



UNIVERSITY OF THE PHILIPPINES VISAYAS
OFFICE OF THE CHANCELLOR



MEMORANDUM NO. 2011-08-071

02 August 2011

FOR : All Concerned
FROM : The Chancellor
SUBJECT : Guidelines on Putting Up Streamers on the University Events Boards

X-----X

The University Events Board that are installed by the main entrance of U. P. Visayas along the national highway in the Miagao campus and at corner General Luna Street and Infante Avenue in the Iloilo City campus are utilized to communicate to the public about the activities, achievements, and triumphs of the University. This medium can be very effective for such purposes when certain principles of communication are applied and concomitant guidelines are observed. It has been observed though that there is a need to set clear guidelines on the display of streamers and promotional materials on the University Events Boards to truly make them effective.

In this regard, the following shall guide the University constituents on the display of streamers and other promotional materials on the University Events Boards:

1. No streamers and other promotional materials may be displayed, posted or installed on the University Events Boards without the prior approval of the Information and Publications Office (IPO). For student-related announcements, clearance from the Office of Student Affairs (OSA) shall be required.
2. The University Events Boards in the Miagao and Iloilo City campuses are reserved for the communication materials of UPV-sponsored events. Only communication materials that contain information that will promote the image of the University shall be allowed to be displayed on the University Events Boards.
3. Streamers and other promotional materials shall be posted/installed for a minimum period of one week and a maximum period of two weeks only.
4. Upon advice of the IPO, the personnel of the Security Service Force (SSF) and the Campus Maintenance and Development Office (CDMO) shall hang/install as well as remove streamers and other promotional materials on the UPV Events Boards.
5. Streamer and promotional materials should not contain much detail and messages should be brief and eye-catching since these will be within the target audiences' line of vision for only a few seconds. The specification for the

streamers and promotional materials therefore that shall be allowed to be hung or installed in the University Events Boards are the following:

Size	Orientation	Number of Lines	Size of Letters
3 m x 1 m	Horizontal	3 - 4 lines	Smallest letters should not be less than 5 inches in height
3 m x 2 m	Vertical	5 - 8 lines	Smallest letters should not be less than 5 inches in height
6.1 m x 3 m (20 ft x 10 ft)	Horizontal Vertical	3 - 6 lines 5 - 15 lines	Smallest letters should not be less than 5 inches in height

6. Streamers and promotional materials that do not conform to the above specifications shall be installed in other designated areas in the University where they can more effectively serve their purpose.

These guidelines shall take effect immediately and shall supersede other similar guidelines previously issued.


MINDA J. FORMACION
Chancellor

MJF/LABE/sgn/eij