



30 January 2023

**MEMORANDUM NO.** 160  
Series of 2023

**T O: Dr. Ulderico B. Alviola**

**R E: Designation as Head of University Integrated Media Center**

By virtue of the authority vested in me by the VSU Board of Regents, you are hereby designated as Head of Integrated Media Center effective February 1, 2023 until December 31, 2023 or unless sooner revoked or terminated by higher authorities.

You are tasked to do the following:

1. Develop programs to ensure that policies, plans, and activities of the University are properly understood by the public;
2. Produce and disseminate print and multimedia materials to implement the information program of the University;
3. Coordinate and oversee all media-related activities of the University and its units;
4. Cover university events through articles and multimedia;
5. Manage the publication of the Obelisk, the official publication of the University administration;
6. Manage the web resources of the University, including the official website, social media platforms, and other online resources;
7. Write, edit, and review speeches, messages, and other official statements of the University President and other officials;
8. Receive and respond to communications and public inquiries addressed to the University through official online platforms;
9. Establish and maintain linkages with national and local media and other institutions for public relations;
10. Develop and promote the visual identity and branding of the University;
11. Accommodate visitors for campus tours;
12. Conduct trainings for University faculty, staff, and students on official applications and web resources;
13. Package, edit, and publish official publications of the University, including the Annual Report; and

As Head, you are entitled to the privileges granted and the responsibilities attached to the position subject to pertinent policies.

Please be guided accordingly.

**EDGARDO E. TULIN**  
President

cc: OVPAA                      Cash  
OVPAF                      Registrar  
OVPPRGAS                  ODF/Budget  
OVPREI                      COA  
OVPSAS                      ODHRM/RSPPRO  
OUS                          OHIA  
Deans                        Accounting  
Directors  
Records  
File