

# CITY INFORMATION OFFICE

## EXTERNAL SERVICES

## 1. MEDIA ACCREDITATION

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

<b>OFFICE OR DIVISION</b>	City Information Office	
<b>CLASSIFICATION</b>	Simple	
<b>TYPE OF TRANSACTION</b>	G2C - Government to Citizen	
<b>WHO MAY AVAIL THE SERVICE</b>	All publication or broadcast media firm; All reporters, writers and photographers	
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>
<b>Publication / Broadcast Media Firm:</b>		
<b>Client</b>		
Letter of intent to cover events of the City Government of Imus;	Publication / Broadcast Media Firm	
<b>(For Sole Proprietorship)</b> Copy of business registration with the Department of Trade and Industry (1 copy – original and photocopy for verification purposes)	Department of Trade and Industry	
<b>(For Partnership and Corporation)</b> 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) months, 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	10 minutes	Ma. Ana Elaiza S. Lardizabal; Information Officer III  Bernadette A. Asuncion Communication Equipment Operator I
2. Undergo personal interview	2. Evaluate the publication	None	10 minutes	Ervin Ace H. Navarette City Information Officer
3. Get accreditation document.	3. Prepare accreditation document.	None		
Fill-out Client Satisfaction Rating Form				
<b>TOTAL</b>		<b>None</b>	<b>20 minutes</b>	

## 2. INSTITUTIONALIZATION OF INFORMATION QUERIES OR COMPLAINTS

Provide accurate and adequate information to every inquiry and endorse every inquiry or complaint to appropriate offices.

<b>OFFICE OR DIVISION</b>	City Information Office			
<b>CLASSIFICATION</b>	Highly Technical			
<b>TYPE OF TRANSACTION</b>	G2C - Government to Citizen, G2G – Government to Government			
<b>WHO MAY AVAIL THE SERVICE</b>	All constituents of the City Government of Imus			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Inquiry or complaint from the external client through the City Government of Imus's official page, City Mayor's official page, official email address, or official website.		City Government of Imus's official page, City Mayor's official page, official email address, or official website.		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Client sends inquiry or complaint to the City Government of Imus's official page, City Mayor's official page, official email address, or official website.	1.1 Assess the content of the inquiry or complaint.	None	5 minutes	Ma. Ana Elaiza S. Lardizabal Information Officer III
	1.2 Prepare the information to be sent to the client	None		Romain Jershy C. Papa Public Relations Officer  Claire Antioquia Private Secretary II  John Barry A. Prado Information Technology Officer  Ervin Ace H. Navarette City Information Officer
2. Wait for the response regarding the inquiry or complaint	2.1 Compose a response to the client / endorse the inquiry or complaint to the appropriate office	None	20 minutes	Ma. Ana Elaiza S. Lardizabal Information Officer III  Romain Jershy C. Papa Public Relations Officer  Claire Antioquia Private Secretary II

	2.2 Check and approve of the response to the client	None	10 minutes	John Barry A. Prado Information Technology Officer  Ervin Ace H. Navarette City Information Officer
3. Receive response	3. Send a reply to the client regarding the inquiry or complaint	None	5 minutes	Ma. Ana Elaiza S. Lardizabal; Information Officer III  Romain Jershy C. Papa Public Relations Officer  Claire Antioquia Private Secretary II  John Barry A. Prado Information Technology Officer
Fill-out Client Satisfaction Rating Form				
<b>TOTAL</b>		<b>None</b>	<b>40 minutes</b>	

# 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.

<b>OFFICE OR DIVISION</b>	City Information Office			
<b>CLASSIFICATION</b>	Simple			
<b>TYPE OF TRANSACTION</b>	G2C - Government to Citizen, G2G – Government to Government			
<b>WHO MAY AVAIL THE SERVICE</b>	All officer under the City Government of Imus			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Accomplished Request Form (hard copy and/or online request form) with or without a request letter		Requesting Party (Memorandum 2022-26- Request for Official Printing of Tarpaulin) / City Information Office		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Submit a request form with or without a request letter to the office	1.1 Accommodate request	None	5 minutes	Ma. Ana Elaiza S. Lardizabal Information Officer III
	1.2 Assess request and check the availability of the requested date	None	5 minutes	
2. Wait for the availability of the tarpaulin	2.1 Designate the work	None	5 minutes	Ervin Ace H. Navarette City Information Officer
	2.2 Create the layout / visual content	None	40 minutes	Ronard A. Diaz; Artist Illustrator II
	2.3 Check and approve the layout	None	5 minutes	Thea Coleen B. Castillo Artist Illustrator
	2.4 Checking and approval of the requesting party	None	5 minutes	Ervin Ace H. Navarette City Information Officer
	2.5 Send the layout to the printing press (for tarpaulin request)	None	3 minutes	Requesting Party
				Ronard A. Diaz; Artist Illustrator II
				Thea Coleen B. Castillo Artist Illustrator

	2.6 Printing of layout	None	(stop time)	Printing Press
	2.7 Tarpaulin pick-up	None	20 minutes	Jesse Brent D. Trinidad Driver I
3. Receive the printed material	3. Releasing of printed material	None	3 minutes	Anthony C. Fontanilla Messenger
Fill-out Client Satisfaction Rating Form				
<b>TOTAL</b>		<b>None</b>	<b>1 hour and 31 minutes</b>	



## 2. SCHEDULING FOR EVENT COVERAGE

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

<b>OFFICE OR DIVISION</b>	City Information Office			
<b>CLASSIFICATION</b>	Simple			
<b>TYPE OF TRANSACTION</b>	G2C - Government to Citizen, G2G – Government to Government			
<b>WHO MAY AVAIL THE SERVICE</b>	All offices under the City Government of Imus			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Accomplished Request Form (hard copy and/or online request form) with or without a request letter		Requesting Party (Memorandum <b>2022-00-</b> Request for Event Coverage / CIO		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Submit a request form with or without a request letter to the office	1.1 Accommodate request	None	5 minutes	Ma. Ana Elaiza S. Lardizabal Information Officer III
	1.2 Assess request and check the availability of the requested date	None		
	1.3 Designate work	None	5 minutes	Ervin Ace H. Navarette City Information Officer
	1.4 Schedule the event	None	5 minutes	Juvelen O. Alcova; Photographer III Glenn A. Calica Photographer I
Fill-out Client Satisfaction Rating Form				
<b>TOTAL</b>		<b>None</b>	<b>15 Minutes</b>	

### 3. VIDEO EDITING

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

<b>OFFICE OR DIVISION</b>	City Information Office			
<b>CLASSIFICATION</b>	Highly Technical			
<b>TYPE OF TRANSACTION</b>	G2C - Government to Citizen, G2G – Government to Government			
<b>WHO MAY AVAIL THE SERVICE</b>	All officer under the City Government of Imus			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Request letter attached with accomplished sequence treatment and/or storyline of the said video		Requesting Party		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Submit request letter to the office	1.1 Accommodate request 1.2 Assess request and check the availability of the requested date	None	5 minutes	Ma. Ana Elaiza S. Lardizabal Information Officer III
2. Wait for the availability of the video	2.1 Process request 2.2 Review the sequence treatment and storyline 2.3 Edit the video 2.4 Check and approve the video 2.5 Checking and approval of the requesting party	None  None None None	20 minutes  (stop time) 10 minutes 10 minutes	Ervin Ace H. Navarette; City Information Officer  Francesca F. Mandac Information Officer I  Glo Allyson Keiko P. Melo Video Editor / Videographer  Ervin Ace H. Navarette; City Information Officer  Requesting Party
3. Receive the edited video	3. Release the final video	None	5 minutes	Ma. Ana Elaiza S. Lardizabal; Information Officer III

				Glo Allyson Keiko P. Melo Video Editor / Videographer
Fill-out Client Satisfaction Rating Form				
	<b>TOTAL</b>	<b>None</b>	<b>40 minutes</b>	

\*Short Videos (1-3 minutes) – one (1) day; Videos 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 ten (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.

#### 4. SOCIAL MEDIA POSTING

Create and revise social media posts and captions for the City Government of Imus social media pages and its offices.

<b>OFFICE OR DIVISION</b>	City Information Office			
<b>CLASSIFICATION</b>	Simple			
<b>TYPE OF TRANSACTION</b>	G2C - Government to Citizen, G2G – Government to Government			
<b>WHO MAY AVAIL THE SERVICE</b>	All offices under the City Government of Imus			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Request Letter for Publication Material, revision for narratives and captions (Hard Copy and/or Email Requests)		Requesting Party (Memorandum <b>2022-12-</b> Request for Social Media Posting)		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Submit request letter to the office	1.1 Accommodate request	None		
	1.2 Assess request and check the availability of the requested date	None	5 minutes	Ma. Ana Elaiza S. Lardizabal Information Officer III
	1.3 Designate work	None	5 minutes	Ervin Ace H. Navarette City Information Officer
	1.4 Create publication material and/or revise caption and narratives	None	40 minutes	Ronard A. Diaz; Artist Illustrator II  Thea Coleen B. Castillo; Artist Illustrator  Francesca F. Mandac Information Officer I
	1.5 Approve publication material and/or caption and narratives	None	10 minutes	Ervin Ace H. Navarette City Information Officer
	1.6 Schedule of posting on the City Government of Imus's social media pages	None	5 minutes	Romain Jershy C. Papa Public Relations Officer Claire Antioquia Private Secretary II  John Barry A. Prado

Information Technology  
Officer

Fill-out Client Satisfaction Rating Form

<b>TOTAL</b>	<b>None</b>	<b>1 hour and 5 minutes</b>	
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**5. PROVISION OF ZOOM LINK**

Provide a zoom meeting link for virtual programs, meetings, and activities of the City Government of Imus.

<b>OFFICE OR DIVISION</b>	City Information Office			
<b>CLASSIFICATION</b>	Simple			
<b>TYPE OF TRANSACTION</b>	G2C - Government to Citizen, G2G – Government to Government			
<b>WHO MAY AVAIL THE SERVICE</b>	All offices under the City Government of Imus			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Accomplished Request Form (hard copy and/or online request form) with or without a request letter		Requesting Party (Memorandum <b>2022-43</b> - Request for Zoom Link Request / City Information Office		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Submit a request form with or without a request letter to the office	1.1 Accommodate request	None	5 minutes	Ma. Ana Elaiza S. Lardizabal Information Officer III
	1.2 Assess request and check the availability of the requested date			
2. Wait for the availability of Zoom Link	2. Designate work	None	5 minutes	Ervin Ace H. Navarette City Information Officer
3. Wait for link	3. Schedule and endorse the link of the program to the requesting party	None	5 minutes	Ma. Ana Elaiza S. Lardizabal Information Officer III
Fill-out Client Satisfaction Rating Form				
<b>TOTAL</b>		<b>None</b>	<b>15 minutes</b>	



## 6. GRAPHIC DESIGN FOR VARIOUS OFFICES

Create promotional materials for programs and projects of offices of the City Government of Imus.

<b>OFFICE OR DIVISION</b>	City Information Office			
<b>CLASSIFICATION</b>	Simple			
<b>TYPE OF TRANSACTION</b>	G2C - Government to Citizen, G2G – Government to Government			
<b>WHO MAY AVAIL THE SERVICE</b>	All officer under the City Government of Imus			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Accomplished Request Form (hard copy and/or online request form) with or without a request letter		Requesting Party (Memorandum 2022-26- Request for Official Printing of Tarpaulin) / City Information Office		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Submit a request form with or without a request letter to the office	1.1 Accommodate request	None	5 minutes	Ma. Ana Elaiza S. Lardizabal Information Officer III
	1.2 Assess request and check the availability of the requested date	None	5 minutes	
2. Wait for the design	2.1 Designate the Work	None	5 minutes	Ervin Ace H. Navarette City Information Officer
	2.2 Create the visual content (logos, LED wall backdrop, sticker, ID layout, or other types of visual design)	None	40 minutes	Ronard A. Diaz; Artist Illustrator II  Thea Coleen B. Castillo Artist Illustrator
	2.3 Check and approve of the design	None	5 minutes	Janna Alliah V. Angeles Videographer/Video Editor  Ervin Ace H. Navarette City Information Officer
	2.4 Checking and approval of the requesting party	None	5 minutes	Requesting Party
	2.5 Apply revision or changes from requesting party	None	3 minutes	Ronard A. Diaz; Artist Illustrator II

				Thea Coleen B. Castillo Artist Illustrator  Janna Alliah V. Angeles Videographer/Video Editor
3. Receive the digital or printed design	3. Release final digital or printed design	None	3 minutes	Ronard A. Diaz; Artist Illustrator II  Thea Coleen B. Castillo Artist Illustrator  Janna Alliah V. Angeles Videographer/Video Editor  Ma. Ana Elaiza S. Lardizabal Information Officer III
Fill-out Client Satisfaction Rating Form				
<b>TOTAL</b>		<b>None</b>	<b>1 hour and 11 minutes</b>	