




REPUBLIC OF THE PHILIPPINES
METROPOLITAN NAGA WATER DISTRICT
40 J. MIRANDA AVENUE, NAGA CITY

MANAGEMENT SUPPORT SERVICES

PROCEDURES AND WORK INSTRUCTIONS MANUAL (PAWIM)

(OGMPW05) PUBLIC RELATIONS

	METROPOLITAN NAGA WATER DISTRICT		Document Code: OGMPW05
	PROCEDURE		Revision No.: 0
	PUBLIC RELATION		Effectivity Date: March 2017
			Page No.: Page 2 of 6

1. PURPOSE

1.1 This document describes the procedures for public relations as one of the support processes of the MNWD in conformance with the Quality Management System (QMS).

1.2 The objectives of the public relations process are:

1.2.1 To keep the public well-informed and updated of the District's programs, activities, and developments

1.2.2 To uphold the District's image and good relationship with the public

2. SCOPE

2.1 The procedure will apply to the MNWD – Quality Management System on one support process which is the Public Relations, which focuses on the:

2.1.1 Article Preparation

2.1.2 Information, Education, and Communication (IEC) Material Preparation

2.1.3 Proposal Preparation

2.1.4 Communication Preparation

3. DEFINITION OF TERMS AND ACRONYMS

Refer to "[Annex A](#)" for the ACRONYMS.

4. RESPONSIBILITIES

4.1 PUBLIC RELATIONS AND EXTERNAL AFFAIRS SECTION

4.1.1 Consistently creates and disseminates articles to update stakeholders about the District's developments;


5. PROCEDURES

This section describes the procedures involved in one of the support processes of the District which is the Public Relations.

•PROCEDURE DETAILS: PUBLIC RELATIONS

5.1 ARTICLE PREPARATION

5.1.1 PREAS gathers facts from the Customer Service Database, from customer complaints and feedbacks from Facebook, the Communication Center, text messages to the District, accomplished or on-going projects, and even from personal interactions with the customers via Request for Data/ Information Form.


	METROPOLITAN NAGA WATER DISTRICT		Document Code: OGMPW05
	PROCEDURE		Revision No.: 0
	PUBLIC RELATION		Effectivity Date: March 2017
			Page No.: Page 3 of 6

- 5.1.2** PREAS create a draft article depending on the data they gathered or that is given to them from concerned Division/s or the General Manager.
- 5.1.3** PREAS then have it checked by the concerned Division/s. A representative of the concerned Division/s then comments on the draft document and returns it to the PREAS for finalization.
- 5.1.4** PREAS edits the document considering the comments and correction from the concerned Division/s.
- 5.1.5** PREAS then have it checked by the Content Editors.
- 5.1.6** Checked document is revised and finalized according to the comments and modifications.
- 5.1.7** Final document along with a Web Posting Request Form is then presented to the Committee in Website Development and Content Writing Chairman(or the Vice-chairman if he is unavailable) for approval and signing.
- 5.1.8** Approved document along with the signed Web Posting Request Form are then forwarded by the PREAS to the Office of the General Manager for final review of the General Manager and signing of the Web Posting Request Form.
- 5.1.9** Once the document and Form is returned to the PREAS, a copy of both the document and the Form is filed and a copy of both is also forwarded to the Information and Communications Technology Section for website posting.
- 5.1.10** In cases when the article/s are to be released for Print Media, a copy of the article, its approved and noted Web Request Form, and an attached Print Media Request Form is submitted to the General Manager for approval and signing.
- 5.1.11** Once the Print Media Request Form is signed and the article is approved, PREAS can then send it to the PR Consultant/partner agency/media partner for publishing.

5.2 INFORMATION, EDUCATION, AND COMMUNICATION (IEC) MATERIAL PREPARATION

5.2.1 Videos and Infographics


- PREAS may use the Request for Data/ Information Form to request data from the concerned Division and/or an approved Proposal as the Basis of the Infographic.
 - Once a complete Basis of the Infographic is done, a draft Infographic may be created.
 - Then forwarded to the Concerned Division/s for comments.
 - Commented draft is returned to the PREAS for finalization.
 - Once the Infographic is finalized, it is submitted to the General Manager for approval.
 - If approved, the Infographic is returned to the PREAS for dissemination. Depending on the nature and intended use for the Infographic, it may be

	METROPOLITAN NAGA WATER DISTRICT		Document Code: OGMPW05
	PROCEDURE		Revision No.: 0
	PUBLIC RELATION		Effectivity Date: March 2017
			Page No.: Page 4 of 6

posted in the website, posted as posters in conspicuous areas in the MNWD Office, published in print, or disseminated as flyers or handouts.

5.2.2 Public Service Announcements

- For Repair and Maintenance
 - PREAS has a Servicio Publico Request Form available for when a Division needs to have a Public Service Announcement made. Here, the concerned division can provide the Activity, its Location, the Date and Time of the Start and End of the Activity, and the Affected Areas. The concerned Division simply needs to fill-out the form and submit it to the PREAS.
 - PREAS will then make a draft Public Service Announcement based on the filled-out Servicio Publico Request Form.
 - Draft Public Service Announcement is then forwarded to the General Manager for checking and approval.
 - Draft is sent back to the PREAS for revision and/or finalization.
 - Final version of the Public Service Announcement is forwarded to the General Manager for approval and signing.
 - Approved and signed Public Service Announcement is then sent back to the PREAS for filing, reproduction, and in-house distribution to the different Offices and Divisions.
 - All the Offices and Divisions are given copies of the Public Service Announcement and are asked to sign in the Original Public Service Announcement.
 - A copy of the Public Service Announcement is filed and a digital audio recording of the announcement is made for the Bandillo via the digital recorder.
 - Digital recording is transferred to the MP3 player and a PREAS personnel is in-charge of the roaming of the Bandillo and the distribution of the Public Service Announcement copies to the affected households.
 - For Announcements for the Whole Districts' Coverage Area (Mobile Collection Schedules, Office Collection Schedules, Water Conservation Announcements, etc.)
 - Announcements that need to be posted in the Official MNWD Website are given corresponding filled-out Web Posting Request Forms.
 - It is given to the Committee on Website Development and Content Writing Chairman or his Vice Chairman for approval and signing
 - It is then forwarded to the General Manager for signing.
 - PREAS then forwards it to the Information and Communications Technology Section for Web posting.

	METROPOLITAN NAGA WATER DISTRICT		Document Code: OGMPW05
	PROCEDURE		Revision No.: 0
	PUBLIC RELATION		Effectivity Date: March 2017
			Page No.: Page 5 of 6


- If the Announcement needs to be disseminated via Facebook, PREAS contacts their partner agencies via E-mail or through messaging them in their Official Facebook pages.
- On special cases, the Announcements need to be published in Print Media. PREAS has the Public Service Announcement approved via the Print Media Request Form.
- PREAS contacts their PR Consultant and media contacts and sends them copies of the Public Service Announcement for Publishing.
- PREAS also uses text messaging to disseminate their Announcements. They use the Office of the General Manager's mobile phone to message their media contacts about the Public Service Announcements.

5.3 PROPOSAL PREPARATION

- 5.3.1 PREAS gathers information from the Customer Database; complaints from the Communication Center, the office's mobile phone, posts and comments from Facebook, and from personal interactions with customers.
- 5.3.2 PREAS tabulates and analyzes the data gathered as well as does research for the proposal, they then have the Concerned Division/s check and comment on it.
- 5.3.3 When the Basis of the Proposal is finalized the PREAS creates a draft Proposal and forwards it to the Concerned Division/s for comments.
- 5.3.4 PREAS makes a final Proposal considering the comments on the draft.
- 5.3.5 Final Proposal is submitted to the General Manager for approval.
- 5.3.6 If corrections or revisions are to be done, the PREAS adjusts the Proposal accordingly.
- 5.3.7 When approved, the General Manager then forwards it to the Concerned Division/s for Implementation. If disapproved, the Proposal is filed by the PREAS for records and reference purposes.

5.4 COMMUNICATION PREPARATION

- 5.4.1 PREAS prepares communications to inform the public and to help uphold the District's image. Whenever an issue or concern is brought to their attention, the PREAS formulates a solution with the help of the District and creates a letter or email to address such concern.
- 5.4.2 A draft of the communication is submitted to the General Manager for comments and revisions.
- 5.4.3 PREAS then revises the communication with the comments and revisions considered.
- 5.4.4 Final version of the communication is submitted to the General Manager for approval and signing.
- 5.4.5 PREAS then facilitates the distribution or sending of the communication to the concerned person or establishment via electronic mail, courier or hand-carry.

	METROPOLITAN NAGA WATER DISTRICT		Document Code: OGMPW05
	PROCEDURE		Revision No.: 0
	PUBLIC RELATION		Effectivity Date: March 2017
			Page No.: Page 6 of 6

6. FORMS AND TEMPLATES

6.1 ARTICLE PREPARATION

- 6.1.1 Request for Data/ Information Form “[OGMF07](#)”
- 6.1.2 Web Posting Request Form (Request to Post to MNWD Website) “[OGMF08](#)”
- 6.1.3 Print Media Request Form “[OGMF09](#)”

6.2 INFORMATION, EDUCATION, AND COMMUNICATION (IEC) MATERIAL PREPARATION


- 6.2.1 Request for Data/ Information Form “[OGMF07](#)”
- 6.2.2 Web Posting Request Form (Request to Post to MNWD Website) “[OGMF08](#)”
- 6.2.3 Servicio Publico Request Form “[OGMF10](#)”
- 6.2.4 Servicio Publico (For receiving copy) “[OGMF11](#)”
- 6.2.5 Servicio Publico (For distribution copy) “[OGMF12](#)”

6.3 PROPOSAL PREPARATION

- 6.3.1 Proposal Format “[OGMF13](#)”

6.4 COMMUNICATION PREPARATION

- 6.4.1 Letter Format “[OGMF14](#)”

	METROPOLITAN NAGA WATER DISTRICT	Document Code:	
	ANNEX A	Revision No.:	0
	ACRONYMS	Effectivity Date:	March 2017
		Page No.:	Page 1 of 1

ACRONYM	DEFINITION
MNWD	METROPOLITAN NAGA WATER DISTRICT
PREAS	PUBLIC RELATIONS AND EXTERNAL AFFAIRS SECTION
PR	PUBLIC RELATIONS
IEC MATERIALS	INFORMATION, EDUCATION, AND COMMUNICATION MATERIALS
PUBLICS	THE COMMUNICATION PUBLICS SHALL INCLUDE THE FOLLOWING:
PUBLIC 1.	THE OFFICERS AND EMPLOYEES OF MNWD;
PUBLIC 2.	THE HOUSEHOLD AND RESIDENTIAL CONSUMERS;
PUBLIC 3.	THE DIFFERENT INDUSTRIAL CONSUMERS;
PUBLIC 4.	ENABLING LINKAGES-OTHER LINE AGENCIES WHICH THE MNWD NEED SUPPORT FROM, E.G. ENVIRONMENT, PUBLIC WORKS, FINANCING INSTITUTIONS AND OTHERS.
MEDIA CHANNELS	DIFFERENT INSTRUMENTS OF COMMUNICATION SUCH AS VIA TV, RADIO, PRINT, WEB, ETC.
MEDIA AND PR PERSONALITIES	DISTINGUISHED PERSONS IN COMMUNICATIONS FROM MAINSTREAM MEDIA AND PUBLIC RELATIONS REPRESENTATIVES FROM DIFFERENT ORGANIZATIONS.