



**OFFICE OF THE CITY
INFORMATION AND COMMUNICATION
RELATIONS OFFICER**

Internal Services



1. Request for Lay-out / Photo Coverage / Article Writing

CICRO performs internal services by doing print lay-out for tarpaulins and posters, editing of materials, photo coverage and article writing, announcements and advisories, as well as speeches and scripts for programs, plans and projects of different departments in the city government for the official facebook account and website, zoom meetings or other online platforms.

Office		City Information and Community Relations Office (CICRO)		
Classification		Simple		
Type of Transaction		G2G Government to Government		
Who may avail		Departments in the City Government		
Checklist of Requirements		Where to Secure		
Request Slip		CICRO		
Sample Material/Concept, if any		To be provided by the requesting party		
Client Steps	Agency Action	Fees to be paid	Processing Time	Person Responsible
A. Printed Programs, Certificates, Invitations, Tarpaulins for Events 1. Submit filled out request slip and sample material/concept	1.1 Forward request to CICRO Head for review and approval.	None	10 minutes	John Benedict Atadero Emilyn Santiago Support Staff Raquel Rodriguez Community Affairs Off. IV Agnes Gina-Lyn Cayaban Head, CICRO City Information & Community Relations Office (CICRO)
	1.2 Clarify requirements & other details with requesting party and forward to lay-out artist	None	1 hour	Raquel Rodriguez Community Affairs Officer IV
	1.3 Draft Lay-out and forward to department head for approval as indicated on marginal notation	None	1 day	Rizaldy Doctor Administrative Asst. V Jeanalyn Estrella Support Staff CICRO
	1.4 Forward draft lay-out to the City Mayor's Office for final approval	None	10 mins.	Adela Cariño Administrative Aide I CICRO
	TOTAL	None	1 day, 1 hour & 20 minutes	



B. For Tarpaulin: 1. Makes either Verbal Request or Submit filled out request slip and sample material/concept 2. Received the requested tarpaulin	For tarpaulin: 1.1 Receives request 1.2 Draft Lay-out and forward to department head for approval. Once approved, forward the draft lay-out to Mayor's Office for approval as indicated on marginal notation. 1.3 Forward approved tarpaulin lay-out to Starbase for printing.	None None None	3 minutes 1 day 2 days	John Benedict Atadero Support Staff CICRO Rizaldy Doctor Administrative Asst. V CICRO Rizaldy Doctor Administrative Asst. V CICRO Rizaldy Doctor Administrative Asst. V CICRO
	TOTAL	None	3 days & 3 minutes	
C. Copy Editing of Materials: 1. Submit filled out request slip and sample material/concept 3. Received the requested material	1.1 Receive request & forward to CICRO Head 1.2 Edit the material and forward to Mayor's Office for approval or further edit on marginal note of final draft for appropriate action by CICRO Head 3.1 Informs client when request is ready for pick-up or email	None None	5 minutes 2 hours 5 minutes	Raquel Rodriguez Community Affairs Off. IV John Benedict Atadero Support Staff Erika Margeaux Motril Support Staff Agnes Gina-Lyn Cayaban Head, CICRO Raquel Rodriguez Community Affairs Off. IV CICRO
	TOTAL	None	2 hours & 10 minutes	



D. Speech/ Messages/ Scripts				
1. Submit written request or request verbally	1.1 Forward request to CICRO Head for approval	None	3 minutes	Raquel Rodriguez Community Affairs Off. IV
	1.2 Assign writer interviews concerned staff/officer	None	15 minutes	Agnes Gina-Lyn Cayaban Head, CICRO Erika Margeaux Motril Support Staff
	1.3 Writer drafts speech / greetings / script	None	1 day	Thea Janica Teh Erika Margeaux Motril Support Staff
	1.4 Fact checks content with concerned department heads and / or Mayor as necessary and revises for final draft	None	1 day	Agnes Gina-Lyn Cayaban Head, CICRO Erika Margeaux Motril Support Staff CICRO
	1.5 Revise and inform staff when request is ready for pick-up or email		5 minutes	
2. Received the requested material				
	TOTAL	None	2 days & 23 minutes	
E. For Article-writing:				
1. Submit written request or request verbally	1.1 Forward request to CICRO Head for approval	None	3 minutes	Thea Janica Teh Support Staff
	1.2 Assign writer interviews concerned staff or officer		15 minutes	Agnes Gina-Lyn Cayaban Head, CICRO
	1.3. Writer draft and revise as necessary in consultation with requesting party.		1 day	CICRO
	1.4 Forward write-up to department head who indicates approval on marginal note		15 minutes	



2. Received the requested material	1.5 Post/ release write-up as requested		3 minutes	
	TOTAL	None	1 day & 36 minutes	
F. For photos or photo coverage:				
1. Submit written request or request verbally at least 1 day before the event	1.1 Direct photographer for availability from stock photos or assigns photographer and / or livestreaming team for coverage of event.	None	10 minutes	Agnes Gina-Lyn Cayaban Head, CICRO
	1.2 Photographer or support staff searches for requested stock fotos in desktop and releases to client	None	1 hour	Gary Dator Photographer John Benedict Atadero Support Staff CICRO
	1.3 Photographer and / or livestreaming team covers the event	None	4 hours	Erika Margeaux Motril Thea Janica Teh John Benedict Atadero Support Staff Gary Dator Photographer CICRO
2. Client receives requested photo image files online or brings own USB for file copies	1.4 Photographer selects photo for release to client	None	2 hours	Gary Dator Photographer CICRO
3. Client receives requested photo image files online or brings own USB for file copies and or downloads livestreamed file from social media account			10 minutes	John Benedict Atadero Emilyn Abacan Support Staff CICRO



	TOTAL	None	Photo request : 1 hour & 10 mins. Photo coverage / Live Streaming Coverage: 6 hours & 10 minutes	
G. For AVP Productions				
1. Submit written request or request verbally at least six (6) weeks before the event presentation	1.1 Forward request to CICRO Head for approval	None	3 minutes	Emilyn Abacan Thea Janica Teh Support Staff CICRO
	1.2 Writer directed to coordinate with requesting client for content research (including stock foto & video research) and series of writing with fact checking until final working draft		2 weeks	Agnes Gina-Lyn Cayaban Head, CICRO Erika Margeaux Motril Thea Janica Teh John Benedict Atadero Support Staff Gary Dator Photographer CICRO
	1.3 Prepare for shoot (script breakdown; coordinate with various personalities / agencies, departments or groups included in video for permits, and schedules for shoot		2 weeks	Agnes Gina-Lyn Cayaban Head, CICRO Raquel Rodriguez, Community Affairs Off. IV Erika Margeaux Motril Thea Janica Teh John Benedict Atadero Emilyn Santiago Support Staff
	1.4 Shoot and Video Editing (including fact checking for final narration, motion graphics, music scoring, etc.)		2 weeks	Erika Margeaux Motril Thea Janica Teh John Benedict Atadero Emilyn Santiago Support Staff
	1.5 Video output forwarded to Department Head, City Administrator / Mayor for approval and / or re-edits as needed		2 days	Agnes Gina-Lyn Cayaban Head, CICRO Erika Margeaux Motril
	1.6 Informs client when request is ready for pick-up and or assists in presentation set-up as needed		1 hour	Erika Margeaux Motril John Benedict Atadero Support Staff
	TOTAL	None	6 wks., 2 days, 1 hr. & 3 mins.	



2. Request for Video Advocacy Messages by the City Mayor for On-line Platforms

CICRO performs internal services by doing video advocacy messages by the City Mayor for different on-line platforms.

Office	City Information and Community Relations Office (CICRO)			
Classification	Highly Technical			
Type of Transaction	G2G Government to Government			
Who may avail	Departments in the City Government			
Checklist of Requirements		Where to Secure		
Request Slip / Written request		CICRO		
Sample Material/Concept, if any		To be provided by the requesting party		
Client Steps	Agency Action	Fees to be paid	Processing Time	Person Responsible
1. Email request letter to cityofmeycauayanbulacan@yahoo.com / If walk-in: sign in to logbook and attach e-copy or hardcopy of requirements	1.1 Print-out emailed request or Receive request letter for walk-in and forward to Mayor's office for approval.	None	3 minutes	Emilyn Abacan Thea Janica Teh Support Staff CICRO
	1.2 Upon approval, write the script for video or on-line message, fact check, get Mayor's inputs & approval.		Short Video Message – 7 minutes	Thea Janica Teh Erika Margeaux Motril Support Staff Agnes Gina-Lyn Cayaban Head, CICRO
	1.3 Shoots Mayor's Video,		Complex type: 10 days	
			3 days	Erika Margeaux Motril Emilyn Abacan Thea Janica Teh John Benedict Atadero Support Staff Gary Dator Photographer CICRO
	1.4 Edit Video		3 hours	Erika Margeaux Motril Support Staff Agnes Gina-Lyn Cayaban Head, CICRO
	1.5 Final Approval sought from City Mayor / City Administrator		6 hours	Pia Ramirez-Delos Santos City Administrator



2. Wait for approved request to be produced & emailed or sent link from CICRO	<p>1.6 If further edits are required, another round of editing & approval</p> <p>2.1 Advise client thru email or text on approved final video message to be received via email, link, or pick-up</p>		<p>6 hours</p> <p>5 mins.</p>	<p>City Admin. Office Agnes Gina-Lyn Cayaban Head, CICRO</p> <p>Erika Margeaux Motril Support Staff Agnes Gina-Lyn Cayaban Head, CICRO</p>
	TOTAL	None	13 days, 15 hours & 8 minutes	