

Republic of the Philippines DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT REGION XIII (CARAGA)

1559 Matimco Bldg, Km 4., Libertad, Butuan City caraga.dilg.gov.ph

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Name of Division/FOU:

Local Government Capability Development Division - Local Governance Regional Resource Center

MASTER LIST OF MAINTAINED DOCUMENTED INFORMATION (INTERNAL) REVISION DOCUMENT CODE DOCUMENT TITLE 00 01 02 03 04 05 PROCESSING OF PRESS RELEASES - WRITTEN QP-R13-ORD-32 Quality Procedure 10.16.17 Quality Objective QO-QP-R13-ORD-32 10.16.17 QME-QP-R13-ORD-32 Quality Monitoring and Evaluation 10.16.17 FM-QP-R13-ORD-32-01 Process Summary Logsheet 10.16.17 FM-QP-R13-ORD-32-02 Logbook of Press Releases 10.16.17

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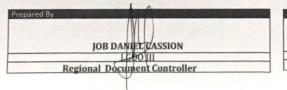
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Name of Division/FOU:

Office of the Regional Director

MASTER LIST OF MAINTAINED DOCUMENTED INFORMATION (EXTERNAL)

DOCUMENT CODE	DOCUMENT TITLE	REVISION					
DOCUMENT CODE	DOCUMENT CODE DOCUMENT TITLE		01	02	03	04	05
PROCESSING OF PRESS RELI	EASES - WRITTEN						
	Unnumbered Memorandum signed by SILG Ismael D. Sueno entitled "Media and Social Media Protocols" dated 13 February 2017						









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PM-SP-R13-08-01

Name of Division/FOU:

Local Government Capability Development Division - Local Governance Regional Resource Center

DOCUMENT CODE	DOCUMENT.	MASTERLIST OF	T TOTAL DO	COMENTED	INFORMATION				
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Process Name: PROCES	SING OF PRESS RELEASES (WI	RITTEN		FOLDER	SCHEME	ACTIVE	STORAGE	TOTAL	DISPOSAL
QP-R13-ORD-32	Quality Procedure	LGRRC Administrator	Blue Datafiler with cover # 2 beside steel cabinet at the back of the LGRRC	QP-R13- ORD-32	Chronologi- cal (latest on top)	3 years	3 years	6 years	Recycle/Reuse
QO-QP-R13-ORD-32	Quality Objective	LGRRC Administrator	Blue Datafiler with cover # 2 beside steel cabinet at the back of the LGRRC	QP-R13- ORD-32	Chronologi- cal (latest on top)	3 years	3 years	6 years	Recycle/Reuse papers
QME-QP-R13-ORD-32	Quality Monitoring and Evaluation	LGRRC Administrator		QP-R13- ORD-32	Chronologi- cal (latest on top)	3 years	3 years	6 years	Recycle/Reuse papers
FM-QP-R13-ORD-32-01	Process Summary Logsheet	LGRRC Administrator	Blue Datafiler with cover # 2 beside steel	QP-R13- ORD-32	Chronologi- cal (latest on top)	3 years	3 years	6 years	Recycle/Reuse papers





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PROCEDURE	TITLE Process	Processing of Press Releases - Written								
SCOPE	This pro- requesti data gath	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 purp	The purpose of this procedure is to describe the process in disseminating written press releases.								
PROCESS DES	CRIPTION	and references.								
INI	PUT	PROCESS	OUT	PUT						
Technical Person	Data, information, Written Article	EDITING, PROOF READING, COPY WRITING, FINAL WRITING,	Final Press Release	NEWS ORGANIZATIONS						
(Program Focal), Information link		VERIFICATION AND APPROVAL FOR RELEASE		In-house Publication — Timon						

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/Altern ate 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







Step No.	Responsible Personnel	PROCESS/ACTIVITY	Details	References
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 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
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.

Prepa	red By	Reviewed By	Approved By
LGOO V EMMYLOU P. BURIAS RIO-Designate	JOCELYN CHAYOMA LGCDD - OIC Division Chief	DONALD A. SERONAY OIC-Asst. Regional Director	EILIBETH A. FAMACION, CESO III Regional Director
Process Owner	Division Chief/Next Higher Supervisor	Deputy QMR	Regional QMR





DILG REGION XIII (CARAGA)

PROCESSING OF PRESS RELEASES - WRITTEN

QUALITY OBJECTIVE:

1) % of Press Releases reviewed per request from writer

2) % of Press Releases circulated to news outlets

FREQUENCY OF MONITORING: Quarterly

COVERED PERIOD:

Due Date of Submission:

Every 5th day of the ensuing month

Legend:

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	No of			No. of				0	bjective l	Results	
No.	Contr ol No.	No. of requests for review of draft Press Release	No. of draft Press Release reviewed	requests for review of draft Press Release not acted on	No. of Press Releases circulated to media outlets	No. of Press Releases for circulation to media outlets	No. of Press Releases for circulation to media outlets not circulated	Met	Unmet	Remarks, if unmet	Remarks/ Particulars
1											0
2											
3											
4											
5											
6											0
7											COPYED
											PILE XIII QMS

			No. of				Objective Results				
No I	Contr ol No.	No. of requests for review of draft Press Release	No. of draft Press Release reviewed	requests for review of draft Press Release not acted on	No. of Press Releases circulated to media outlets	No. of Press Releases for circulation to media outlets	No. of Press Releases for circulation to media outlets not circulated	Met	Unmet	Remarks, if unmet	Remarks/ Particulars
8										20, 4	
	Total Result							0	0	0	P

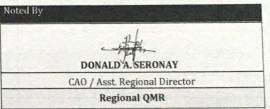
Prepared By

Propared By

EMMYLOU P. BURIAS

LGOO V - LGRRC Administrator

Process Owner







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PR No.	Date	Title	Writer	Remarks
	Take Land of			
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Prepared By	Reviewed By	Approved By	
EMMYLOU P. BURIAS LGOO V - LGRRC Administrator	DONALD A SERONAY CAO / OIC-Asst. Regional Director	LILIBETH A FAMACION, CESO II Regional Director	
Process Owner	Regional QMR	Top Management	





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

	Key Performance Indicators (KPI)					Applicable Documents (e.g.	
Function	Objective	Target	Indicator/Formula (if applicable)	Frequency of Monitoring Results	Responsible for Monitoring	Tracker, Monitoring Log Sheet, Summary Log Sheet, Report, Memo, etc.)	
	% 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	
Processing 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	

	<u> </u>		
Prepared By		Reviewed By	Approved By
EMMYLOV P. BURIAS LGOO V - Regional Focal Person	JOCELYN C. JAYOMA LGOO VI - LGCDD OIC Chief	DONALD A SERONAY Olg-Asst. Regional Director	LILIBETH A. FAMACION, CESO III
Process Owner	Division Chief	Deputy QMR	Deputy QMR

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DI	/ISON/FOU	LOCAL (GOVERNMENT CAPABILITY DEVELOPMENT DIVISION					
	OCEDURE		SSING OF PRESS RELEASES					
	JECTIVE	1. 80% of written Press Releases reviewed.						
ST	ATEMENT	2. 80% of approved Press Releases circulated.						
_	RRENT	- Land of the land						
_	DICATORS			10	20	30	40	Total
Ob	jective 1: 80%	of writte	en Press Releases reviewed per request from writer.					
A	Total number o	f Press F	Releases reviewed within the same day of the request.					
B	Total number o	f Press F	Releases with requests for review in a day.	The second second				
C	Formula: A x 1 B		Target Result: 80%					
D	Gap Analysis: Ir	case th	e objective is not met, put your analysis why it is not met					
Ol			roved Press Releases circulated.					
A	Total number o	fapprov	ved Press Releases circulated.					
В	Total number o	fapprov	ved Press Releases.					
C	Formula: A x 1	.00	Target Result: 80%					
D	Gap Analysis: Ir	case th	e objective is not met, put your analysis why it is not met					

Prepa	red By	Reviewed By	Approved By	
ephysias EMMYLOUP. BURIAS LGOO V	JOCELLY & SA TOMA Division Chief	DONALD A SERONAY Asst. Regional Director	LILIBETYI A. FAMACION, CESO II Regional Director	
Process Owner	Deputy QMR	Regional QMR	Top Management	

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