google link to the unit coordinator wherein the other information is requested to be encoded. The interview may be conducted either online or onsite.
- On instances wherein the interview or shoot will be conducted **onsite**, the media group will have to follow the [Health Protocol for Special Guests & Visitors](#).
- The letter of request should be submitted **at least five (5) working days** before the date of the requested shoot, interview, or coverage.
- The concerned unit must accomplish the Online Feedback Form provided by OPA right after the shoot, interview, or coverage.

II. Request from Media for Photo or Video Shoot with an Interview:

- Please include the following details in the letter:
 - Brief background of the program, documentary, or publication; please attach the script, if applicable;
 - Topic and type of activity to be filmed, recorded, or photographed;
 - Requested Resource person/s to be interviewed;
 - Date and time of shoot;
 - Length of the shoot in terms of hours/days;
 - The online platform that will be used for the interview, if applicable;
 - Copy of the interview questions; and
 - Names and positions of the production crew.

III. Request from University Units and departments for Media Coverage of national or international seminars, conferences, or events:

- The letter of request from the academic units, administrative units, or research units should include the following details:
 - Brief information on the national or international seminar, conference or event, name/s of the speaker/s, and guests, event poster, and other necessary document/s; and
 - Name and contact number of point person/ unit coordinator.
- Please note that media coverage is different from a press conference. The holding of a press conference will depend on the nature and stature of the event.

IV. Request from University Units for Press / Photo Releases in Major Dailies (Print and Online):

- The letter of request, duly endorsed by the Unit Head, should include the following details:
 - Event press release (write up), poster, and other necessary attachment/s;
 - Photo release in high-resolution with captions; and
 - Name and contact number of point person/unit coordinator.
- For pre-event press release requests, please send the letter and attachments at least four (4) weeks before the actual day of the event.

V. Request from University Units for Paid Advertisement in Major Dailies:

- The letter of request, duly endorsed by the Unit Head, should include the following details:
 - Date of release of the Advertisement (Ad);
 - Preferred major newspaper/s;

- Specifications of the Ad (size, colored, black and white);
 - An editable file/ soft copy of the Ad with high resolution photos; and
 - Name and contact number of point person.
- The budget for the release of the Ad will come from the requesting unit.

VI. Other Inquiries and Updates:

- For other media-related inquiries, you may send an email to opa.mediaevent@ust.edu.ph or contact us at 8731 3544 or 87861611 local 8315 or visit the Office at the ground floor of the UST Main Building.
- For updates on the various activities of the Office of Public Affairs (OPA), please visit the OPA Facebook Page, <https://www.facebook.com/USTPublicAffairs/>

Prepared by:

Office of Public Affairs

23 November 2023