



DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
QUALITY PROCEDURE

Document Code

QP-DILG-PACS-39

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39 Press Release Production

Scope:

This process defines the effective preparation, production and dissemination of press release materials to concerned stakeholders, beginning with the identification of the need for press release to the retention and filing of the press release materials.

Description of Service:

The ICRD Division Chief (DC) receives the directives/requests/information materials, evaluates and establishes the need for press release (PR), then assigns an Information Officer (IO) to write the draft PR. The concerned writer goes through the process of data gathering and writing the article and submits the draft to Section Chief and DC/ADC for copy editing. The DC/ADC then conducts content editing and review of the draft and endorses it to requesting party for vetting. After this, the DC/ADC submits the vetted draft PR to OSEC/duly authorized DILG top official for approval. Upon approval, the approved PR then will be forwarded to the Media Coordinator (or MailChimp Releasing Officer) for prompt dissemination to quad media, ISTMS for website posting, and DILG social media team for posting to official DILG social media accounts. The retaining of records is done afterwards to close the process.

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Office: Public Affairs and Communication Service - Information and Communication Research Division (PACS-ICRD)

No.	Agency Action (detailed steps)	Activities (Internal Work Flow)	Person-In-Charge/ Position/ Unit/ Division	References/ Interfaces
1	Establish the need for Press Release (PR)	<p>Identify the needs from any of the following:</p> <ul style="list-style-type: none">• Instructions/Directives from Management• Requests from operating units• Newsworthy items from MCs, accomplishment reports and other internal information <p>Note: For requested PRs, the requesting party must prepare the following applicable reference materials prior to the drafting of PR:</p>	PACS-ICRD Chief/ADC	<ul style="list-style-type: none">• PR Log sheet• Materials from requesting party



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No.	Agency Action (detailed steps)	Activities (Internal Work Flow)	Person-In-Charge/ Position/ Unit/ Division	References/ Interfaces
		<ul style="list-style-type: none"> Focal Person for follow-up (contact details and email address) Event Program (for coverage) Activity Briefer Project/Activity Profile Accomplishment Report Other materials as needed <p>Assign writer.</p> <p>Provides additional instruction to assigned writer, if needed.</p>		
2	Gather data/materials for PR	<p>Gather data through any or all of the following means:</p> <p><i>This document is UNCONTROLLED when DOWNLOADED and/or PRINTED. Always refer to the Documented Information Management System for the Controlled Copy</i></p> <ul style="list-style-type: none"> Coordinate/conduct interview with concerned offices or personnel Check the DILG emails, website and other official communications for reference Attend an actual/online event for coverage 	Assigned Writer	<ul style="list-style-type: none"> PR Log sheet Field notes
3	Draft the PR	<p>Prepare the initial draft based on materials/instructions provided.</p> <p>Copy edit the draft PR and revise accordingly, then submit revised PR to DC/ADC for content edit and endorsement.</p>	<p>Assigned Writer</p> <p>Section Chief</p>	<ul style="list-style-type: none"> Initial PR Field notes PR Log sheet
4	Review the PR	Review the content of the revised PR and provide editorial guidance; endorse PR to requesting party for vetting of relevant data (Step 5) or to OSEC for clearance (Step 7), via email and DILG Document Management System (DMS)	PACS-IRD Chief/ ADC, Process Document Controller	<ul style="list-style-type: none"> Draft PR Field notes DMS Routing Slip



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No.	Agency Action (detailed steps)	Activities (Internal Work Flow)	Person-In-Charge/ Position/ Unit/ Division	References/ Interfaces
5	Vetting of draft PR	<p>Verify the information/data included in the draft PR, then return the vetted PR by the head of office or authorized personnel to PACS.</p> <p>Review the endorsed PR, provide comments/specific instructions (if necessary) and return to PACS for appropriate action. If PR clearance is obtained from the requesting party on the first instance, proceed to Step 7.</p>	<p>Requesting Party</p> <p>Designated DILG approving authority</p>	<ul style="list-style-type: none"> vetted PR approved by head of office/duly authorized personnel of requesting party email thread of approval from the requesting party DMS Routing Slip
6	Revise endorsed PR	<p>Act on the vetted/returned PR.</p> <p>Vetted PR: Review the PR and endorse to OSEC for approval</p> <p><i>This document is UNCONTROLLED when DOWNLOADED and/or PRINTED. Always refer to the PR in the DILG Information Management System for Controlled Copy</i></p> <p>Returned PR: Incorporate the revisions, if any, and submits the revised draft to DC/ADC for OSEC approval, return to Step 4.</p>	<p>PACS-IRD Chief/ADC</p> <p>Section Chief</p>	<ul style="list-style-type: none"> Revised PR
7	Approve PR for release	<p>Approve the endorsed/revised PR, and notify PACS through DC/ADC for release of approved PR to media.</p> <p>Note:</p> <ul style="list-style-type: none"> Coordinate/conduct interview with concerned offices or personnel In case the PR is disapproved for release, the PACS may still opt to publish the material in its internal publications (i.e. DILG Insider, etc.) If there is no instruction to release, proceed to Step 9. 	<p>DILG Office of the Secretary (OSEC) or designate DILG approving authority</p>	<ul style="list-style-type: none"> Endorsed PR DMS Routing Slip



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No.	Agency Action (detailed steps)	Activities (Internal Work Flow)	Person-In-Charge/ Position/ Unit/ Division	References/ Interfaces
8	Release approved PR to media	<p>8.1 Instruct the Releasing Officer to disseminate approved PR to the accredited media outlets, ISTMS, and DILG Social Media Team.</p> <p>Assign the PR Control Number then post the link of the approved PR to the appropriate FB Group Chat.</p> <p>Notify the assigned writer for the accomplishment of PR Log sheet.</p>	<p>PACS-ICRD Chief/ADC</p> <p>Releasing Officer</p> <p>PACS-ICRD Chief/ADC</p>	<ul style="list-style-type: none"> Approved PR DMS Routing Slip ISTMS enrolled process on DILG-CO Website Administration Online Content in Official Social Media Accounts
9	Accomplish the PR Log sheet	<p>Accomplish the PR Log sheet, convert it into PDF format, and submit the accomplished PDF file of the log sheet to the Process Document Controller.</p> <p>Update the Process Summary Log Sheet, in preparation for the quarterly QMS report.</p>	<p>Assigned writer</p> <p>Process Owner</p>	<ul style="list-style-type: none"> Accomplished PR Log sheet PR materials and other records
10	Retain Records	<p>Ensure each approved PRs has an accomplished log sheet; and maintain master list of records in the designated online folder for records keeping.</p> <p>Certify the log sheet and receive records for retention in accordance with the Control of Retained Documented Information Procedure and the Master list of Records</p>	<p>Process Document Controller</p>	<ul style="list-style-type: none"> Accomplished PR Log sheet PR materials and other records for retention
End of Transaction				

Definition of Terms:

- PR** - Press Release
- ADC** - Assistant Division Chief
- SC** - Section Chief



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DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

QUALITY OBJECTIVES (QO)

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BUREAU/SERVICE	PUBLIC AFFAIRS AND COMMUNICATION SERVICE - INFORMATION AND COMMUNICATION RESEARCH DIVISION (PACS-ICRD)
PROCEDURE TITLE	PRESS RELEASE PRODUCTION PROCESS (Central Office)

Function	KPI		Key Performance Indicator (Formula, if applicable)	Frequency of Monitoring Results	Responsible (for Monitoring)	Applicable Documents (Procedures) and Forms (Records), including applicable Legal Requirements
	Objective	Target				
Support Function	Timely preparation of PR article and submission to OSEC within three (3) working days upon receipt of instruction	85%	(Total PRs prepared and submitted for approval within three (3) working days upon receipt / Total no. of requests/directives/materials received monthly) X 100 %	Quarterly	QMS Process Owner	Process log-sheet Process Summary Log Sheet
	≥ 12 of submitted PRs are approved per quarter	≥ 12	Total no. of submitted PR approved per quarter			

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**QUALITY
OBJECTIVES (QO)**

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Function	KPI		Key Performance Indicator (<i>Formula, if applicable</i>)	Frequency of Monitoring Results	Responsible (for Monitoring)	Applicable Documents (Procedures) and Forms (Records), including applicable Legal Requirements
	Objective	Target				
	Timely release to media of approved PR material within one (1) working day upon approval	85%	(Total approved PR material released within one (1) working day / Total no. of approved PR articles received) x 100%			

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QUALITY MONITORING AND EVALUATION (QME)

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BUREAU/SERVICE	PACS - Information and Communication Research Division (ICRD)
PROCEDURE TITLE	PRESS RELEASE PRODUCTION
OBJECTIVE STATEMENT	1. 85% of PRs are prepared and submitted to OSEC within three (3) working days upon receipt of instruction 2. ≥ 12 of submitted draft PRs are approved per quarter 3. 85% of approved PR released within one (1) working day upon approval
CURRENT PERIOD	X^{xx} Quarter, 20XX

INDICATORS	Target Result	Q1	Q2	Q3	Q4
Objective 1: 85% of PRs are prepared and submitted to OSEC within three (3) working days upon receipt of instruction					
A. Total No. of PR prepared and submitted to OSEC within three (3) working days	85%				
B. Total No. of request/directives/materials received for the quarter					
C. Formula: $\frac{A}{B} \times 100\%$					
D. Gap Analysis: In case the objective is not met, put your analysis why it is not met					
Objective 2: ≥ 12 of submitted draft PRs are approved per quarter					
A. Total No. of draft PRs approved per quarter	≥ 12				
B. Gap Analysis: In case the objective is not met, put your analysis why it is not met					
Objective 3: 85% of approved PR released within one (1) working day upon approval					
A. Total No. of released PR within one (1) working day	85%				
B. Total No. of approved PR articles for release					
C. Formula: $\frac{I}{K} \times 100\%$					
D. Gap Analysis: In case the objective is not met, put your analysis why it is not met					



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QUALITY MONITORING AND EVALUATION (QME)

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PRESS RELEASE LOG SHEET

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I. PRE-PRODUCTION PHASE

Source of PR	<input type="checkbox"/> Instruction / Management Directive <input type="checkbox"/> Request from operating units <input type="checkbox"/> Internal Sources (J/MCs, Reports, etc.)
Assigned Writer	Name of Assigned Writer
Data Gathering Method	<input type="checkbox"/> Coordination <input type="checkbox"/> Interview <input type="checkbox"/> Actual / Online Event Coverage <input type="checkbox"/> Document Review

II. PRESS RELEASE PRODUCTION PHASE

Preparation of draft PR (DD-MMM-YYYY)	Date assigned to writer	dd-mmm-yyyy
	Date edited by SC	dd-mmm-yyyy
	Date reviewed by DC	dd-mmm-yyyy
Verification of draft PR (for requested PRs)	Date forwarded to Requesting Party	dd-mmm-yyyy
	Date returned to PACS	dd-mmm-yyyy
Endorsement of PR for approval	Date endorsed to OSEC/ Approving Authority	dd-mmm-yyyy
	Date returned to PACS	dd-mmm-yyyy
Action taken by OSEC on endorsed PR	<input type="checkbox"/> APPROVED FOR RELEASE <input type="checkbox"/> DISAPPROVED FOR RELEASE <input type="checkbox"/> NO FEEDBACK	
Press Release Title:		

III. STATUS OF APPROVED PRESS RELEASE

Releasing Officer:	Name of Releasing Officer	
Actual Date of Release (DD-MMM-YYYY)		
Media Outlets	<input type="checkbox"/> DILG Press Corps <input type="checkbox"/> DILG online posting (website, social media pages) <input type="checkbox"/> Others: _____	



DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

Press Release Production Process Summary Logsheet

QUALITY OBJECTIVE: 1. 85% of PRs prepared and submitted to OSEC three (3) working days upon receipt of instruction
2. ≥ 12 of submitted draft PRs are approved per quarter
3. 85% of approved PR released one (1) working day upon approval

FREQUENCY OF MONITORING: Quarterly**CURRENT PERIOD:** Nth Quarter, 20__ (as of _____)

No.	PRE-PRODUCTION PHASE			PRESS RELEASE PRODUCTION PHASE										ACTION TAKEN BY OSEC		
	Source of PR	Assigned Writer	Data Gathering Method	Date Assigned to Writer	Date Edited by SC	Date Reviewed by DC	Date Forwarded to Requesting Party for vetting	Date Returned to PACS from Requesting Party	Date endorsed to OSEC	Counter of Submitted PR to OSEC	Total No. of Days	Within 3 working days	Beyond 3 working days	Approved	Disapproved	No Feed
1											0					
2											0					
3											0					
4											0					
5											0					
6											0					
7											0					
8											0					
9											0					
10											0					
11											0					
12											0					
13											0					
14											0					
15											0					
16											0					
17											0					
18											0					
19											0					
20											0					
TOTAL											0	0		0	0	0
RESULT %												0%		≥ 12		

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DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

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QO-QP-DILG-PACS-39	Press Release Production Quality Objective	06.15.21	09.01.24				
QME-QP-DILG-PACS-39	Press Release Production Quality Monitoring and Evaluation	06.15.21	09.01.24				
FM-QP-DILG-PACS-39-01	Press Release Log Sheet	06.15.21	09.01.24				
FM-QP-DILG-PACS-39-02	Press Release Production Process Summary Log Sheet	06.15.21	09.01.24				

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