



CITY INFORMATION OFFICE

EXTERNAL SERVICES



1. MEDIA ACCREDITATION

Media accreditation process enables publication, journalists and photographers to be part of the media partners of the LGU on its programs, events and activities.

OFFICE OR DIVISION	City Information Office	
CLASSIFICATION	Simple	
TYPE OF TRANSACTION	G2C – Government to Transacting Public; G2B – Government to Business Entity	
WHO MAY AVAIL THE SERVICE	<ul style="list-style-type: none"> • All publication or broadcast media firm • All reporters, writers and photographers 	
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE
Publication/Broadcast Media Firm:		
Letter of intent to cover events of the City Government of Imus;		Publication/Broadcast Media Firm
(For Sole Proprietorship) Copy of business registration with the Department of Trade and Industry (1 copy - original and photocopy for verification purposes)		Department of Trade and Industry
(For Partnership and Corporation) Certified True Copy of SEC registration, Articles of Partnership/ Incorporation, By-Laws and Latest General Information Sheet;		Securities and Exchange Commission
Copy of Mayor's Permit with Official Receipts of Payments (1 copy - original and photocopy for verification purposes)		Business One-Stop Shop (BOSS)
Copy of Bureau of Internal Revenue (BIR) Certificate of Registration (1 copy - original and photocopy for verification purposes)		Bureau of Internal Revenue



Notarized proof/affidavit that the Publication has been consistently in circulation for at least six (6) months (with sample copies to be submitted to the CIO);	Publication/Broadcast Media Firm			
Notarized proof/affidavit that the Publication has a regular weekly circulation of at least 2,000 copies or more;	Publication/Broadcast Media Firm			
Notarized Proof/Affidavit from the Publishing and Printing Office that the Publication has a weekly circulation of at least 2,000 copies or more	Publication/Broadcast Media Firm			
Certificate of accreditation and/or letter of Assignment from the Publisher or Editor indicating the name and duration of assignment of reporters, writers/photographers;	Publication/Broadcast Media Firm			
Published articles or taped broadcast within the past two (2) months;	Media Personnel			
Letter of accreditation and/or letter of assignment from the President of Media Organization from which the reporter/writer/photographer belongs indicating the membership and signed by the organization's secretary and/or officer on membership;	Media Organization			
Photographers are required to submit original photographs published within the past two (2), copy of photographs published within the past two (2) months and a copy of the publication (at least 5 original photographs)	Media Personnel			
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Submit the requirements	1. Assess the publication requirements	None	5 minutes	Bernadette Asuncion Communications Operator I
2. Undergo personal	2. Evaluate the publication	None	10 minutes	Ervin Ace Navarette



interview				Acting City Information Officer
TOTAL		None	15 minutes	



CITY INFORMATION OFFICE

INTERNAL SERVICES



1. LAYOUT AND PRINTING OF TARPAULIN

Create promotional materials for public awareness and public participation on the City Government of Imus programs and projects.

OFFICE OR DIVISION	City Information Office			
CLASSIFICATION	Simple			
TYPE OF TRANSACTION	G2G – Government to Government			
WHO MAY AVAIL THE SERVICE	All offices under the City Government of Imus			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
Accomplished Request Form		Requesting Party (Memorandum 2020-07 – Request for Official Printing of Tarpaulin)/City Information Office		
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Submit request	1. Accommodate the request	None	2 minutes	Elaiza Lardizabal Clerk IV
2. Wait for the availability of the tarpaulin	2.1 Processing of Request	None	2 minutes	Ervin Ace Navarette Acting City Information Officer
	2.2 Designate the work			
	2.3 Create the layout/visual content	None	40 minutes	Ron Diaz



				Artist Illustrator II
	2.4 Check and approve the layout	None	5 minutes	Ervin Ace Navarette Acting City Information Officer
	2.5 Send the layout to the printing press (for tarpaulin request)	None	3 minutes	Ron Diaz Artist Illustrator II
	2.6 Print the layout	None	(stop time)	Printing Press
	2.7 Receive the printed material	None	2 minutes	Elaiza Lardizabal Clerk IV
3. Receive the printed material	3. Release the printed material	None	2 minutes	Elaiza Lardizabal Clerk IV



TOTAL	None	56 minutes	
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2. SCHEDULING FOR EVENT COVERAGE

Photo and video documentation of the programs and activities of the City Government of Imus.

OFFICE OR DIVISION	City Information Office			
CLASSIFICATION	Simple			
TYPE OF TRANSACTION	G2G – Government to Government			
WHO MAY AVAIL THE SERVICE	All offices under the City Government of Imus			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
Accomplished Request Form		City Information Office		
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Submit request	1. Accommodate the request	None	2 minutes	Elaiza Lardizabal Clerk IV
	2. Designate the work	None	2 minutes	Ervin Ace Navarette Acting City Information Officer
	3. Schedule the event	None	3 minutes	Juvelen Alcova Photographer II; Glenn Calica Photographer I
TOTAL		None	7 minutes	



3. VIDEO EDITING

Create audio visual presentation for the City Government of Imus programs and activities.

OFFICE OR DIVISION	City Information Office			
CLASSIFICATION	Simple – Complex			
TYPE OF TRANSACTION	G2G – Government to Government			
WHO MAY AVAIL THE SERVICE	All offices under the City Government of Imus			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
Accomplished Sequence Treatment and Storyline Form		City Information Office		
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Submit request	1. Accommodate the request	None	2 minutes	Elaiza Lardizabal Clerk IV
2. Wait for the availability of the video.	2.1 Processing of Request	None	2 minutes	Ervin Ace Navarette Acting City Information Officer;
	2.2 Review the sequence treatment and storyline			
	2.3 Edit the video	None	(stop time)	



	2.4 Check and approve the video	None	5 minutes	Keiko Melo Video Editor Ervin Ace Navarette Acting City Information Officer
3. Receive the edited video	3. Release the edited video	None	5 minutes	Elaiza Lardizabal Clerk IV; Keiko Melo Video Editor
Fill-out Customer Satisfaction Rating Form				
TOTAL		None	14 minutes	

*Short videos (1-3 minutes) – one (1) day; Video more than three (3) minutes – minimum of three (3) days depending on the storyline and content of the video.

NOTE:

- For short videos (1-3 minutes), the request must be submitted at least five (5) working days before the date of submission (for video entries) or date of event, and 10 working days for video presentation longer than three (3) minutes.
- The requesting office must bring a storage device (DVD-R, Flash Drive or Hard Drive) upon claiming the final edit of the video.

