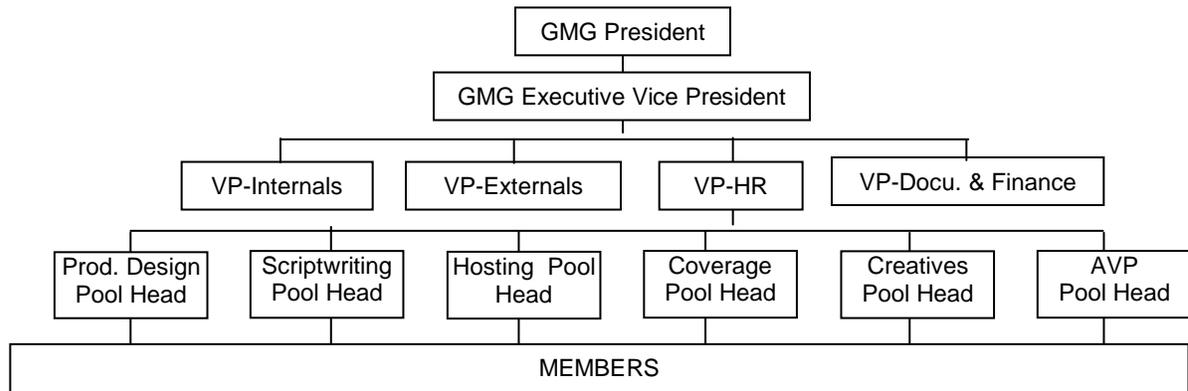


## APPENDIX B. GREEN MEDIA GROUP

### ORGANIZATIONAL CHART



### ORGANIZATIONAL PLAN

The Green Media Group has expanded to cater to specific services related to production due to a great demand for production-related work from CAO and other offices for the past years. GMG, which was packaged before as the official professional group of the Communication Arts Majors, has shed its skin to become a creative services support group of the Culture and Arts Office in 2001 and it will continue to become such. Ideally, the Green Media Group should maintain a minimum of 45 members.

### ORGANIZATIONAL STRUCTURE AND JOB FUNCTIONS:

GMG has various field-specific production divisions to maintain. These groups will be handled by a pool head that will act as the over-all coordinator of activities for their specific group pertaining to the actual job requests, memberships and trainings. They will directly report to the GMG VP-HR since the former is the main taker of production requests, and is assigned to scout for the appropriate manpower for the project. Below are the groups and their designation:

- Student Production Design Pool – they will be assigned to conceptualize, create, and install the set design for CAO shows, university event or organization wide event. They will also be called to install and create exhibit materials.
- Student Scriptwriters’ Pool – they will be assigned to research, conceptualize and collaborate with the director for the show’s script –either as requested by CAO, other offices in the university or other CAO groups. At least one scriptwriter should be there during the show to take care of minor changes as called for.
- Student Hosting Pool – they will be assigned to host any university event, organization wide event, or CAO-related event.
- Student Coverage Pool – they will be assigned for photo/video coverage for events and press release purposes. They are also assigned to create audio-visual presentations from conceptualization, storyboarding, shooting and editing.
- Student Creatives Pool – they will be assigned to conceptualize and execute publicity materials (e.g. streamers, posters, tickets, invitations, souvenir programs, gimmick materials, flash player, brochure, leaflets) for CAO, clients from other offices and other CAO groups who lack the manpower to do it.
- Student AVP Pool – they will be assigned to create audio-visual presentations from conceptualization, storyboarding, shooting and editing.

### OPERATIONAL PROCEDURES:

1. There will be events management request form that will be filled up by the requesting party.
2. GMG’s VP-External/ Internal Projects would review all the requirements and call for a meeting for all the division heads concerned in the production.
3. A feasibility meeting will be set with all the division heads and the client. After the meeting, the division heads will assess who among his/her members are appropriate for the job and he/she will contact them.

4. A pre-production meeting will again be set with all the assigned members from each field, VP-External/ Internal and the client to finalize all agreements.