



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
REGION XIII (CARAGA)
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Name of Division/FOU: Local Government Capability Development Division - Local Governance Regional Resource Center


MASTER LIST OF MAINTAINED DOCUMENTED INFORMATION (EXTERNAL)

DOCUMENT CODE	DOCUMENT TITLE	REVISION					
		00	01	02	03	04	05
Processing of Press Releases- Written							

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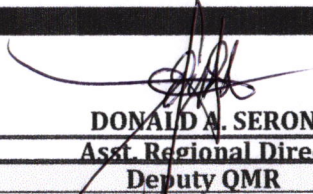
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Name of Division/FOU: **Local Government Capability Development Division**

MASTER LIST OF MAINTAINED DOCUMENTED INFORMATION (INTERNAL)

DOCUMENT CODE	DOCUMENT TITLE	REVISION					
		00	01	02	03	04	05
Processing of Press Releases- Written							
QP-R13-ORD-32	Quality Procedure	10.16.17					
QO-QP-R13-ORD-32	Quality Objective	10.16.17					
QME-QP-R13-ORD-32	Quality Monitoring and Evaluation	10.16.17					
FM-QP-R13-ORD-32-01	Process Summary Logsheets Form 1A	10.16.17					

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QUALITY PROCEDURE (QP)

Document Code		
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PROCEDURE TITLE	Processing of Press Releases - Written		
SCOPE	This procedure articulates the process of crafting press releases and requesting news coverage of DILG activities at all levels of production – data gathering, actual writing, approval from concern authority, distribution to news outlets, monitoring and archiving.		
PURPOSE	The purpose of this procedure is to describe the process in disseminating written press releases.		
PROCESS DESCRIPTION			
INPUT		PROCESS	OUTPUT
<div>Technical Person (Program Focal), Information link</div> <div>Data, information, Written Article</div>		<div>EDITING, PROOF READING, COPY WRITING, FINAL WRITING, VERIFICATION AND APPROVAL FOR RELEASE</div>	<div>Final Press Release</div> <div>NEWS ORGANIZATIONS</div> <div>In-house Publication – Timon</div> <div>DILG Website/ Social</div>
DESCRIPTIVE STATEMENT:			
The technical person or the information link (region and province) will write an article with picture about DILG activities. The information link or the editor –in-chief of the in-house publication will verify data/information, edit and proofread the article. The article will be routed to the Regional Director or Approving Authority for Final Approval. Once approve, the information link/ editor-in-chief will disseminate the article in various news organization. The Information and Technology Officer will place it in DILG’s website and social media. The Information Link/ Editor-in-Chief will monitor news organizations that runs the article. For radio, the time and date of broadcast will be logged and in case of newspapers, the article will be captured and put it in the archive.			

Step No.	Responsible Personnel	PROCESS/ACTIVITY	Details	References
1	Technical Person/ Information Link (TP/IL)	Write article with picture	The news article should contain the basics of news reporting – 5 Ws and 1 H.	Data, Activity Reports Draft News Article
2	Regional Information Officer/ Alternate Regional Information Officer (RIO/ Alternate RIO)	Upon request, review the news article – verify, edit, proof read and return to technical personnel/information link for finalization and submission to approving authority.	The RIO/Alternate RIO will ensure the veracity and accuracy of information as well as check the article for grammatical errors. The Tech. Personnel/IL finalize article based on review and have it approved.	Draft News Article Edited News Article
3	Approving Authority	Approve the news article for release.	The Approving officer will approve the release of the article for release to media organization and for posting at DILG’s website/social media.	Edited and Final News Article
4	RIO/Alternate RIO	Assignment of Control Number.	Tech. Personnel/IL will request for control number of the approved Press Release and RIO/Alternate RIO will return PR with control number to TP/IL concerned.	Logbook of Press Releases Approved News Article



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QUALITY PROCEDURE (QP)

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Step No.	Responsible Personnel	PROCESS/ACTIVITY	Details	References
5	Tech. Personnel/IL	Circulation of News Article	The news article will be distributed to various news organization including posting of news in DILG website/ social media thru ITO.	Approved News Article
6	Information and Technology Officer	Posting of the article in the website/ social media.	The ITO will upload the news article in DILG website and social media.	Approved News Article
7	RIO/Alternate RIO	Retain all records	Retain all records generated in accordance w/ Control of Retained Documented Information Procedure and Masterlist of Records.	Control of Retained Documents Information Procedure

Definition of Terms:

News article: *An article that contains reports on the latest DILG XIII news, activities, and updates on the Implementation of DILG plans and programs.*

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 LGOO V EMMYLOU P. BURIAS RIO-Designate	 JOCELYN C. JAYOMA LGCDD - OIC Division Chief	 DONALD A. SERONAY Asst. Regional Director	 LILIBETH A. FAMACION, CESO III Regional Director
Process Owner	Division Chief/Next Higher Supervisor	Deputy QMR	Regional QMR



DILG REGION XIII (CARAGA)

**QUALITY
OBJECTIVE (QO)**

Document Code

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DIVISION/FOU	OFFICE OF THE REGIONAL DIRECTOR
QUALITY PROCEDURE TITLE	PROCESSING OF PRESS RELEASES – WRITTEN

Function	Key Performance Indicators (KPI)			Frequency of Monitoring Results	Responsible for Monitoring	Applicable Documents (e.g. Tracker, Monitoring Log Sheet, Summary Log Sheet, Report, Memo, etc.)
	Objective	Target	Indicator/Formula (if applicable)			
Processing of Press Releases	% of Press Releases reviewed per request from writer	80% of written Press Releases reviewed	Total number of Press Releases reviewed within the same day of the request _____ x 100 Total number of Press Releases with requests for review in a day	Quarterly	Regional Information Officer	• Logbook of Press Releases
	% of Press Releases circulated to news outlets	80% of approved Press Releases circulated	Total number of Press Releases circulated upon approval _____ x 100 Total number of Press Releases approved	Quarterly	Regional Information Officer	• Logbook of Press Releases

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DILG REGION XIII (CARAGA)

**PROCESS QUALITY
AND EVALUATION (QME)**

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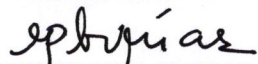
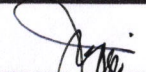

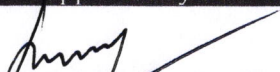
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DIVISON/FOU	LOCAL GOVERNMENT CAPABILITY DEVELOPMENT DIVISION					
PROCEDURE TITLE	PROCESSING OF PRESS RELEASES					
OBJECTIVE STATEMENT	1. 80% of written Press Releases reviewed. 2. 80% of approved Press Releases circulated.					
CURRENT PERIOD						
INDICATORS		1Q	2Q	3Q	4Q	Total
Objective 1: 80% of written Press Releases reviewed per request from writer.						
A	Total number of Press Releases reviewed within the same day of the request.					
B	Total number of Press Releases with requests for review in a day.					
C	Formula: $\frac{A}{B} \times 100$	Target Result: 80%				
D	Gap Analysis: In case the objective is not met, put your analysis why it is not met					
Objective 2: 100% of approved Press Releases circulated.						
A	Total number of approved Press Releases circulated.					
B	Total number of approved Press Releases.					
C	Formula: $\frac{A}{B} \times 100$	Target Result: 80%				
D	Gap Analysis: In case the objective is not met, put your analysis why it is not met					
Note: For unmet targets, the QMS Secretariat will issue Corrective Action Report (CAR) duly signed by the DILG-XIII Deputy QMR.						

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		 LILIBETH A. FAMACION, CESO III Regional Director Top Management



DILG REGION XIII (CARAGA)

PROCESSING OF PRESS RELEASES – WRITTEN Process Summary Log Sheet

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QUALITY OBJECTIVE:

- 1) 80% of Press Releases reviewed per request from writer
- 2) 80% of Press Releases circulated to news outlets

FREQUENCY OF MONITORING: Quarterly

COVERED PERIOD:

Due Date of Submission: Every 10th day of the ensuing performance period

Doc. No.	No. of requests for review of draft Press Release	No. of draft Press Release reviewed	No. of requests for review of draft Press Release not acted on	Objective Results			No. of Press Releases for circulation to media outlets	No. of Press Releases circulated to media outlets	No. of Press Releases for circulation to media outlets not circulated	Objective Results		
				Met	Unmet	Remarks, if unmet				Met	Unmet	Remarks, if unmet
Total	0	0	0				0	0	0			
Result		100%		100%				100%		100%		

Prepared by:

Reviewed By

Approved By

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LGCCDD Staff

Process Owner

LG00 VI JOCELYN C. JAYOMA

OIC – LGCCDD Chief

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DONALD A. SERONAY

Asst. Regional Director

Regional QMR

LILIBETH A. FAMACION, CESO III

Regional Director

Top Management