



**PUBLIC AFFAIRS OFFICE**  
OLONGAPO CITY

**CITIZEN'S CHARTER**  
2023 (3<sup>nd</sup> Edition)

## **I. Mandate**

Take charge of the pro-active planning, management and implementation of the local government's public information and education program and projects, through the production of information and educational materials utilizing various forms of media and designed to promote, enhance and protect the LGU's image.

## **II. Vision**

In the year 2030, the Public Affairs Office will be the leader in providing the most up-to-date source of information about the city with ties not only with local and national media outfits but also with international correspondents as well. In the next 10 years, the agency will also be:

- Equipped with the state-of -the art media technology;
- Housed at a separate building annexed to the Olongapo City Hall;
- Staffed by reasonably compensated and competent production crew;
- Funded appropriately based on its projects and services;
- Establish a one stop shop information office which will achieve greater efficiencies relative to information dissemination and distribution for prospective clients, tourists, and the general public;
- Establish an office that will cater to inquiries on various concerns from residents and other individuals; and
- Establish and operate its own radio station for effective information dissemination.

## **III. Mission**

In general, PAO aspires to provide accurate and timely information about the city government's programs and projects, activities and announcements. In particular, the agency is tasked to perform the following:

1. To conduct press briefings for local, national and international press corps;
2. To produce audio-visual presentations, radio and television programs and web-shows;
3. To be accessible to the city government, public and media 24/7;
4. To produce immediate barkers and announcements in times of emergencies and calamities;
5. To serve and take part as information bureau at the Incident Command System cases of emergencies, calamities, holidays and special events;

6. To maximize the use of social media to engage public participation with the city government's programs and projects;
7. To pursue media outreach and public meetings enabling the populace to hear directly from their government officials; and,
8. To produce more documentaries about the city's history, culture, achievements and the people's success stories.

#### **IV. Service Pledge**

Proceeding from this, we have identified the following as our key objectives:

1. Effectively plan, manage and implement an integrated approach to information dissemination;
2. To maintain a positive image, promote and protect the image of the local government of Olongapo City in the media among its constituents and target public;
3. Ensure close coordination among offices involved in public information and education;
4. To sustain and enhance interest in of the general public for the plans and programs of the LGU;
5. To explain how government programs and policies have an impact on residents of the city not only of Olongapo but also to the general public and nearby communities;
6. To act as an advocate for the Authority's position, explaining the merits of its official action, correct erroneous information and strive to improve the interpretation and understanding of existing information
7. To act as an advocate for the media and help them learn what the plans and programs that aim to improve and enhance the services of Olongapo City Government; and,
8. To become an efficient entity generating news and information materials for the general public.

## **LIST OF SERVICES**

### **Public Affairs Office**

#### **External Services**

1. Information Dissemination
2. Request for Event Coverage, Documentation
3. Request for Soft Copy of Photos and Videos
4. Request for Layout and Design
5. Request for LED Posting
6. Request for AVP Production
7. Request for Drone Capture
8. Request for LED Truck
9. Request for Sound System
10. FMA Hall Reservation

#### **Feedback and Complaints Mechanism**

**Public Affairs Office**  
**External Services**

## 1. Information Dissemination

Information dissemination through social media, print and radio (city events and projects, class suspension, typhoon Status). To effectively plan, manage and implement an integrated approach to use all medium in Public Information dissemination.

<b>Office/Division:</b>	Public Affairs Office			
<b>Classification:</b>	Simple			
<b>Type of Transaction:</b>	G2C – Government to Citizen			
<b>Who may avail:</b>	Any public individual/s who is a resident of Olongapo City or nearby municipalities.			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Letter of Request (1 Original or 1 Photocopy)		Requestor		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Provide approved request letter from the City Mayor	1. Receive and log the request letter. Issue a job order/ request form	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
2. Fill-up and submit request form	2. Check the request form and interview the client	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
3. Provide the necessary details or materials needed	3. Evaluate the submitted requirements.	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
	3.1 Final review of Job Order and	None	2 Days	<i>Administrative</i>

	release approval.			<i>Aide</i> Public Affairs Office
	3.2 Posting of request in official Facebook page (city events, class suspension, typhoon status, traffic plans, announcements)	None	10 Minutes	<i>Administrative Aide</i> Public Affairs Office
<b>TOTAL</b>		<b>None</b>	<b>2 Days and 16 Minutes</b>	

## 2. Request for Event Coverage and documentation

This procedure defines the roles and responsibilities of PAO staff in Photo/Video coverage for news productions.

<b>Office/Division:</b>	Public Affairs Office			
<b>Classification:</b>	Complex			
<b>Type of Transaction:</b>	G2C – Government to Citizen			
<b>Who may avail:</b>	Any public individual/s who is a resident of Olongapo City or nearby municipalities.			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Letter of Request (1 Original or 1 Photocopy)		Requestor		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Provide approved	1. Receive and	None	2 Minutes	<i>Administrative</i>

request letter from the City Mayor or write letter of request addressed to OIC	log the request letter. Issue a job order/ request form			<i>Aide</i> Public Affairs Office
2. Fill-up and submit request form	2. Check the request form and interview the client	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
3. Provide the necessary details or materials needed	3. Evaluate the submitted requirement.	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
	3.1 Final review of Job Order and release approval.	None	2 Days	<i>Administrative Aide</i> Public Affairs Office
	3.2 Event coverage and documentation	None	1 Day	<i>Writer/ Researcher and Photographer/ Videographer</i> Public Affairs Office
<b>TOTAL</b>		<b>None</b>	<b>3 Days and 6 Minutes</b>	

### ***3. Request for soft copy of photos and videos***

This procedure defines the obligation of PAO staff in Photo/Video archiving with its provisions.

<b>Office/Division:</b>	Public Affairs Office
<b>Classification:</b>	Simple
<b>Type of</b>	G2C – Government to Citizen



<b>Transaction:</b>				
<b>Who may avail:</b>	Any public individual/s who is a resident of Olongapo City or nearby municipalities.			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Request Form (1 Original)		Public Affairs Office		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Fill-up and submit request form	1. Check the request form and interview the client	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
2. Provide flash drive	2. Search the picture or videos in archive	None	10 Minutes	<i>Administrative Aide</i> Public Affairs Office
	2.1 Transfer the file to the provided flash drive	None	30 Minutes	<i>Administrative Aide/ Photographer</i> Public Affairs Office
3. Receive the requested files and sign the request form	3. Release and log the requested files	None	1 Minute	<i>Administrative Aide</i> Public Affairs Office
<b>TOTAL</b>		<b>None</b>	<b>43 Minutes</b>	

#### 4. Request for lay-out and design

This procedure defines the roles and responsibilities of PAO staff in creative designs.

<b>Office/Division:</b>	Public Affairs Office			
<b>Classification:</b>	Complex			
<b>Type of Transaction:</b>	G2C – Government to Citizen			
<b>Who may avail:</b>	Any public individual/s who is a resident of Olongapo City or nearby municipalities.			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Request Form (1 Original)		Public Affairs Office		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Fill-up and submit request form	1. Check the request form and interview the client	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
2. Provide the necessary details or materials needed	2. Evaluate the submitted requirement.	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
	2.1 Endorse the request to graphic artist	None	3 Minutes	<i>Graphic Artist</i> Public Affairs Office
	2.2 Lay outing of the design	None	3 Days	<i>Graphic Artist</i> Public Affairs Office
	2.3 Approval of design to PAO OIC	None	3 Minutes	<i>Graphic Artist/ PAO OIC</i>

				Public Affairs Office
3. Provide flash drive.	3. Copy the design to the flash drive	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
4. Receive the soft copy	4. Log the request and issue the soft copy	None	3 Minutes	<i>Administrative Aide</i> Public Affairs Office
<b>TOTAL</b>		<b>None</b>	<b>3 Days and 15 Minutes</b>	

### 5. Request for LED Posting

To promote the city events and announcements through the use of digital outdoor LED.

<b>Office/Division:</b>	Public Affairs Office			
<b>Classification:</b>	Complex			
<b>Type of Transaction:</b>	G2C – Government to Citizen			
<b>Who may avail:</b>	Any public individual/s who is a resident of Olongapo City or nearby municipalities.			
<b>CHECKLIST OF REQUIREMENTS</b>			<b>WHERE TO SECURE</b>	
Letter of request (1 Original or 1 Photocopy)			Requestor	
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Provide approved request letter from the City Mayor	1. Receive and log the request letter. Issue a job order/ request form	None	2 Minutes	<i>Administrative Aide</i> Public Affairs

				Office
2. Fill-up and submit request form	2. Check the request form and interview the client	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
3. Provide the necessary details or materials	3. Evaluate the submitted requirement.	None	2 Minutes	<i>Administrative Aide</i> PAO
	3.1 Final review of Job Order and endorse to Technical Section	None	2 Minutes	<i>Administrative Aide/ Video Editor</i> Public Affairs Office
	3.2 Lay outing of LED Design	None	3 Days	<i>Video Editor</i> PAO
	3.3 Approval of design by PAO OIC	None	3 Minutes	<i>Graphic Artist/ PAO OIC</i> PAO
	3.4 Posting of video in outdoor LED	None	1 week	<i>Graphic Artist/ PAO OIC</i> PAO
<b>TOTAL</b>	<b>None</b>		<b>1 Week, 3 Days and 11 Minutes</b>	

**6. Request for AVP production**

This procedure defines the roles and responsibilities of PAO staff in creating audio visual production videos.

<b>Office/Division:</b>	Public Affairs Office			
<b>Classification:</b>	Complex			
<b>Type of Transaction:</b>	G2C – Government to Citizen			
<b>Who may avail:</b>	Any public individual/s who is a resident of Olongapo City or nearby municipalities.			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Letter of request (1 Original or 1 Photocopy)		Requestor		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Provide approved request letter from the City Mayor or write letter of request addressed to OIC	1. Receive and log the request letter. Issue a job order/ request form	None	2 Minutes	<i>Administrative Aide</i>  Public Affairs Office
2. Fill-up and submit request form	2. Check the request form and interview the client	None	2 Minutes	<i>Administrative Aide</i>  Public Affairs Office
3. Provide the necessary details or materials needed	3. Evaluate the submitted requirement.	None	2 Minutes	<i>Administrative Aide</i>  Public Affairs Office

	3.1 Endorse to PAO OIC and wait for the approval	None	2 Minutes	<i>Administrative Aide/ PAO OIC</i>  Public Affairs Office
	3.2 Once approved, the Technical Section will collate all the files and will schedule shoot if needed	None	2 Days	<i>Videographer/ Video Editor</i>  Public Affairs Office
	3.3 Editing of video	None	3 Weeks	<i>Videographer/ Video Editor</i>  Public Affairs Office
	3.4 Checking of video for approval	None	1 Week	<i>Video Editor</i>  <i>Public Affairs Office</i>
4. Release of AVP to requestor	4.1 Provide the flash drive and receive the soft copy	None	5 Minutes	<i>Administrative Aide</i>  <i>Public Affairs Office</i>
<b>TOTAL</b>		<b>None</b>	<b>1 month and 13 Minutes</b>	

## 7. Request for Drone Capture

To effectively plan, manage and implement an integrated approach to use all medium in Public Information dissemination.

<b>Office/Division:</b>	Public Affairs Office			
<b>Classification:</b>	Complex			
<b>Type of Transaction:</b>	G2C – Government to Citizen			
<b>Who may avail:</b>	Any public individual/s who is a resident of Olongapo City or nearby municipalities.			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Letter of request (1 Original or 1 Photocopy)		Requestor		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Provide approved request letter from the City Mayor or write letter of request address to OIC	1. Receive and log the request letter. Issue a job order/ request form	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
2. Fill-up and submit request form	2. Check the request form & interview client	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
3. Provide the necessary details or materials needed	3. Evaluate the submitted materials.	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
	3.1 Endorse to PAO OIC and wait for the approval	None	2 Minutes	<i>Administrative Aide/ PAO OIC</i>

	3.2 Send to Technical Section & schedule for drone shoot	None	3 Days	Videographer Public Affairs Office
	3.3 Archive the file and transfer to flash drive	None	20 Minutes	Videographer Public Affairs Office
4. Provide flash drive and receive soft copy	4. Release of file to requestor	None	2 Minutes	Administrative Aide Public Affairs
<b>TOTAL</b>		<b>None</b>	<b>3 Days and 30 Minutes</b>	

### 8. Request for LED Truck

This procedure defines the roles and responsibilities of PAO staff in providing free use of the city's LED Truck.

<b>Office/Division:</b>	Public Affairs Office			
<b>Classification:</b>	Complex			
<b>Type of Transaction:</b>	G2C – Government to Citizen			
<b>Who may avail:</b>	Any public individual/s who is a resident of Olongapo City or nearby municipalities.			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Letter of request (1 Original or 1 Photocopy)		Requestor		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Provide approved request letter from the City Mayor or	1. Receive and log the request letter. Issue a	None	2 Minutes	Administrative Aide



write letter of request address to OIC	job order/ request form			Public Affairs Office
2. Fill-up and submit request form	2. Check the request form & interview client	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
3. Provide the necessary details or materials needed	3. Evaluate the submitted materials.	None	1 Day	<i>Administrative Aide</i> Public Affairs Office
	3.1 Endorse to PAO OIC and wait for the approval.	None	1 Day	<i>Administrative Aide/ PAO OIC</i>
	3.2 Send to Audio Technical Section & schedule for setup  3.2 Advise the driver to setup the LED Truck at the said venue.	None	5 Days	<i>Audio Technician</i> <i>Driver</i> Public Affairs Office
4. LED Truck Setup and Technical Operation	4. Setup and Operate the LED Truck at the said venue	None	45 Minutes	<i>Audio Technician</i> <i>Driver</i> Public Affairs
<b>TOTAL</b>			<b>1 Week and 49 Minutes</b>	

## 9. Request for Sound System

This procedure defines the roles and responsibilities of PAO staff in providing basic sound system services.

<b>Office/Division:</b>	Public Affairs Office			
<b>Classification:</b>	Complex			
<b>Type of Transaction:</b>	G2C – Government to Citizen			
<b>Who may avail:</b>	Any public individual/s who is a resident of Olongapo City or nearby municipalities.			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Letter of request (1 Original or 1 Photocopy)		Requestor		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Provide approved request letter from the City Mayor or write letter of request address to OIC	1. Receive and log the request letter. Issue a job order/ request form	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
2. Fill-up and submit request form	2. Check the request form & interview client	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
3. Provide the necessary details or materials needed	3. Evaluate the submitted materials.	None	1 Day	<i>Administrative Aide</i> Public Affairs Office
	3.1 Endorse to PAO OIC and wait for the approval.	None	1 Day	<i>Administrative Aide/ PAO OIC</i>

	3.2 Send to Audio Technical Section & schedule for sound system setup	None	5 Days	<i>Audio Technician</i>  Public Affairs Office
4. Sound System Setup and Operation	4. Setup and Operate the Sound System at the said venue	None	45 Minutes	<i>Audio Technician</i>  Public Affairs
<b>TOTAL</b>			<b>1 Week and 49 Minutes</b>	

### 10. FMA Hall Reservation

To effectively manage and offer free use of FMA Hall to the general public.

<b>Office/Division:</b>	Public Affairs Office			
<b>Classification:</b>	Complex			
<b>Type of Transaction:</b>	G2C – Government to Citizen			
<b>Who may avail:</b>	Any public individual/s who is a resident of Olongapo City or nearby municipalities.			
<b>CHECKLIST OF REQUIREMENTS</b>		<b>WHERE TO SECURE</b>		
Letter of request (1 Original or 1 Photocopy)		Requestor		
<b>CLIENT STEPS</b>	<b>AGENCY ACTION</b>	<b>FEES TO BE PAID</b>	<b>PROCESSING TIME</b>	<b>PERSON RESPONSIBLE</b>
1. Provide approved request letter from the City Mayor or	1. Receive and log the request letter. Issue a	None	2 Minutes	<i>Administrative Aide</i>

write letter of request address to OIC	job order/ request form			Public Affairs Office
2. Fill-up and submit request form	2. Check the request form & interview client	None	2 Minutes	<i>Administrative Aide</i> Public Affairs Office
3. Provide the necessary details or materials needed	3. Evaluate the submitted materials.	None	1 Day	<i>Administrative Aide</i> Public Affairs Office
	3.1 Endorse to PAO OIC and wait for the approval.	None	1 Day	<i>Administrative Aide/ PAO OIC</i>
	3.2 Send to Audio Technical Section & schedule for sound system setup	None	5 Days	<i>Audio Technician</i> Public Affairs Office
4. FMA Hall and Basic Sound System Setup	4.1 Opening, maintenance and setting up of tables and chairs at FMA Hall  4.2 Setup and Operate the Sound System at FMA Hall	None	30 Minutes	<i>Audio Technician</i> Public Affairs
<b>TOTAL</b>			<b>1 week and 34 Minutes</b>	

## FEEDBACK AND COMPLAINTS MECHANISM

<p>How to send a feedback?</p>	<p>Fill out the client feedback form and drop it at the designated drop box at the Front Desk of the Public Affairs Office.</p> <p>Clients may also send feedback through our official Facebook Page – Olongapo City Information Center.</p> <p>Contact Info: 611-4829 or <a href="mailto:olongapocitypublicaffairs@gmail.com">olongapocitypublicaffairs@gmail.com</a></p>
<p>How feedbacks are processed?</p>	<p>Once the Administrative Assistant saw that there's a paper inside the Feedback/ Suggestion box, it will be recorded to log form right away.</p> <p>This will be forwarded directly to the OIC and let the person involve know the feedback and required to answer it.</p> <p>The answer is then relayed to the citizen.</p> <p>For inquiries and follow-ups, clients may contact the following telephone number: 611-4829 or email <a href="mailto:olongapocitypublicaffairs@gmail.com">olongapocitypublicaffairs@gmail.com</a></p>
<p>How to file a complaint?</p>	<p>Fill out the client feedback form and drop it at the designated drop box at the Front Desk of the Public Affairs Office.</p>

	<p>Clients may also file a complaints through our official Facebook Page – Olongapo City Information Center.</p> <p>Contact Info: 611-4829 or  <olongapocitypublicaffairs@gmail.com< p=""> </olongapocitypublicaffairs@gmail.com<></p>
<p>How complaints are processed?</p>	<p>Once the Administrative Assistant saw that there's a paper inside the Complaint/ Suggestion box, it will be recorded to log form right away.</p> <p>This will be forwarded directly to the OIC and let the person/office involve know the complaint and required to answer it.</p> <p>The answer is then relayed to the citizen.</p> <p>For inquiries and follow-ups, clients may contact the following telephone number: 611-4829 or email  olongapocitypublicaffairs@gmail.com</p>
<p>Contact Information of ARTA, PCC, CCB</p>	<p>ARTA: complaints@arta.gov.ph</p> <p>1-ARTA (2782)</p> <p>PCC: 8888</p> <p>CCB: 0908-881-6565 (SMS)</p>