



PHILIPPINE INFORMATION AGENCY

SERVICE CHARTER

Human Resource Development Division – Training Unit

Type of Service	Client/Requesting Party	Step/Procedure	Processing Time	Office/Person Responsible	Required Documents
Provision of Training Assistance	National Government Agencies (NGAs)	Receive formal letter of request from client through OSEC/ODG/PMD	2 mins.	Admin Assistant II	Letter Request
		Evaluate training request	20 mins.	HRDD Staff Director/Information Officer IV, Information Officer III	N/A
		Conduct Initial discussion of training needs with client	2 hours	PMD HRDD Staff Director/Information	N/A

				Officer III HRDD Information Officer II	
		Prepare training design based on discussion	2 days	Information Officer III/Information Officer II	N/A
		Review and approve training design based on discussion	20 mins.	HRDD Staff Director	N/A
		Revised training design, if necessary, until approved by the client	30 mins.	HRDD Staff Director/Information Officer III Information Officer II	N/A
		Implement the training program	2-3 Days	HRDD Staff Director/Information Officer IV Assigned Training Staff	N/A
		Evaluate the training program	2 weeks	HRDD Staff Director/Information Officer IV Assigned Training Staff	N/A

Creative and Production Services

Type of Frontline Service	Client/Requesting Party	Step/Procedure	Processing Time	Office/Person Responsible	Required Documents
Development and Production of IEC Materials	National Government Agencies (NGAs)	Received project endorsement from concerned division.	2 mins.	CPSD Administrative Assistant	Letter Request
		Designate members of the Creative/Production Team.	5 mins.	CPSD Staff Director	N/A
		Meet with the Creative Director/Staff Director/Senior Copywriter	1 – 3 hours	Creative Director/CPSD SD/Senior Copywriter	N/A
		The Creative Director/Staff Director/in-house copy writers will meet for creative directions.	1 – 5 hours	CPSD Staff Director Copywriters Creative Director Account Manager	N/A
		Brainstorming for creative direction.	1 – 5 hours	Creative Director CPSD Copywriters Artist, SD, PUM	N/A

		Present a concept and prototypes for review and approval of the Staff Directors of the PMD and CPSD. (Implement revision if any)	1 – 5 hours	CPSD Copywriters/CD	N/A
		Present concept and prototypes to client for approval	1 – 5 hours	Creative Director CPSD Copywriters Account Manager	N/A
		Implement revisions suggested by the clients to secure approval. Subject revised material to pre-testing (if required by the client) Note: Up to three (3) revisions only. Additional revisions shall be shouldered by the client.	1 – 2 days	Creative Director Copywriter Artist	N/A
		Coordinate and Prepare Purchase Request for other requirements	5 mins.	CPSD Staff Director PUM PA	N/A

		Conduct Feasibility Meeting	1 – 2 hours	Creative Team, Account Manager	N/A
		Conduct Pre-Production Meeting with the client.	1 – 5 hours	Creative/Production Team, Talents, Account Manager	N/A
		Produce the IEC material/s	4 weeks – TVCs 4 – 8 weeks – AVPs (M.M)	Creative/Production Team	N/A
		Present IEC material/s to the Staff Directors of the PMD and the CPSD	1 hour	Creative/Production Team	N/A
		Present IEC materials to Client for approval	1 – 3 hours	Creative/Production Team Account Manager	N/A
		Implement agreed-upon revisions	1 – 2 days	Creative/Production Team	N/A
		Submit approved IEC materials to concerned divisions	2 mins.	SD/PUM	N/A
		Issuance of documents for payment purposes	2 mins.	CPSD Staff Director/PUM/PA	N/A

Program Management Division

Type of Front – line Service	Client/Requesting Party	Step/Procedure	Processing Time	Office/Person Responsible	Required Documents
Handling of Customer Requests and Inquiries	National Government Agencies (NGAs)	Log letter request from the Office of the Secretary (OSEC)/ Office of the Director-General (ODG).	Within the day	Administrative Assistant	Letter Request
		Inform PMD Staff Director of the letter and secure instructions or clearance.	Within two (2) working days	Administrative Assistant	N/A
		Provide copy of request to designated PMD representative.	Within two (2) working days	Administrative Assistant	N/A
		Respond to inquiries and/or requests within two (2) working days.	Within two (2) working days	PMD-IO4, PMD-IO3, PMD-IO2 and PMD-IO1	N/A
		Develop publicity report in case of publicity activities.	Within seven (7) working days	PMD-IO2 and PMD-IO1	N/A
		Coordinate with divisions involved in information dissemination.	Within five (5) working days	SD, PMD-IO4, PMD-IO3, PMD-IO2 and PMD-IO1	N/A

SERVICE CHARTER for PIA Regional Office

Information Production and Dissemination

Type of Frontline Service	Client/Requesting Party	Step/Procedure	Processing Time	Office/Person Responsible	Required Documents
Coverage / Production & dissemination of Press releases	National Government Agencies (NGAs)/local government units	Log in letter request(delivered, sent thru fax or email) or thru SMS	2 minutes	Admin. Assistant	Letter request
		Evaluate request for coverage and assign personnel/ staff	10 minutes	RD	
		Gather information/facts of government programs/projects/ pronouncements/ policies/ accomplishments	Depending on how long the event	Assigned IOs	
		Write news/feature articles based on PIA Style book and submit to regional news editor	2 hours	IO	
		Edit submitted news/feature articles/photo caption based on the PIA Style Guide.	30 minutes	Regional news editor / assistant/ alternate editor	
		Upload the news articles/features/ photos at the corresponding regional section of www.pia.gov.ph using the PIA Content Management System and/or posting at social media accounts/e-magazine	2 minutes	Regional news editor / assistant/ alternate editor	
		Distribute news/features/photos to local publications	2 minutes	IOIV/ICM/IO	

Type of Frontline Service	Client/Requesting Party	Step/Procedure	Processing Time	Office/Person Responsible	Required Documents
Kapihan / Production & dissemination	National Government Agencies (NGAs)/local government unit/NGOs/CSO	Log in letter request(delivered, sent thru fax or email) or thru SMS	2 minutes	Admin. Assistant	Letter request
		Meet/Coordinate with requesting party to discuss details of the activity (e.g. date, venue, food etc.)	30 minutes	RD, IO II	
		If NGO/CSO is the requesting party, coordinate with partner NGAs	1 hour	RD, IO II	
		Send advisory thru SMS to media to cover event and to the guests.	10 minutes (a day before event)	IO II	
		Coordinate with a co-host from KBP-member stations or Govt info officer	20 minutes	IO II	
		Prepare venue	1 hour Before activity	IO II, AV Technician	
		Conduct of kapihan	2 hours	RD/IO II	
		Gather feedback/Administer post- event survey	10 minutes	IO II	
		Write news/feature articles based on PIA Style book and submit to regional news editor	2 hours	IO	
		Edit submitted news/feature articles/photo caption based on the PIA Style Guide.	30 minutes	Regional news editor / alternate editor	

Type of Frontline Service	Client/Requesting Party	Step/Procedure	Processing Time	Office/Person Responsible	Required Documents
		Upload the news articles/features/ photos at the corresponding regional section of www.pia.gov.ph using the PIA Content Management System and/or posting at social media accounts/e-magazine	2 minutes	Regional news editor / alternate editor	
		Distribute news/features/photos to local publications	2 minutes	IOIV/IO	

Organizing Trainings/Seminars,Conferences

Type of Frontline Service	Client/Requesting Party	Step/Procedure	Processing Time	Office/Person Responsible	Required Documents
Organizing Trainings/ Seminars /Conferences	National Government Agencies (NGAs)/local government units	Log in letter request(delivered, sent thru fax or email) or thru SMS	2 minutes	Admin. Assistant	Letter request
		Evaluate request for training/ Seminars/Conferences	20 minutes	Regional Head/ICM	Letter Request
		Meet with concerned agency/office to discuss details of the training/conference	2 hours	Regional Head/ICM	
		Prepare the training design/conference proposal	2 days	ICM/IO IV	
		Submit to Regional Head for comment/s and approval	30 minutes	IO	
		Submit to concerned	2 days	ICM/ IO 4/ AO	

		agency/office for approval			
		Revise training design/conference proposal if necessary	1 hour		
		Prepare/coordinate training, admin and logistics requirements	1 week	ICM/ IO/ AO	
		Administer pre-assessment exam/self- assessment (if applicable)	30 minutes	IO	
		Training/conference implementation	1-2 days	Regional Head/ IO	
		Administer post-assessment exam/ evaluation assessment of training/ conference form to participants	30 minutes	IO	
		Process the training pre and post-assessment exams/ and the evaluation assessment form	2 hours	IO	
		Prepare training report	2 weeks	IO	
		Submit training report to Regional Head	within 15 working days after the activity	IO	
		Provide HRDD a copy		Regional Head/ IO	

Advocacy and Media Relation

Type of Frontline Service	Client/Requesting Party	Step/Procedure	Processing Time	Office/Person Responsible	Required Documents
Advocacy and Media Relation	National Government Agencies (NGAs)/local government units	Log in letter request(delivered, sent thru fax or email) or thru SMS	2 minutes	Admin. Assistant	Letter request
		Evaluate request for advocacy activity	30 minutes	RD	Letter request
		Prepare activity design and budgetary requirement	3 hours	Regional Head/ IO / AO	
		Send proposed activity design for approval		Regional Head / IO IV	
		Upon approval, canvass for the venue, meals and accommodation requirements	1 week	Administrative Officer	
		Mobilize participants including media	1 week	IO	
		Actual Event			
		Conduct of the advocacy activities	It depends	Regional Head/ IO/AO	
		Do audio/video, photo documentation of the proceedings	duration of activity	IO /Audio-Visual Technician	
		Send SMS and social media posts	duration of activity	IO	
		Post Activity			
		Produce news/photo release	2 hours	Information Officer	
		Edit and upload the news articles/features/ photos at distribute to media outfits	30 minutes	Regional news editor /alternate editor	
	Prepare and submit terminal report to PMD	within 15 days after the event	Regional Head/ IO IV/		

				Information Officer	
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