



## **Public Information Office**



## **I. Mandate:**

To provide information about the City Government and community affairs through the print, broadcast and social media.

## **II. Vision:**

An informed citizenry who has access to the services, programs, projects and activities of the city government through the use of tri-media and social media, is supportive of and participative in local governance, and who is united in working towards a progressive, sustainable and resilient Batangas City.

## **III. Mission:**

1. To give the public a timely and accurate information on the city government’s services, programs, projects and activities and other important events in the locality utilizing print, television, radio and social media.
2. To utilize public information and communication as a catalyst for positive change and development in the community.
3. To serve as a channel of communication between the city government and the citizenry to effectively address public concerns and promote public awareness and understanding.

## **IV. Service Pledge:**

We commit to:

16. To promote public awareness of the services of the different agencies of the city government to widen the people’s access to these services and uplift their welfare and wellbeing
17. To provide an accurate and timely information and fight fake news
18. To galvanize public support and participation in local governance as essential to inclusive and sustainable development
19. To spur positive changes in the community to boost growth and raise the quality of life of the people
20. To serve as a channel of communication between the city government and the citizenry

## **A. Internal**



**1. Public Service Announcement**

Write, voices over and records the announcements requested by the government and the private sectors for dissemination to the people. The technicians operate the public system installed in the service vehicle that goes around the poblacion and nearby barangay to disseminate the announcement.

Office or Division:	City Mayor’s Office - Public Information Office
Classification:	Simple
Types of Transaction:	Government to Government
Who may avail:	Government

Checklist of Requirements		Where to Secure		
Request letter for the announcement		Self-owned		
Client Steps	Agency Action	Fees to be Paid	Processing Time	Person Responsible
Approach officer of the day	1. Discuss with the officer of the day the details of the announcement. 2. Technicians operate the public system installed in the service vehicle that goes around the poblacion and nearby barangay to disseminate the announcement 3. The announcement is	none	5 minutes	Supervising Administrative Officer Administrative Officer V Administrative Officer II Administrative Assistant II Administrative Aide I



	also posted on the facebook page of the PIO or broadcast on the radio program of the PIO		
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**B. External**

**1. Dissemination of News Article**

Provides news articles and other information materials about the city government and Batangas City to the media personalities, students, researchers and other clients

Office or Division:	City Mayor’s Office - Public Information Office
Classification:	Simple
Types of Transaction:	Government to Client
Who may avail:	Media Personalities, Students, Researchers

Checklist of Requirements		Where to Secure		
Flash drive for media practitioners and researchers to copy the news and other information materials		Self-owned flash drive for soft copy		
Client Steps	Agency Action	Fees to be Paid	Processing Time	Person Responsible



<p>Approaches the officer of the day</p>	<p>1.1 The officer of the day asks the client what news articles or information material they need and verify if these are available</p> <p>1.2 A personnel searches the needed materials in the computer files and transfers these to flash drive for the soft copy</p> <p>1.3 The officer of the day returns the flash drive to the client.</p>	<p>None</p>	<p>5 minutes</p>	<p>Administrative Officer V Administrative Officer II Photographer II Administrative Assistant I</p>
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**2. PIO Radio Program**

Conducts the radio program of the PIO entitled “ PIO, Ang Lingkod Nyo” which is a news and public affairs program over DWAL FM 95.9 every Monday from 9:30 am – 10:30 am. The host discuss current issues with the guess and later reply to the telephone calls of listeners who have queries, complaints and other concern.

Office or Division:	City Mayor’s Office – Public Information Office			
Classification:	Simple			
Types of Transaction:	Government to Public			
Who may avail:	Public			
<b>Checklist of Requirements</b>			<b>Where to Secure</b>	
N / A			N / A	
<b>Client Steps</b>	<b>Agency Action</b>	<b>Fees to be Paid</b>		<b>Person Responsible</b>



			Processing Time	
1. Approach officer of the day	1. Request granted or accommodated	None	20 minutes	Administrative Officer V Administrative Officer II Photographer II Administrative Assistant I

### 3. Operation of the Sound System

Set up and operates the sound system requested by government agencies, barangay and private sector

Office or Division:	City Mayor’s Office – Public Information Office			
Classification:	Simple			
Types of Transaction:	Government to Client			
Who may avail:	ALL			
Checklist of Requirements		Where to Secure		
Request letter to the city Mayor for soundsystem		Letter to be prepared by requesting client, to be forwarded to the Office of the City Mayor approval		
Client Steps	Agency Action	Fees to be Paid	Processing Time	Person Responsible



<p>1. Bring letter of request to the office of the City Mayor for approval.</p> <p>2. Bring the approved request to the operator of the sound system in the PIO</p>	<p>1. The operator of the sound system determines if there is no previous commitment that has the same schedule written in the logbook or on board. If the date and time of the event does not coincide with any event, the request is scheduled in the log book.</p>	<p>None</p>	<p>2 minutes</p>	<p>Administrative Assistant II Administrative Aide I</p>
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#### 4. Layouting of Tarpaulin

Lays out the tarp and have it printed

Office or Division:	City Mayor’s Office – Public Information Office			
Classification:	Simple			
Types of Transaction:	Government to Citizen			
Who may avail:	General Public			
<b>Checklist of Requirements</b>		<b>Where to Secure</b>		
Request letter to the City Mayor for tarp layout and printing		Letter to be prepared by requesting client, to be forwarded to the Office of the City Mayor approval		
<b>Client Steps</b>	<b>Agency Action</b>	<b>Fees to be Paid</b>	<b>Processing Time</b>	<b>Person Responsible</b>



Request letter to the City Mayor for tarp layout and printing	Approaches the layout artist and states the details to be written on tarp- waiting time depends on the current workload of the layout artist	None	10 minutes	Photographer I Engineering Aide
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## **5. Feedback and Complaints**

### **The Feedback System of the Public Information Office**

The news articles, announcements, videos and other information posted on the facebook page of the PIO-Palakat Batangas City- elicit various comments from the citizens. Through these comments, the city government gets to know the pulse of the people, their complaints, problems, criticisms, concerns, suggestions or recommendations. Palakat Batangas City welcomes all the comments, negative or positive, because we respect the freedom of speech of the people. We also get to reply to the queries of the individuals and bring their problems to the attention of the city officials and department heads for action or resolution.