



UNIVERSITY OF MAKATI

J.P. Rizal Ext., West Rembo, Makati City

UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

ACCOMPLISHMENT REPORT

1st Semester

A.Y. 2025 - 2026



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

TABLE OF CONTENTS

- I. INTRODUCTION
- II. ORGANIZATIONAL INITIATIVES ACTIVITIES
 - a. KEY ORGANIZATIONAL ACTIVITIES
 - b. PARTNERSHIPS AND COLLABORATIONS
- III. USMO MEMBERS AND RECRUITS
- IV. MEDIA DEPARTMENTS
 - a. PRINT MEDIA DEPARTMENT
 - b. CREATIVE MEDIA DEPARTMENT
 - c. BROADCAST MEDIA DEPARTMENT
 - d. SOCIAL MEDIA DEPARTMENT
- V. ADMINISTRATIVE COMMITTEES
- VI. ORGANIZATION LEADERSHIP
- VII. FINALE



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

INTRODUCTION

The **University of Makati Student Multimedia Organization (USMO)** serves as the official student publication and multimedia group of the University of Makati, dedicated to covering campus events and delivering information to the student body.

As campus journalists, guided by the *Campus Journalism Act of the Philippines* and the *Philippine Press Institute Journalist's Code of Ethics*, we recognize the critical role we play in shaping responsible media and engaged citizenship. We aim to cultivate an informed, engaged, and empowered student community by championing values of press freedom, integrity, truth, and inclusivity as the core of our service.

Our platforms exist to inform and to inspire. Through multimedia storytelling, collaboration, and service, we open doors for student expression and uphold the ideals of truth and creative freedom. Even when pressured to stay silent, when efforts were made to undermine our credibility and suppress our voice, we stood our ground and remained accountable to the principles of journalism. We were scared, but we chose to speak, write, and report—because journalism, at its core, is not submission; it is resistance and service to the people. We believe that truth must never be silenced.

During the first semester of this academic year, USMO navigated the transition to a new set of officers while laying the groundwork for long-term growth and sustainability. Though some planned initiatives outlined in the General Plan of Action are still in progress, the organization has actively pursued connections, strengthened partnerships, and provided essential services to the university community.

The team focused on efficiently adapting to their roles, ensuring that core operations across the Broadcast, Creative, Print, and Social Media departments continued uninterrupted. Simultaneously, USMO's administrative committees—Logistics, Inventory, and Finance—worked behind the scenes to support executive and operational functions, enabling the organization to maintain a stable foundation while exploring new opportunities for collaboration and campus engagement.

These efforts reflect a semester of resilience, learning, and strategic positioning, setting the stage for more comprehensive projects and initiatives in the upcoming term.



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ORGANIZATIONAL INITIATIVES ACTIVITIES

a. KEY ORGANIZATIONAL ACTIVITIES

The first event of this academic year was **“Layag 2025: Tapat na Paglilingkod sa Alon ng Katotohanan,”** the official Oath-Taking and Turnover Ceremony for the newly elected and appointed officers for Academic Year 2025–2026, held on *August 28, 2025*, at the HPSB Multimedia Room 507. The ceremony was led by University President Dr. Elyxzur C. Ramos, recognizing the officers’ commitment to faithful service and dedication to independent journalism. The event set the tone for the officers’ tenure and the organization’s continued commitment to responsible media practice. A General Assembly followed, during which plans for the academic year were discussed and team-building activities were held for all members. The event was spearheaded by *Former Finance Manager Mr. Camille Josh Pabello and current Broadcast Media Director Ms. Salve Joy Sarmiento.*



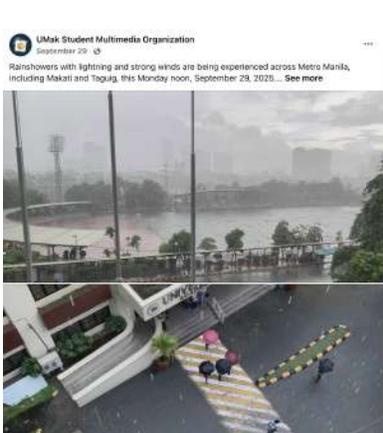
We convened **USMO’s First General Meeting** of the academic year on *October 21, 2025*, at the university cafeteria, with quorum attendance from both existing members and recruits. The meeting addressed membership and organizational systems, upcoming projects, and the current status of initiatives outlined in the General Plan of Action, ensuring clarity and alignment across all departments.





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USMO has also continued to step out of its comfort zone by **covering national happenings**, including rallies and key socio-political events. Alongside these efforts, the organization has consistently reported on socio-political and weather-related developments that directly affect the UMak community. Through on-the-ground coverage, timely updates, and the production of **infographics and explainers**, USMO has helped students understand complex issues and stay informed. This shift reflects the organization's growing commitment to responsible, courageous, and student-centered journalism.





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Moreover, USMO held its **first Photo Documentary** on *October 31, 2025*, which highlighted the story of *Nanay Jeanette*. The documentary captured her daily life as a caretaker and her determination to persevere—for her child, for herself, and for life itself. In support of her and her family, USMO organized a **donation drive**, and the collected funds were used to purchase goods, which were handed over to her on *November 15, 2025*, demonstrating the organization’s commitment to service and community engagement beyond campus journalism.





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This initiative also echoed last year's documentary effort featuring *Nanay Regina* in *Hibla ng Buhay*—USMO's first FAMAS documentary entry, expanded from an OSSEI-winning Multimedia Journalism piece into a 20-minute film on the life and dignity of a broommaker in Baguio City. The project marked a milestone in the organization's long-form storytelling. In connection with this work, another round of appreciation—aside from the one given last March—was extended on *November 27*.



Additionally, USMO represented the University of Makati at the **6th International Conference-Training for International Students, Student Leaders, and Advisers (ICTISLA 2025)**, held from *November 19 to 21, 2025*. This participation not only provided USMO officers with opportunities to learn, share best practices, and enhance their skills in journalism and student leadership, but also played a key role in strengthening UMak's relationships with other universities and international student organizations, promoting collaboration, exchange of ideas, and the university's presence on a global stage.





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Lastly, USMO conducted its **Departmental Training Series** throughout *October and November*. In previous years, departmental training was held only once per academic year, while the General Plan of Action aimed to implement sessions twice a month. To balance these goals with members' availability, the organization adapted the plan into a series of training sessions across October and November. Facilitators from both within and outside the university were invited, and online sessions were held to ensure that all departments received their respective training. This approach maximized attendance while promoting consistent skill development across Broadcast, Creative, Print, and Social Media departments. The training was led by *General Manager Ms. Alliezah Joise Garcia and Secretary Ms. Rochelle Babe Garcia*, and was supported by the *Logistics Committee*.





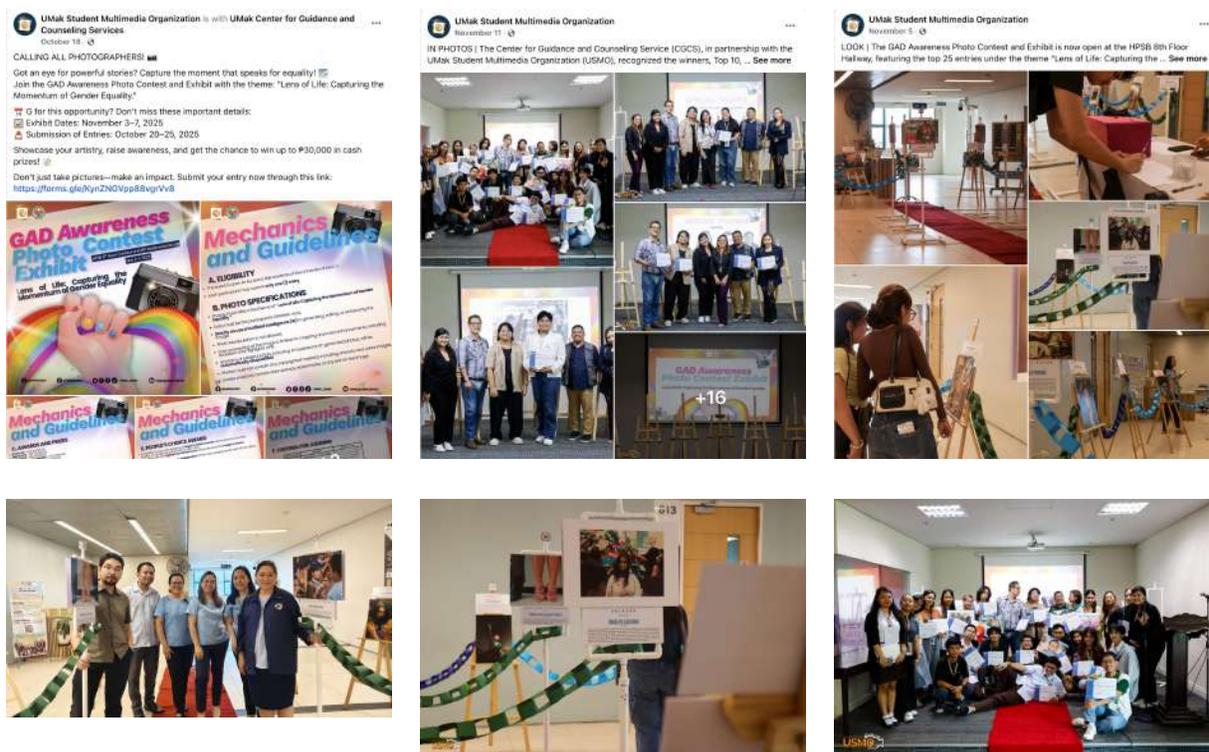
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b. PARTNERSHIPS AND COLLABORATIONS

The organization and the HSU Journalism Team attended **JournCamp+ National Campus Press Summit 2025**, the largest edition of Explained PH's annual journalism camp last November 2025, featuring lectures by NSPC champions, award-winning practitioners, and industry leaders. The month-long program offered workshops, extended Q&A sessions, and access to learning materials, enhancing members' journalistic skills.



USMO also served as a partner for the **GAD Awareness Photo Contest and Exhibit**, themed “Lens of Life: Capturing the Momentum of Gender Equality.” The event, held from November 3 to 7, 2025, provided a platform for participants to showcase powerful stories through photography while promoting awareness and advocacy for gender equality. USMO supported the initiative by helping disseminate information and encouraging participation, further demonstrating its commitment to community engagement and socially relevant campus activities.





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On *November 7, 2025*, USMO joined **[M]ulat: Forum on the Role of Campus Journalists as a Catalyst for Accountability** at San Beda College Alabang. Led by prominent journalists, the forum emphasized truth, courage, and accountability in campus journalism, reinforcing USMO's commitment to responsible reporting.



USMO also served as the official media partner for **Mr. and Ms. UMak Paragon: Bare and Rare 2026** for the whole month of *November 2025*, documenting and promoting the event while highlighting student excellence and creativity.

UMak Student Multimedia Organization is with **Mr. and Ms. University of Makati** ...
 November 23 at 11:14 AM · 🌐
 Meet the newly crowned royalty of the **Mr. and Ms. University of Makati Paragon: Bare and Rare 2026** (MMU 2026), who were awarded at the **#CoronationNight** at the **UMak Performing Arts Theater**.
 Mr. UMak 2026: **Mr. Juan Miguel Candelaria**
 Institute of Accountancy (IDA)
 Ms. UMak 2026: **Ms. Clariza Miles Dayrit**
 College of Innovative Teacher Education (CITE)
 1st Prince: **John Edrick Davaite**
 Institute of Nursing (IN)
 1st Princess: **Crispel Ann Sayson**
 Institute of Accountancy (IDA)
 2nd Prince: **Yvan Quimla Gabriel**
 Institute of Psychology (IDPsy)
 2nd Princess: **Rhianna Umantal**
 College of Governance and Public Policy (CGPP)
 Their reign officially begins.
 #MMUCoronationNight
 #MMU2026Paragon

UMak Student Multimedia Organization
 November 12 at 11:30 AM · 🌐
 ICYM | **Whole Confidence Matters Character**
 The **Mr. and Ms. University of Makati (MMU) 2025** candidates radiated confidence and authenticity during the Preliminary Interview held at the **UMak Auditorium** on **November 5, 2025**.
 Embodying this year's theme, "**PARAGON: Bare and Rare**," the candidates shared their advocacies, intelligence, and individuality with grace and passion as they faced four esteemed panelists. The segment aimed to assess the candidates' communication skills, personality and purpose as they compete for the prestigious titles.

UMak Student Multimedia Organization is with **Mr. and Ms. University of Makati** ...
 at **UMak Performing Arts Theater**
 November 20 at 8:43 PM · 🌐
 LOOK | The **Mr. & Ms. University of Makati Paragon: Bare and Rare 2026** (MMU 2026) Preliminary Competition is in full swing at **University of Makati Performing Arts Theater (UPAT)**, **November 19, 2025**.
 Candidates from different colleges and institutes step onto the stage to earn their spot in the upcoming coronation night, where beauty meets purpose.



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Finally, in partnership with *The Language Consortium (TLC)*, USMO co-hosted the journalism seminar **T.I.N.T.A. – Talento ng Tagak para sa Abilidad** on *December 3, 2025*, at HPSB Room 817. The seminar included lectures and workshops that enhanced students' writing, editorial, and storytelling skills, providing practical tools to thrive in campus media.



These collaborations strengthened USMO's network with other student media organizations, industry practitioners, and university stakeholders, supporting its mission to develop skilled, responsible, and engaged campus journalists.



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

USMO MEMBERS AND RECRUITS

The University of Makati Student Multimedia Organization (USMO) conducted its first-semester recruitment from *September 4 to October 11, 2025*, receiving a total of 98 recruit applicants. As of the first semester, USMO currently has **79 members**, with the majority classified as *honorary or graduating members*, and **58 recruits** under probationary training.

To monitor engagement and participation, USMO implemented a **point system** that awards points for attendance, project participation, training, and other organizational contributions. Based on accumulated points, members and recruits are assigned a status of *Active, Semi-Active, or Inactive*, providing a transparent and fair measure of individual involvement. Totals are calculated for members and recruits individually, as well as a combined total, providing a clear overview of participation, strengths, and areas for improvement. This system ensures that USMO can maintain high standards of involvement while encouraging consistent contribution to organizational projects and events.

POINTS	USMO ACTIVENSNESS POINTING SYSTEM						
	BMD	CMD	PMD	SMD	LOGIS	INV	FIN
5	Pitched event and news coverages, and provided photos and captions Produced news, documentary, or feature segment completed and Led a Coverage or UMakaysay or Film segment	Pitched an idea and created the publication from start to finish Creative lead for an event/project	Pitched an idea, created the Article	Pitched and Produced a Social Media Content Proposed and Planned Social Media Content for a Month in a platform Led a Social Media Campaign	Organized Documents at the Office and Online Drive Led and Processed Logistical Documents of an Event or project Logistics Assistant in an Event	Conducted regular Inventory and property updates Led and Processed Permits and Requests Inventory Assistant in an Event	Drafted, reviewed, or assisted in project budgets Prepared and submitted complete liquidation reports Finance Assistant in an Event
	Contest Representative Magazine, Website, and Newsletter Contributor						
4	Involvement in event coverage (camera, reporter, tech editor, etc.) Writing scripts, interview guides, or assisting in research for segments Hosting, reporting, or voice-over work in an official USMO video	Created a full publication, comic, or cartoon from start to finish	Gathered information or conducted interviews for stories Wrote an Article	Wrote news and publication captions Scheduled, posted, monitored engagements, and responded to Search for Event Coverages and Reminded Other Departments	Logistics Office Duty Processed Document of a Event/Project	Inventory and TV Office Duty Tracked borrowed equipment and ensured proper return TV News Content Management	Assisted in handling reimbursements, collections, or disbursements
	Collaborated with Other Departments for cross-media activities or projects						
3	Assisted in event coverage and copy reading Responsible for editing, caption writing, or post-processing assigned	Assisted in editing, layout, or contents creation of fellow member in the Publication became a Viral or High-engagement post	Assisted in magazine layout or digital publication Copyread and Edited articles of others Copyread captions	Post became a Viral or High-engagement post	Maintained logistics log and Received letters Reminded officers of tasks and requests	Maintained logs, records, and equipment request forms Ensured proper handling, repair, or safekeeping of materials Volunteered to Help in Other Tasks	Maintained clear, accurate, and organized financial records
	Setting up lights, sound, or camera for coverage or production Sent the photos and captions of the coverage before the day ends	Finished the output before the Deadline	Submitted articles or drafts on or before the deadline	Sent the captions 3 days before the deadline	Assisted in Coverages and Projects of Departments Accomplished Drafts Before the Deadline		
2	Event Committee Attended meetings, orientations, or internal workshops. Workshop or Seminar Representative Providing engagement insights or analytics summaries						
	Informed the Officers about an Upcoming Event Informed the Officers about an Upcoming Event						
1	Helped Clean the Office and Assisted in Equipment Maintenance Responsiveness in the Groupchat						
	Office Duty and Volunteered to Help in Other Tasks						

USMO's organizational structure includes **four core departments and three administrative committees**, each with distinct roles. The Broadcast Media Department (*BMD*) produces television segments and short-form videos for campus news coverage. The Creative Media Department (*CMD*) designs visual materials, including posters, comics, and graphics, to support campaigns, events, and organizational branding. The Print Media Department (*PMD*) publishes newsletters (*Ang Tagak*), the organization's magazine (*Heron's Flight*), and other print outputs to document and disseminate news. The Social Media Department (*SMD*) manages content marketing, digital campaigns, and social media engagement to ensure an active online presence.

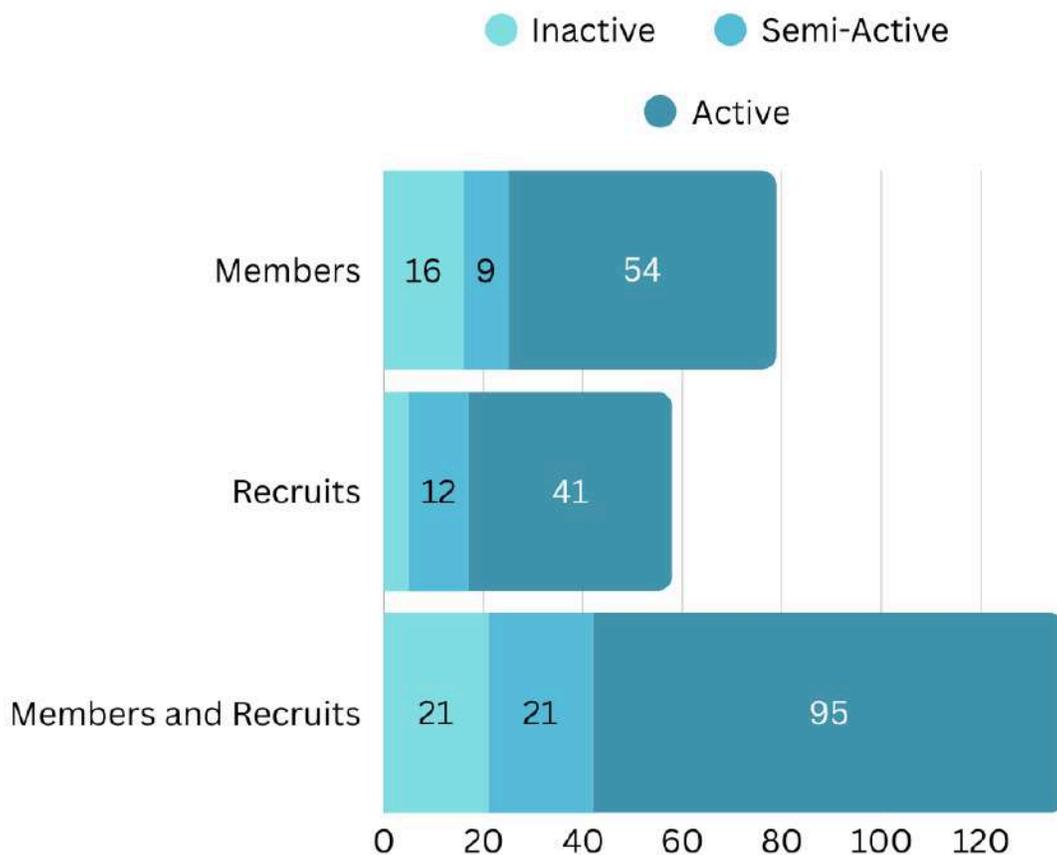


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The administrative committees support executive and operational functions. The Logistics Committee coordinates event arrangements and operational support for projects. The Inventory Committee manages organizational assets, equipment, and materials. The Finance Committee oversees budgeting, fundraising, and financial management to ensure effective allocation of resources for all USMO activities.

In reviewing the first-semester **activeness of USMO members and recruits**, each department and committee demonstrated varying levels of engagement. In BMD, 42% of members were active, and 26% were semi-active, while 80% of recruits were active and 20% were semi-active. CMD recorded 61% active members, 11% semi-active members, and 100% active recruits. For PMD, 87% of members and 75% of recruits were active, while 8% of recruits were semi-active. SMD had 86% active members and 14% semi-active members, with 37.5% active recruits and 62.5% semi-active recruits.

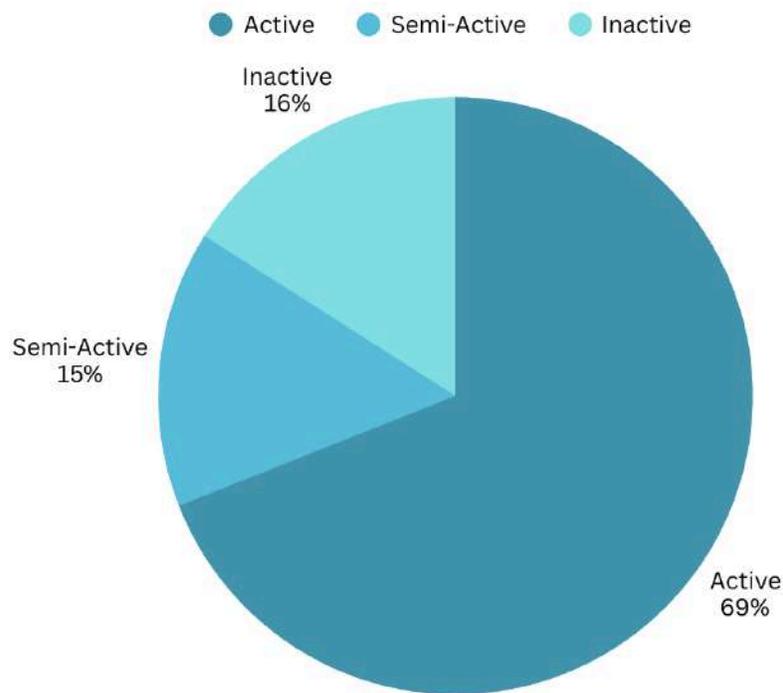
Among the administrative committees, the Logistics Committee reported 25% active members and 25% semi-active members, with 67% active recruits and 33% semi-active recruits; the Inventory Committee had 80% active members, with 100% active recruits; and the Finance Committee recorded 100% active members, with 37.5% active recruits and semi-active recruits.





UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

USMO closed the semester with **137 authorized members and recruits**—79 members and 58 recruits. Among members, 69% were active, and 11% were semi-active, while 71% of recruits were active and 21% were semi-active. When combined, these results in 69% active and 15% semi-active overall, meaning that **84% of all members and recruits** maintained consistent participation in USMO's activities, training, and projects throughout the first semester.





UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

MEDIA DEPARTMENTS

At the heart of USMO are its four media departments—*Print Media, Creative Media, Broadcast Media, and Social Media*—each playing a vital role in delivering timely, relevant, and impactful content to the UMak community. These departments function as distinct yet interconnected pillars of the organization, empowering student-journalists and creatives to express, document, and amplify campus narratives across multiple platforms.

Throughout the first semester, these departments collaborated on **several key events**, including Back to School on *August 4, 2025*, Herons Welcome on *September 5, 2025*, the 51st Metro Manila Film Student Festival on *October 10, 2025*, the CSC Elections Special Coverage from *November 11 to 17, 2025*, and the Mr. and Ms. UMak Paragon 2026 pageant throughout *November 2025*. Their contributions ranged from editorial coverage and visual storytelling to video production and digital communication, showcasing the departments' ability to capture the vibrancy, creativity, and engagement of campus life.



Back-to-School



Herons' Welcome Concert



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51st Metro Manila Film Festival



College Student Council - 1st Year Representatives

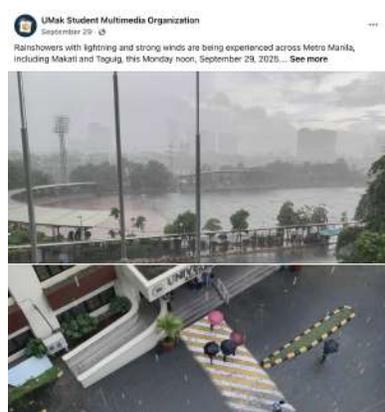


UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

Owing to their consistent, high-quality coverage, USMO receives **invitations to media events beyond the campus**. A recent one was to cover the “Gabi ng Lagim” movie premiere at Trinoma on *November 24, 2025*, a horror anthology featuring three stories—Ang Pocong, Berbalang, and Sanib—and presented by Jessica Soho, offering USMO the opportunity to document a high-profile media event and showcase its capacity to cover major productions beyond campus activities.

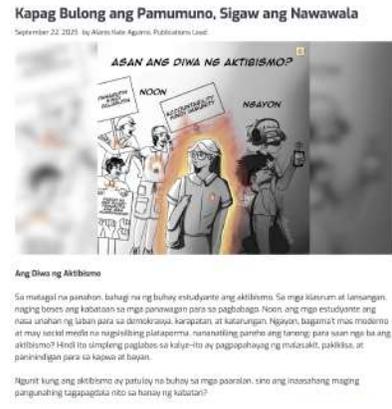


Building on this momentum, all four departments also worked together on **large-scale coverages** that reached beyond the university’s walls. USMO expanded its reporting scope to include national and community-impact stories such as the Trillion Peso March, significant weather disturbances, flood control updates, and other news.





UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION



Alongside these, teams continued to deliver consistent campus updates and engaging multimedia reports. This broader, more courageous approach reflects USMO's evolving role—not just as a campus media organization, but as a collective of young journalists committed to informing the public with clarity, responsibility, and heart.





UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

a. PRINT MEDIA DEPARTMENT

The Print Media Department (*PMD*) continued to uphold journalistic integrity as one of USMO's strongest pillars. This semester, the department **produced 8 articles** for the USMO website, bringing the total to 13, closely matching last year's output of 13. Most of these were columns, news articles, and feature stories that tackled sociopolitical and national issues as well as student concerns—reinforcing the department's commitment to thoughtful, responsible, and relevant reportage for the UMak community.



Payak Kung Hindi Nangungunsumo, Payag Kung Kanibalismo

Literary

Haninig ko ang mumunting patak ng likidang nahatog sa baso, isang maliit na dagok sa katahimikan ng madilim na silid...

by news.usmo.org.ph · November 2, 2025



Hello? University of Character po ang UMak? Parang di ramdam sa students eh?

Opinion

The Gilded Cage of a Confession Wall

What started as a form of security became a threat through anonymity. Anonymous confession walls aren't new to this time...

by news.usmo.org.ph · October 28, 2025



Concert for a Cause: UMak Steps Towards a Greener Campus

News

The University of Makati (UMak) community filled up the Auditorium for the celebration of Laudato Si' Season of Creation through...

by news.usmo.org.ph · October 28, 2025



#ANewEraofCinema: MMFF51 Rolls in with a Lineup Reimagined

Features

Cameras now rolling, curtains rising, and a diverse set of stories waiting to be told—Filipino cinema is once again...

by Frehane Siddayao · October 23, 2025



Kapag Bulong ang Pamumuno, Sigaw ang Nawawala

Opinions

Ang Dwa ng Aktibismo Sa matagal na panahon, bahagi na ng buhay estudyante ang aktibismo. Sa mga klasrum at lansangan...

by Alanis Kate Aguirre, Publications Lead · September 22, 2025



Jolly Roger ng One Piece, Simbolo ng Pagbabago

Features

Sa kabila ng init ng araw biglang buhos ng ulan, at putik sa lansangan, kapansin-pansin ang timi na bandilang may...

by news.usmo.org.ph · September 22, 2025



Hold Them Accountable, Hold Them Honest

Opinions

Corruption spares no one. Billions vanish, promises fail, and the powerful continue to walk free. In his fourth State of...

by Kyd Humphrey Llauder · September 21, 2025



UMak Soars with Music and Foam at Star-Studded Herons' Welcome 2025

News

The University of Makati (UMak) soared higher than ever as it held Herons' Welcome 2025 on September 5 at the...

by Tara Faye Cuizon · September 8, 2025



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

Among the articles published this semester, three stood out for achieving the broadest reach and highest audience visibility on the USMO website and social platforms. These top-performing pieces resonated strongly with readers through their relevance, clarity, and compelling storytelling. The first was *“The Gilded Cage of a Confession Wall,”* an opinion about the unfiltered use of confession walls. Second is *“Kapag Bulong ang Pamumuno, Sigaw ang Nawawala,”* another opinion about student proactivism. Third is the *“Payak Kung Hindi Nangungunsumo, Payag Kung Kanibalismo,”* a literary work about overconsumption and overachieving applied to ourselves.

TOP 3 ARTICLES

Home / 2025 / October / The Gilded Cage of a Confession Wall
The Gilded Cage of a Confession Wall
October 18, 2025 by newsumoorg



September 22, 2025 by Azenita Aguirre, Publications Lead



November 2, 2025 by newsumoorg



In collaboration with the Creative Media Department, Print Media also became more active this year, releasing infographics and explainers to simplify complex issues and provide students with accessible information. These visual and editorial efforts strengthened USMO’s role as a reliable source of timely, context-rich content.



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

The department also launched the **“Letter to the EIC”** initiative, a new platform that allows the UMak community to submit inquiries, concerns, and suggested topics. Currently in development, this project aims to deepen reader engagement and ensure that campus journalism continues to reflect the pulse of the student body.



Print Media is likewise spearheading the production of the fourth volume of **Heron’s Flight magazine**, themed **“ECHO.”** This issue seeks to amplify often-unheard stories—delving into social taboos, bold perspectives, and deeply human narratives designed to spark conversation and reflection. In collaboration with Creative and Broadcast Media, the team is crafting a publication that blends investigative features, literary pieces, and visual storytelling.

Additionally, the department is preparing **Ang Tagak Volume 2, Issue 1**, USMO’s official newsletter for the first semester, scheduled for release by *January 2026*.

Through these initiatives, the Print Media Department continues to serve as a vital force in campus storytelling—informing, provoking thought, and echoing the lived experiences of the UMak community.



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

b. CREATIVE MEDIA DEPARTMENT

The Creative Media Department (*CMD*) continued to define and strengthen USMO's visual identity by translating stories, advocacies, and journalistic principles into strategic and compelling designs. This semester, the department produced a **total of 72 publication materials**, a figure that already approaches last year's 114 outputs despite a shorter working period. This level of productivity reflects the team's adaptability, creativity, and consistent dedication to delivering high-quality visual content across all platforms.

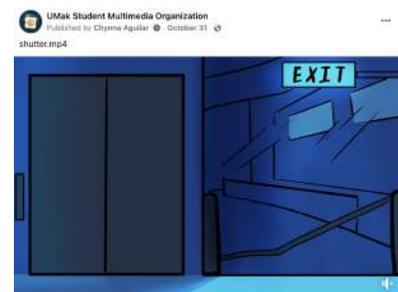
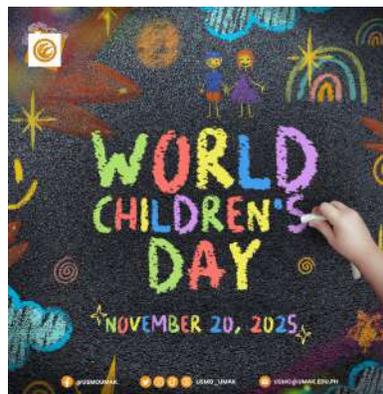
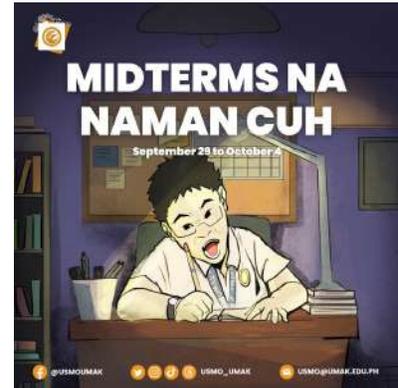
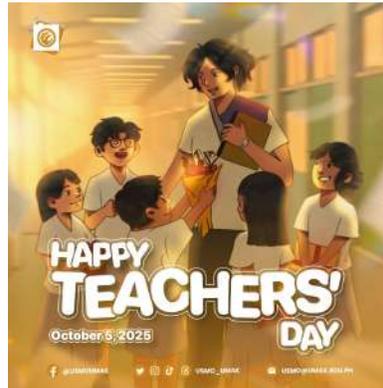
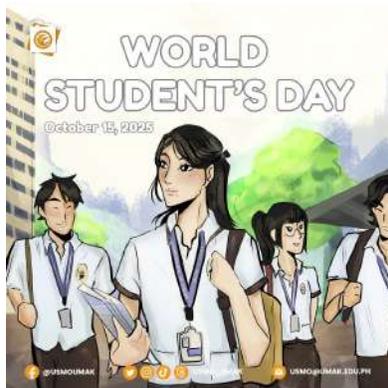
CMD PUBLICATIONS	
August	14
September	16
October	17
November	16
December	9
Total	72

CMD played a central role in developing the visual branding of USMO's major publications, including *Ang Tagak Volume 2, Issue 1*, *Heron's Flight Volume IV: ECHO*, and a wide range of infographics and explainers released in collaboration with the Print Media Department. The department ensured that each material—whether a poster, layout, motion graphic, or editorial visual—aligned with the organization's thematic direction and editorial goals. CMD's contributions extended across major coverage events such as *Back-to-School 2025*, *Heron's Welcome 2025*, *MMFF coverage*, *the CSC Elections*, and *the month-long Mr. & Ms. UMak 2026*, providing essential branding, graphic assets, and multimedia enhancements that elevated the overall impact of USMO's content.





UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION



In addition to its publication workload, CMD continued its initiatives in editorial cartoons and comic series, using illustration as a medium for critique, satire, and social reflection. These creative outputs became accessible platforms for commentary on campus issues, national conversations, and cultural narratives.



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

Among their accomplishments this semester, CMD also registered strong audience engagement, with the **Top 3 publications** with the broadest reach being: (1) *Heron's Update Rejection of Shifting to Synchronous Classes*, (2) *Miss Universe Congratulatory Post*, and (3) *TagaKartun Tinig ng Mamayanan*, which achieved strong visibility for its impactful illustration and effective narrative framing. These outputs further demonstrated CMD's ability not only to inform but also to engage and captivate its audience visually.

TOP 3 PUBLICATIONS



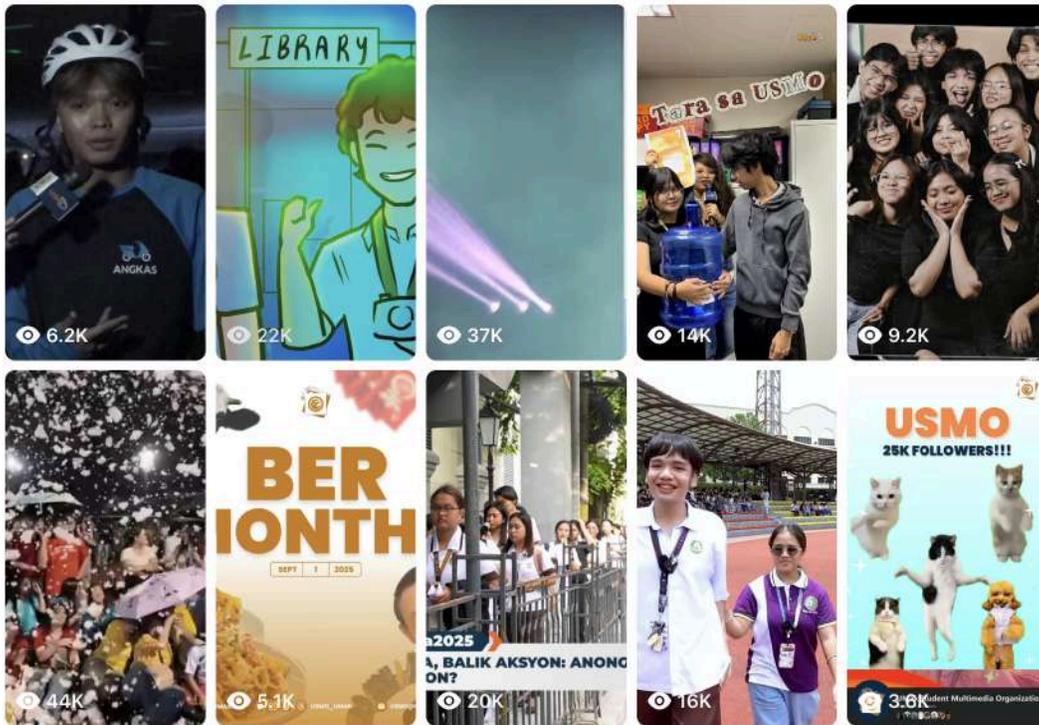
Across all outputs, the Creative Media Department remained steadfast in shaping meaning through visuals. Their work captured emotion, urgency, and student life with clarity and depth, reinforcing their vital role in ensuring that USMO's stories and advocacies resonate powerfully with the UMak community.



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

c. BROADCAST MEDIA DEPARTMENT

The Broadcast Media Department (*BMD*) continued to strengthen its role in delivering timely, relevant, and high-quality multimedia content for the UMak community.



Throughout the first semester, the department completed **a total of 146 coverages** from *August to December*, with October the busiest at 59, followed by November with 39. Steady outputs in August, September, and December demonstrate the team's consistent commitment to documenting major university events and student-centered initiatives.

BMD COVERAGES			
MONTH	QUANTITY	UMAKSYON	
AUGUST	16	1	
SEPTEMBER	23	1	
OCTOBER	59	1	
NOVEMBER	39	1	20 INTERVIEWS (CSC HALALAN)
DECEMBER	5	0	
TOTAL		146	



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

The department also supported UMaksyon productions, contributing to regular segments and special assignments, including 20 interviews during the **CSC Halalan coverage** in November, highlighting BMD's active involvement in both campus journalism and broadcast media responsibilities. Beyond campus events, the department maintained coverage of national and local news, ensuring the UMaK community remained informed about relevant issues beyond the university.



A significant highlight of the semester was the launch of **USMO's first Photo Documentary** on October 31, which featured the story of Nanay Jeanette and her life as a caretaker at the local cemetery. BMD's role in producing and documenting this feature showcased the department's ability to combine visual storytelling with human-interest narratives, emphasizing social engagement and the organization's service-oriented mission.

Among the semester's multimedia outputs, the **Top 3 video content** in terms of production quality and impact included: (1) *UMaksyon Express* | September 5, 2025, (2) *UMaksyon MMFF51*, and (3) *UMak Paskuhan*.

TOP 3 VIDEO CONTENT





UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

The **Top 3 coverages** with the broadest audience reach were: (1) *Heron's Welcome*, (2) *UMak Herons Gone Haunting*, and (3) *Mr. and Ms. UMak 2026*. These selections reflect both the department's technical expertise and its capacity to engage viewers effectively across platforms.

TOP 3 COVERAGES



Looking ahead, BMD plans to enhance coverage of sports events in the upcoming academic year, while continuing to maintain its consistent reporting on campus, local, and national news. Overall, the department demonstrated a productive and impactful semester, successfully balancing coverage duties, UMaksyon production, and special projects. Their sustained efforts not only documented campus life but also elevated USMO's multimedia presence, reinforcing BMD as a key pillar of the organization.



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

d. SOCIAL MEDIA DEPARTMENT

The Social Media Department (SMD) serves as the backbone of USMO in managing the organization’s online presence, coordinating real-time communications, and ensuring a smooth flow of information between the organization and the UMak community. As the front line for student interaction, SMD handled hundreds of inquiries and service requests via Facebook Messenger, email, and other platforms, responding promptly, clearly, and with care.

This semester, the department actively **supported Happening Now coverage** from the Broadcast Media Department, amplifying news and multimedia content across multiple platforms and ensuring timely updates for the community. They also brought back Facebook and Instagram Story Updates and reel content.

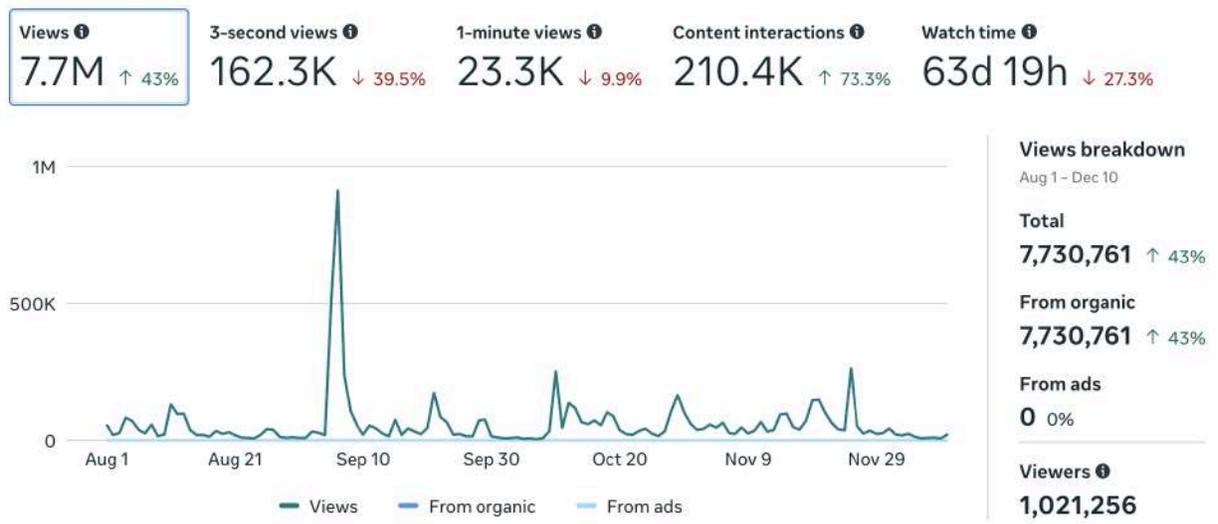
Beyond communication, SMD played a vital role in project coordination, working closely with other media departments to schedule posts, manage timelines, craft captions, and track performance data. This semester, the department **published 69 original pieces of content** and supported coverage of all departments, covering university-wide events, urgent campus announcements, and multimedia releases from other departments. In addition, SMD has expanded its presence across Instagram and TikTok, increasing visibility and accessibility for the UMak student body.

SMD CONTENT	
MONTH	NO. OF CAPTIONS
August	14
September	14
October	22
November	16
December	3
Total	69

In terms of digital growth, SMD recorded a **total of 7.7 million Facebook views**—an impressive *43% increase* compared to the previous year. The page also logged 162.3K three-second views, 23.3K one-minute views, and 210.4K content interactions, indicating strong and consistent engagement with USMO’s multimedia outputs. Overall, watch time totaled 63 days and 19 hours, and all views were generated organically. These results underscore SMD’s vital role in sustaining USMO’s online presence, amplifying the work of all departments, and keeping the UMak community informed, engaged, and connected.



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION



Facebook Analytics Overview

The **top three social media content**, mainly managed by the Social Media Department, were: Heron's Update Rejection of Shifting to Synchronous Classes, Miss Universe Congratulatory Post, and Cloudflare Outage News. These posts stood out for timeliness, importance to the community, resonance, and humor, engaging the UMak community and strengthening USMO's online presence.

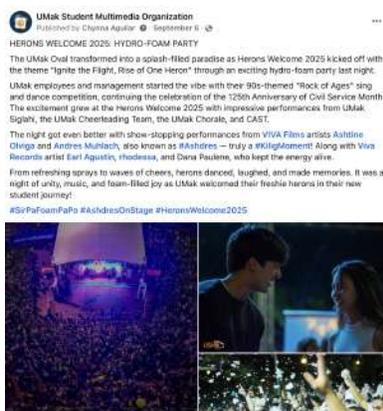
TOP 3 SMD CONTENT





UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

Among the semester's outputs, the **Top 6 content** based on audience reach and engagement included *Hérons Welcome 2025 Full Coverage*, *Hérons Welcome #AshDres Happening Now*, *Halloween Coverage*, *Just In Mr. and Ms. UMak 2026*, *Heron's Update Rejection of Shifting to Synchronous Classes*, and *Opinion on Gilded Cage of Confession Wall*. The department's coordinated efforts in supporting BMD productions and event coverage strengthened both the reach and quality of multimedia storytelling. In particular, the SMD team contributed to amplifying Photo Documentaries, campus coverage highlights, and significant event announcements, ensuring that the content not only informed but also actively engaged the community.



Overall, the Social Media Department successfully strengthened USMO's presence across multiple platforms, expanded community engagement, and played a pivotal role in both content dissemination and interactive communication. The department's efforts reflected not only increased reach and visibility but also a commitment to supporting multimedia initiatives and reinforcing USMO's relevance in the digital space.



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

ADMINISTRATIVE COMMITTEES

The three Administrative Committees—*Logistics, Inventory, and Finance*—have played a critical role in ensuring the smooth functioning of USMO, supporting all media departments, and maintaining operational efficiency across the organization. Similar to the media departments, the activeness of committees is monitored through a point system, ensuring accountability and active engagement across USMO activities.

The Logistics Committee has been instrumental in streamlining communication and internal coordination. By processing letters more quickly and responding promptly to email requests, the committee enabled departments to focus on their creative and journalistic work without delays. They also ensure that documents are properly organized and maintained, facilitating easier access and reference for all members.

The Inventory Committee maintained and optimized USMO's equipment and facilities, turning on TV content more regularly for media productions and monitoring storage areas to ensure easy access to essential resources. Through a strategic ABC analysis, the committee reorganized all equipment for better efficiency, managed requests for the LED wall during events, and systematically tracked inventory. They also help maintain a clean, orderly office, ensuring that equipment and workspaces are safe and accessible to all departments. The pointing system is used here as well to monitor contributions and engagement in managing equipment and fulfilling department requests.

The Finance Committee ensured the organization's financial health while supporting members' welfare. In addition to managing budgets, funds, and transactions, they took care of members' needs during events, including food and logistics, fostering a positive and supportive environment. They also use the pointing system to monitor attendance, participation, and engagement, helping uphold accountability across the organization.

Together, these committees strengthened the functionality, efficiency, and coordination of USMO. By handling essential operational tasks—from communication and resource management to finances, office upkeep, document organization, and participation tracking—they enabled media departments to focus on content creation and coverage, ensuring a productive, organized, and impactful semester for the organization as a whole.



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

ORGANIZATION LEADERSHIP

The leadership of the University of Makati Student Multimedia Organization (USMO) has been essential in steering the organization toward operational efficiency, journalistic excellence, and active engagement within the university community. Even before the academic year officially began, USMO faced challenges in completing its officer lineup. Many applicants later assumed roles in other organizations, some withdrew due to the interview process or anticipated workload, and shortly after the oath-taking, one officer resigned. These circumstances required a careful restructuring of the officer set to ensure continuity and stability in leadership.

For Academic Year 2025–2026, the elected and restructured Executive Board is composed of the General Manager down to the Assistant Department Heads. Each officer has been actively responsible for overseeing organizational strategy, facilitating coordination among departments and committees, mentoring members and recruits, and ensuring that the initiatives outlined in the General Plan of Action are executed effectively.

NAME	POSITION	STATUS
Ms. Alliezah Joise L. Garcia	General Manager	Elected
Ms. Alex Sandra C. Aguilar	Associate Manager	Elected
	Interim Head, Social Media Department	Appointed
Ms. Rochelle Babe Garcia	Secretary	Elected
Ms. Chloe Margret E. Marcelo	Finance Manager	Appointed and Succession
Mr. John Jr. B. Benjamin	Audit & Property Manager	Elected
Ms. Revelyn Anne L. Nogot	Assistant Finance Manager	Appointed
Ms. April Rose A. Soldevilla	Assistant Audit & Property Manager	Elected
Ms. Salve Joy Sarmiento	Director, Broadcast Media Department	Appointed and Succession
Mr. Kevin Kayser	Assistant Director, Broadcast Media Department	Appointed
Ms. Alanis Kate Aguirre	Editor-in-Chief, Print Media Department	Appointed



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

Ms. Mica Eilla Rivero	Associate Editor-in-Chief, Print Media Department	Appointed
Ms. Tara Faye Cuizon	Managing Editor, Print Media Department	Appointed
Mr. Jayson Huub Partido	Head, Creative Media Department	Appointed
Mr. Eizen Ronn Villapando	Assistant Head, Creative Media Department	Appointed

Department heads and committee leads further strengthened leadership by managing their teams, implementing projects, and monitoring member activity through the organization’s point system. This structured approach enabled clear delegation of tasks, effective problem-solving, and seamless execution of events and media productions. The leadership has also focused on promoting professional growth, creative development, and adaptability among members, ensuring that USMO remains responsive to the dynamic campus media landscape.

Overall, the officers of USMO have demonstrated resilience and dedication, guiding the organization through early challenges, maintaining accountability, and ensuring that the student media organization continues to thrive as a coordinated, impactful, and forward-looking institution.



UNIVERSITY STUDENT MULTIMEDIA ORGANIZATION

FINALE

This first-semester report reflects more than outputs and activities—it captures the dedication, resilience, and service that defined USMO’s work. Despite early leadership challenges and organizational adjustments, the team remained committed to delivering credible, timely, and impactful content to the university community.

Throughout the semester, all departments and committees contributed to USMO’s mission through consistent multimedia coverage, editorial write-ups, and social media engagement. Special attention was given to sports coverage and student-centered events, while members also expanded reporting to include local and national news, ensuring the UMak community remained informed and engaged. Administrative committees supported this work by maintaining operational efficiency, coordinating resources, and tracking member activity through the pointing system.

Looking forward to the second semester, USMO aims to build on this momentum by increasing coverage of sports events, producing more write-ups and feature stories, and maintaining active reporting on broader national and local developments. Departments will continue to enhance skills, foster collaborations, and ensure content remains timely, relevant, and impactful.

The achievements of this semester highlight that USMO’s impact is measured not only by outputs but by the dedication, collaboration, and professionalism demonstrated by every officer, member, and committee. With a strong foundation in place, the organization moves into the next semester ready to expand its coverage, amplify more student voices, and uphold the principles of responsible and innovative journalism.