



## UNIVERSITY OF SANTO TOMAS

### MEDIA GUIDELINES FOR THE EXTERNAL MEDIA ORGANIZATIONS

#### 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](mailto: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 external media 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. Other Inquiries and Updates:**

- For other media-related inquiries, you may send an email to [opa.mediaevent@ust.edu.ph](mailto: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