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1.0 PURPOSE

The Public Communications Office (PCO) acts as the liaison between the agency and media partners. The office also ensures effective communication of agency messages and information to the public.

2.0 SCOPE

The PCO establishes and maintains positive working relations with external media partners to ensure that messages and information from internal partners (other PSC offices and programs) are put across to the general and interested public. The office also creates a program or sets of activities to promote the agency and its projects.

3.0 DEFINITION OF TERMS AND ACRONYMS

- 3.1 The term “office” refers to PCO
- 3.2 The term “agency” refers to the Philippine Sports Commission
- 3.3 Executive Director shall be referred to as “ED”.
- 3.4 The term “media” collectively refers to print, broadcast, social media
- 3.5 The Office of the Chairman is also referred to as OOTC

4.0 REFERENCE DOCUMENTS

- 4.1 1987 Philippine Constitution
- 4.2 Republic Act No. 6847
- 4.3 PCOO MC-01-2018
- 4.4 BR 705-2017

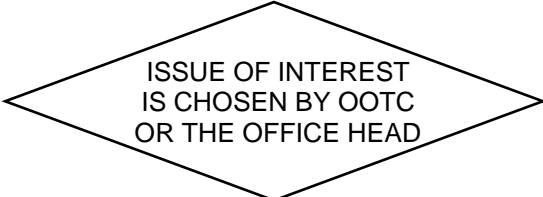
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5.0 PROCESS FLOW

5.1 Management of Social Media Platforms

RESPONSIBLE	FLOW CHART	REFERENCE
OFFICE OF THE CHAIRMAN OR PCO HEAD	START	
	↓	
		SOCIAL MEDIA GUIDELINES
	↓	
PCO HEAD	COLLECTION OF DATA	PRINT AND ONLINE REFERENCE
	↓	
PCO STAFF	WRITING OF FIRST DRAFT FOR APPROVAL	SOCIAL MEDIA GUIDELINES
	↓	
PCO STAFF	EDITING OF DRAFT	
	↓	
PCO HEAD	REWRITES DRAFT AFTER EDITS	
	↓	
OFFICE OF THE CHAIRMAN OR PCO HEAD	APPROVAL FOR REGULAR/ SENSITIVE POSTINGS	
	↓	
PCO STAFF	POSTING ON SOCIAL MEDIA	
	↓	
PCO STAFF	MONITORING OF ENGAGEMENTS AND NECESSARY ACTIONS	
	↓	
	END	



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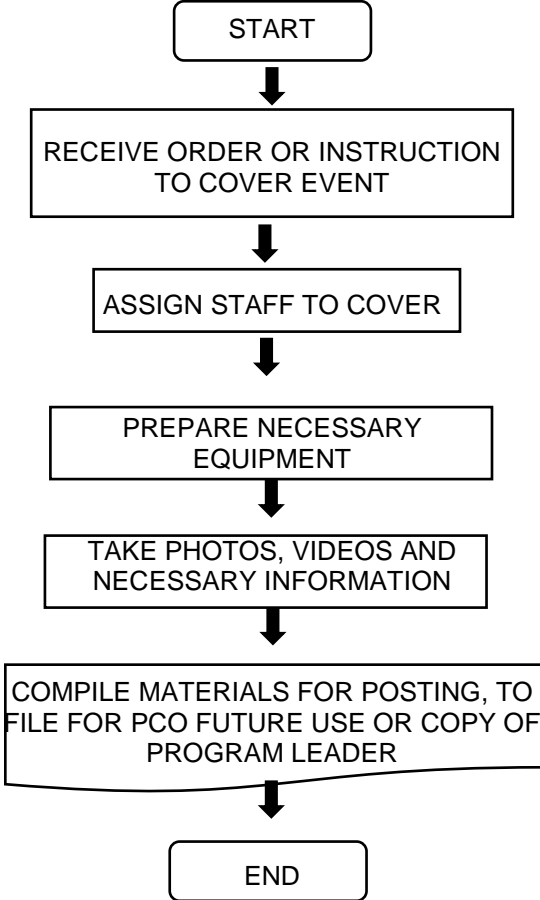
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5.2 Publication of News Magazine

RESPONSIBLE	FLOW CHART	REFERENCE
<p>PCO HEAD</p> <p>PCO STAFF</p> <p>PCO HEAD/PCO EDITOR</p> <p>PCO HEAD</p> <p>GRAPHIC ARTIST AND PCO EDITOR</p> <p>PCO HEAD</p> <p>GRAPHIC ARTIST AND PCO EDITOR</p> <p>OFFICE OF THE CHAIRMAN/PCO HEAD</p> <p>PROCUREMENT OFFICE</p> <p>PCO, RECORDS OFFICE, PROJECT MANAGERS</p>	<pre> graph TD Start([START]) --> Decision{CHOOSING OF TOPICS, AND ASSIGNING OF TOPICS TO PCO STAFF} Decision --> Draft[SUBMISSION OF FIRST DRAFT WITH PHOTOS AND VIDEOS] Draft --> Edit1[FIRST EDITING] Edit1 --> Edit2[FINAL ARTICLE EDITING] Edit2 --> Design[DESIGN AND LAYOUT OF MAGAZINE] Design --> Mock1[FIRST MOCK-UP APPROVAL] Mock1 --> Mock2[FINAL MOCK-UP EDIT] Mock2 --> Approv[FINAL APPROVAL] Approv --> Print[/PRINTING AND ONLINE POSTING/] Print --> Circ[/CIRCULATION AND DISTRIBUTION/] Circ --> End([END]) </pre>	<p>OFFICE MANUAL</p>

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5.3 Coverage of Events

RESPONSIBLE	FLOW CHART	REFERENCE
<p>PCO HEAD OR PCO STAFF</p> <p>PCO HEAD</p> <p>PCO STAFF</p> <p>PCO STAFF</p> <p>PCO STAFF</p>	 <pre> graph TD START([START]) --> A[RECEIVE ORDER OR INSTRUCTION TO COVER EVENT] A --> B[ASSIGN STAFF TO COVER] B --> C[PREPARE NECESSARY EQUIPMENT] C --> D[TAKE PHOTOS, VIDEOS AND NECESSARY INFORMATION] D --> E[COMPILE MATERIALS FOR POSTING, TO FILE FOR PCO FUTURE USE OR COPY OF PROGRAM LEADER] E --> END([END]) </pre>	<p>OFFICE MANUAL</p>



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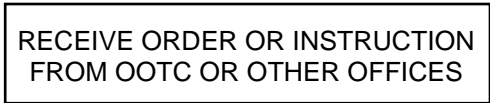
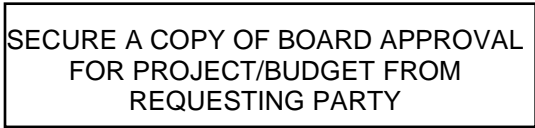



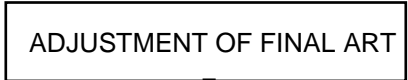



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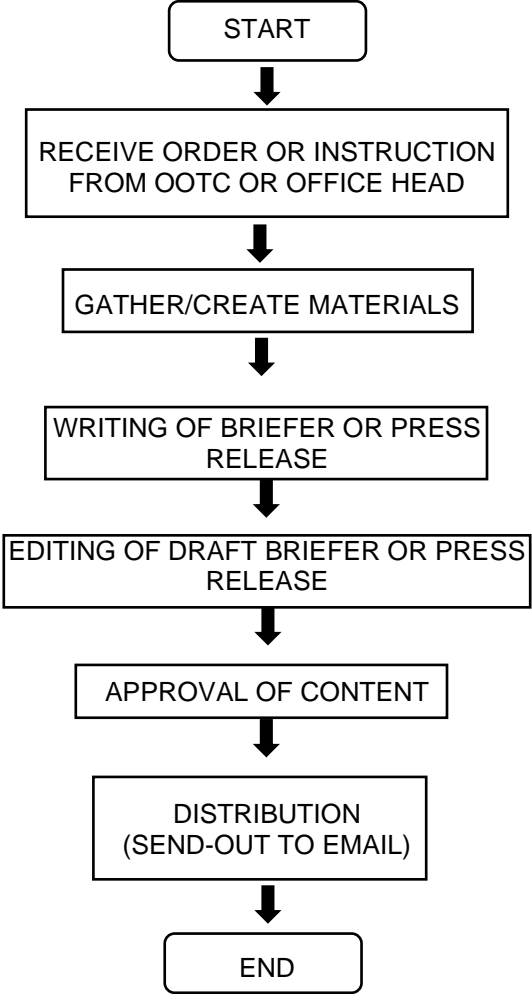
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5.4 Design and Creation of IEC Materials

RESPONSIBLE	FLOW CHART	REFERENCE
OFFICE HEAD		
OFFICE HEAD OR ASSIGNED STAFF		
OFFICE HEAD OR ASSIGNED STAFF		
PCO STAFF		
GRAPHIC ARTIST		OFFICE MANUAL
OFFICE HEAD /REQUESTING OFFICE		
OFFICE HEAD/ GRAPHIC ARTIST		
PCO HEAD/ PCO STAFF		
STAFF	 	

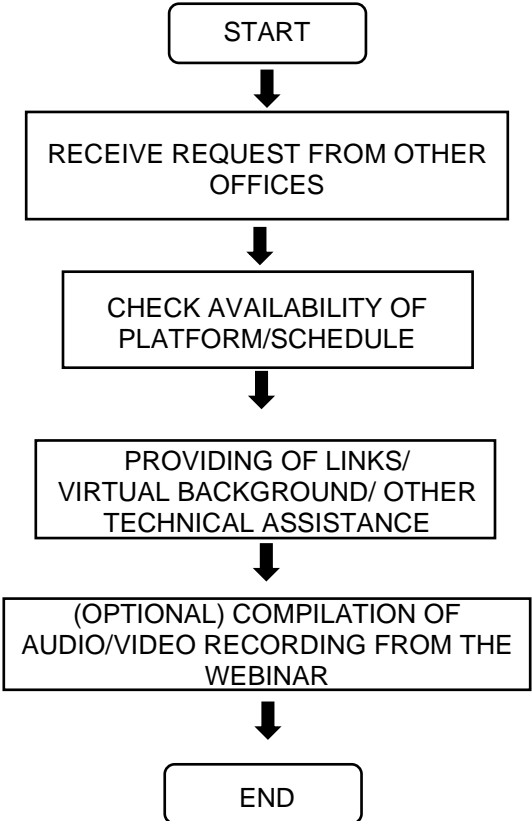
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5.5 Creation of Press Kits and Releases to Traditional Media

RESPONSIBLE	FLOW CHART	REFERENCE
<p>OFFICE OF THE CHAIRMAN OR PCO HEAD</p> <p>PCO STAFF</p> <p>PCO STAFF</p> <p>PCO HEAD</p> <p>PCO HEAD/ OOTC</p> <p>PCO STAFF</p>	 <pre> graph TD START([START]) --> RECEIVE[RECEIVE ORDER OR INSTRUCTION FROM OOTC OR OFFICE HEAD] RECEIVE --> GATHER[GATHER/CREATE MATERIALS] GATHER --> WRITE[WRITING OF BRIEFER OR PRESS RELEASE] WRITE --> EDIT[EDITING OF DRAFT BRIEFER OR PRESS RELEASE] EDIT --> APPROVAL[APPROVAL OF CONTENT] APPROVAL --> DISTRIB[DISTRIBUTION (SEND-OUT TO EMAIL)] DISTRIB --> END([END]) </pre>	<p style="text-align: center;">OFFICE MANUAL</p>

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5.6 Technical Assistance to Webinars

RESPONSIBLE	FLOW CHART	REFERENCE
<p>PCO HEAD AND STAFF</p> <p>PCO STAFF</p> <p>PCO STAFF</p> <p>PCO STAFF</p>	 <pre> graph TD START([START]) --> REQ[RECEIVE REQUEST FROM OTHER OFFICES] REQ --> CHECK[CHECK AVAILABILITY OF PLATFORM/SCHEDULE] CHECK --> PROVIDE[PROVIDING OF LINKS/VIRTUAL BACKGROUND/ OTHER TECHNICAL ASSISTANCE] PROVIDE --> RECORD["(OPTIONAL) COMPILATION OF AUDIO/VIDEO RECORDING FROM THE WEBINAR"] RECORD --> END([END]) </pre>	OFFICE MANUAL

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6.0 PROCEDURE

6.1 Management of Social Media Platforms

- 6.1.1 An issue of interest is chosen by OOTC or the office head
- 6.1.2 PCO staff collects data
- 6.1.3 PCO staff makes a draft write-up
- 6.1.4 Editing if draft
- 6.1.5 Re-writes after edits
- 6.1.6 Content is approved by office head or OOTC, depending on the importance sensitivity of the information
- 6.1.7 Once approved PCO staff posts this on all social media platforms depending on schedule approved
- 6.1.8 PCO Staff monitors public engagement and interest generated by post, also general public reaction

6.2 Publication of News Magazine


- 6.2.1 Choosing a topic
- 6.2.2 Assign PSC staff to write about chosen topic
- 6.2.3 Submission of first draft with pictures and captions
- 6.2.4 First edit
- 6.2.5 Final article edit
- 6.2.6 Design and layout
- 6.2.7 First mock-up for approval of OOTC
- 6.2.8 Final design and edit
- 6.2.9 Final Approval
- 6.2.10 Printing and posting online
- 6.2.11 Circulation and distribution

6.3 Coverage of various events

- 6.3.1 Receive order/information to cover event
- 6.3.2 Assign PCO staff
- 6.3.3 Prepare necessary equipment
- 6.3.4 Take pictures and/or video and information
- 6.3.5 Compile material for file of PCO for future use & file of Project Leader

6.4 Design and Creation of IEC Materials

- 6.4.1 Receive instructions from OOTC or Office Head
- 6.4.2 Get board approval for project/budget
- 6.4.3 Gather/create materials
- 6.4.4 Design graphics
- 6.4.5 Approval of design
- 6.4.6 Adjustment of final art

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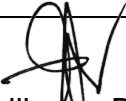
- 6.4.7 Printing via Procurement process
- 6.4.8 Delivery

6.5 Creation of Press Kits and Releases to Traditional Media

- 6.5.1 An issue of interest is chosen by the OOTC or the office head
- 6.5.2 Gather/create materials
- 6.5.3 PCO staff makes article or briefer
- 6.5.4 Content is approved by the office head mor the OOTC, depending on sensitivity of the information
- 6.5.5 Distribution

6.6 Technical Assistance to Webinars

- 6.6.1 Receive request from office head or staff for platform use
- 6.6.2 Check the schedule and availability of platform
- 6.6.3 Provide the zoom link and other technical assistance possible
- 6.6.4 Compile recorded audio/video of the event

Prepared by/Date:	Reviewed by/Date:	Approved by/Date:
 Emmalyn P. Bamba Head, PCO April 5, 2021	 Anna Christine S. Abellana QMS Management Representative	 Atty. Guillermo B. Iroy, Jr OIC-Executive Director 13 April 2021