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## OFFICE OF THE SANGGUNIANG PANLALAWIGAN SECRETARY

# CERTIFICATION

### TO WHOM IT MAY CONCERN:

*THIS IS TO CERTIFY that at the regular session duly constituted of the Sangguniang Panlalawigan, Province of Pangasinan, held on October 23, 2023 at the Session Hall, Capitol Building, Lingayen, Pangasinan, the following provincial ordinance was approved:*

Authored by SP Member Napoleon C. Fontelera, Jr.

### PROVINCIAL ORDINANCE NO. 308-2023

**AN ORDINANCE RENAMING THE PROVINCIAL INFORMATION OFFICE (PIO) INTO PANGASINAN INFORMATION AND MEDIA RELATIONS OFFICE (PIMRO), ABOLISHING VACANT POSITIONS AND CREATING NEW POSITIONS THEREAT AND PROVIDING FUNDS THEREFOR**

#### PREAMBLE

**WHEREAS**, Section 24 Article II of the 1987 Constitution provides that the State recognizes the vital role of communication and information in nation building;

**WHEREAS**, SECTION 76 of RA 7160, otherwise known as the Local Government Code of 1991, provides that every local government unit shall design and implement its own organizational structure and staffing pattern taking into consideration its service requirement and financial capability, subject to the minimum standard and guidelines prescribed by the Civil Service Commission;

**WHEREAS**, Section 463 (c) (ii) of RA 7160 states that the Sangguniang Panlalawigan may create such other offices as may be necessary to carry out the purposes of the provincial government;

**WHEREAS**, Section 468 (a) (viii) of the same Code provides that the Sangguniang Panlalawigan has the power to determine the positions and salaries including allowances and other emoluments and benefits of employees of the provincial government;

**WHEREAS**, one of the main thrusts of the Provincial Government of Pangasinan is to improve local government productivity and effectiveness of basic services through the establishment of stronger work commitment of provincial employees in order to provide a better quality of life for the people of Pangasinan;

RAMON V. GUICO III  
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Vice Governor/Presiding Officer

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*Provincial Ordinance No. 308-2023*

*Page 2*

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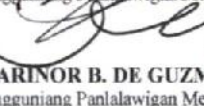
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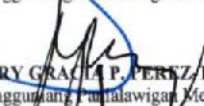
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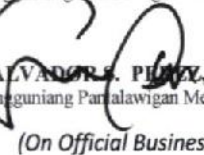
  
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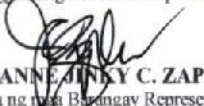
  
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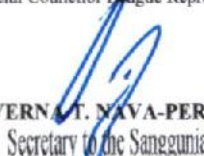
  
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**WHEREAS**, the reorganization of the existing structure of the provincial government, which includes the renaming of an office and abolishing and creating new positions, as well as the transfer of funds for abolished positions thereat, are essential in the improvement of personnel structure and services of the provincial government;

**WHEREAS**, the transformation of the organizational structure is aligned with the corporate system that the provincial government would like to institute, thus, transforming it as a revenue generating department with the goal to perform its proprietary function;

**WHEREAS**, the restructuring is envisioned to foster positive inter-department relationships to come up with strong relationship thru aligned communication;

**WHEREAS**, the reorganization is expected to build strong partnership of the provincial government with local, regional, and national media outlets;

**WHEREAS**, the renaming and restructuring of the Provincial Information Office (PIO) into Pangasinan Information and Media Relations Office (PIMRO) is necessary to professionalize and further strengthen the organizational structure of the provincial government and its objective to create an effective organization;

**WHEREAS**, the position title of the department head and the assistant department shall be Pangasinan Information and Media Relations Officer and Assistant Pangasinan Information and Media Relations Officer, respectively;

**NOW THEREFORE**, on motion of SP Member Napoleon C. Fontelera, Jr., duly seconded -

*Be it ordained by the Province of Pangasinan in Regular Session assembled:*

**CHAPTER 1**

**GENERAL PRINCIPLES**

**SECTION 1. Title.** - This Ordinance shall be known as the "An Ordinance renaming the Provincial Information Office (PIO) into Pangasinan Information and Media Relations Office (PIMRO), Abolishing and Creating Positions Thereat and Providing Funds Therefor;"

**SECTION 2.- Declaration of Policy.** - It is hereby declared a policy of the Province of Pangasinan to create clear and concise communication between the media, the public and government organizations thru the utilization of multiple methods of communication platforms.



**OFFICE OF THE SANGGUNIANG PANLALAWIGAN SECRETARY**

*Provincial Ordinance No. 308-2023*  
*Page 3*

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**SECTION 3. Purpose.** - The Provincial Information Office is hereby renamed in order to integrate and converge hereof the establishment of an effective information and media relations office that will carry out the objectives of the Provincial Government in cascading truthful and accurate information to the public.

**CHAPTER 2**

**PANGASINAN INFORMATION AND MEDIA RELATIONS OFFICE**

**SECTION 4. Organization.** - The Pangasinan Information and Media Relations Office shall have the following Roles and Responsibilities.

**Roles and Responsibilities.** - The Pangasinan Information and Media Relations Office shall:

1. Plan and execute effective public awareness campaigns/information-dissemination program of the province;
2. Promote the programs, projects, and initiatives of the province thru various platforms such as print, broadcast and multi-media;
3. Produce up-to-date information materials to make the public aware of the latest activities;
4. Collaborate with other government entities to align communication strategies;
5. Encourage/Solicit public participation and engagement with the various programs and activities of the provincial government.

**SECTION 5. Structure, Compositions and Functions of the Units.**

**A. STRUCTURE**

The Pangasinan Information and Media Relations Office shall be composed of five (5) units which are:

1. Editorial Services Unit
2. Multi-Media Unit
3. Creative Communication Management Unit
4. Radio/TV Unit
5. Administrative and Marketing Unit



**OFFICE OF THE SANGGUNIANG PANLALAWIGAN SECRETARY**

Provincial Ordinance No. 308-2023  
 Page 4

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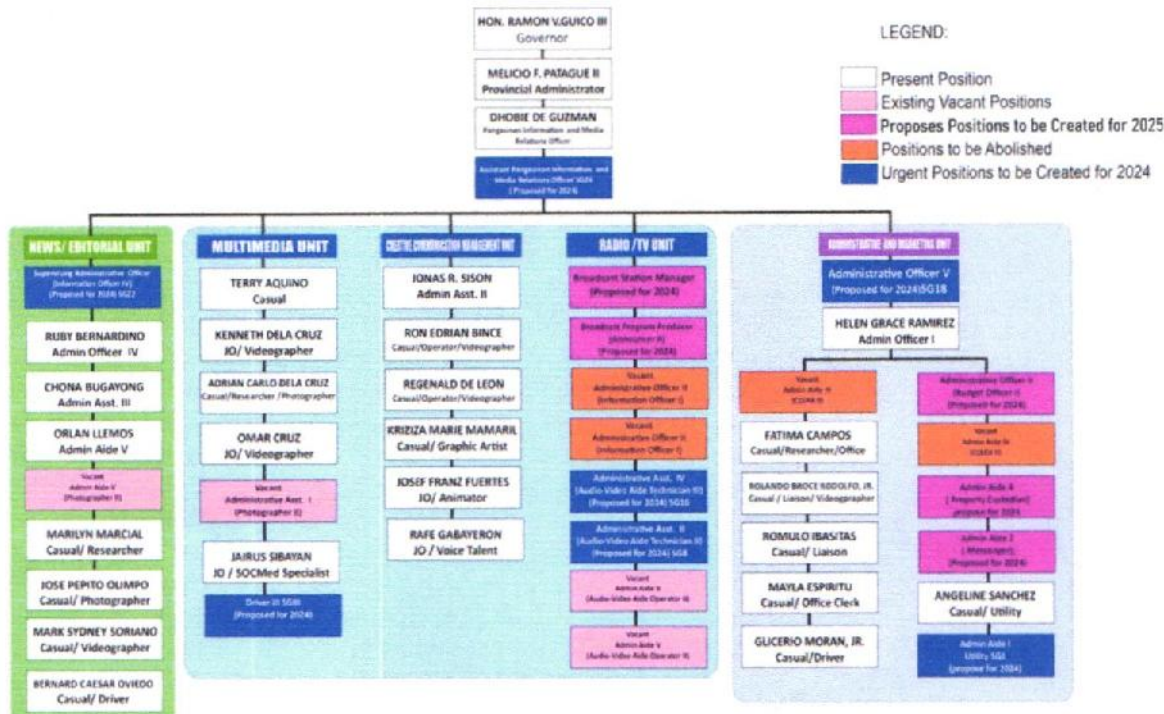
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**PANGASINAN INFORMATION AND MEDIA RELATIONS OFFICE  
 ORGANIZATIONAL CHART**

PROPOSED



**B. FUNCTIONS**

**B.1 Editorial Services Unit shall have the following functions:**

- Pitch ideas and produces accurate news/feature contents and manuscripts for publication and for website postings
- Responsible for news coverage, collaborates with various government entities and refine information for public dissemination
- In charge of production of speeches and other communication materials such as newsletters and other print collateral.

**B.2 Multi-Media Unit shall have the following functions:**

- In charge of networked communication
- Develop visual elements for public awareness campaigns
- Provide information which are presented with animations, videos, still pictures, graphics, diagrams, audio and text
- Design layout of government reports and other materials
- Manage the different social media platforms.

**B.3 Creative Communication Management Unit shall have the following functions:**

- Create graphic designs and produce content for vlogs, AVPs and for social media platforms such as Facebook, Instagram, Youtube and Twitter
- Cover special events of the province
- Coordinate, facilitates interviews and press conferences.





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**OFFICE OF THE SANGGUNIANG PANLALAWIGAN SECRETARY**

*Provincial Ordinance No. 308-2023*

*Page 5*

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**B.4 Radio/TV Unit shall have the following functions:**

- a. Produce regular radio broadcast or podcasts
- b. Coordinate live streams or recordings of official press conferences of the provincial government
- c. Develop story boards featuring the various programs initiatives of the provincial government
- d. Disseminate information and engage citizens in discussions related to provincial government matters using broadcast platform.

**B.5 Administrative and Marketing Unit shall have the following functions:**

- a. Oversees daily operations
- b. Manages strategic planning on human resource development
- c. Creates marketing strategy
- d. In-charge of financial management and human resource needs.

**CHAPTER III**

**Abolition and Creation of Positions**

**SECTION 6. Abolition of Positions.** - The following positions shall be abolished:

| Item No. | Position   | Salary Grade | Salary/ Annum | 13th and 14th Month Pay | PERA     | Clothing allowance | Total Compensation |
|----------|--|--------------|---------------|-------------------------|----------|--------------------|--------------------|
| 8        | Administrative Officer II<br>(Information Officer I) | SG-11        | 324,000.00    | 54,000.00               | 2,000.00 | 6,000.00           | 386,000.00         |
| 13       | Administrative Officer II<br>(Information Officer I) | SG-11        | 324,000.00    | 54,000.00               | 2,000.00 | 6,000.00           | 386,000.00         |
| 5        | Administrative Aide IV<br>(Clerk II)                 | SG-4         | 187,032.00    | 31,172.00               | 2,000.00 | 6,000.00           | 226,204.00         |
| 6        | Administrative Aide IV<br>(Clerk II)                 | SG-4         | 187,032.00    | 31,172.00               | 2,000.00 | 6,000.00           | 226,204.00         |

**Overall Total 1,224,408.00**



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*Provincial Ordinance No. 308-2023*

*Page 6*

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**SECTION 7. Creation of Positions.** - The following positions shall be created under the Pangasinan Information and Media Relations Office in lieu of the abolished positions in the Provincial Information Office, shall be created:

| No. | Position  | Salary Grade | Salary/Annum | 13th and 14th Month Pay | Personnel Economic Relief Allowance (PERA) | Clothing Allowance | Total Compensation |
|-----|---|--------------|--------------|-------------------------|--|--------------------|--------------------|
| 1   | • Assistant Pangasinan Information and Media Relations Officer (Co-Terminous) | SG-24        | 1,080,936.00 | 180,156.00              | 24,000.00                                  | 6,000.00           | 1,291,092.00       |
| 2   | • Supervising Administrative Officer (Information Officer IV)                 | SG-22        | 858,132.00   | 143,022.00              | 24,000.00                                  | 6,000.00           | 1,031,154.00       |
| 3   | • Administrative Officer V  | SG-18        | 560,700.00   | 93,450.00               | 24,000.00                                  | 6,000.00           | 684,150.00         |
| 4   | Senior Administrative Assistant II  | SG-14        | 406,116.00   | 67,686.00               | 24,000.00                                  | 6,000.00           | 503,802.00         |
| 5   | • Administrative Assistant II (Audio-Visual Equipment Operator II)            | SG-8         | 236,928.00   | 39,488.00               | 24,000.00                                  | 6,000.00           | 306,416.00         |
| 6   | • Administrative Aide III (Driver I)  | SG-3         | 176,136.00   | 29,356.00               | 24,000.00                                  | 6,000.00           | 235,492.00         |
| 7   | • Administrative Aide I (Utility Worker I)                                    | SG-1         | 156,000.00   | 26,000.00               | 24,000.00                                  | 6,000.00           | 212,000.00         |

**Overall Total 4,264,106.00**

**CHAPTER IV**

**Qualifications Standards**

6.1. Qualification Standards-The following shall be the qualification standards, competencies and functions of the created positions under the Pangasinan Information and Media Relations Office:

**Qualification Standards**



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*Page 7*

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| No                                       | Position Title<br>(Parenthetical<br>Title, if applicable)   | Education  | Training   | Experience   | Eligibility   |
|--|---|--|--|--|---|
| 1.                                       | Assistant Provincial<br>Government<br>Department Head<br>( <i>Assistant<br/>Provincial<br/>Information and<br/>Media Relation<br/>Officer</i> ) | Graduate of<br>communication-<br>related courses (BS<br>Journalism, BA/BS<br>Mass<br>Communication, AB<br>English) | 24 hours of<br>supervisory/<br>management<br>learning and<br>development<br>intervention | 4 years in position<br>involving<br>management/supervision | Career Service<br>(Professional)<br>Second Level<br>Eligibility                     |
| <b>News/Editorial Unit</b>               |   |  |  |  |   |
| 2.                                       | Supervising<br>Administrative<br>Officer<br><br>( <i>Information Officer<br/>IV</i> )   | Graduate of<br>communication-<br>related courses (BS<br>Journalism, BA/BS<br>Mass<br>Communication, AB<br>English) | 8 hours of<br>relevant<br>training   | 2 years of relevant<br>experience                          | Career Service<br>(Professional)<br>Second Level<br>Eligibility                     |
| <b>Administrative and Marketing Unit</b> |   |  |  |  |   |
| 3.                                       | Administrative<br>Officer V   | Bachelor's Degree<br>relevant to the job   | 8 hours of<br>relevant<br>training   | 2 years of relevant<br>experience                          | Career Service<br>(Professional)<br>Second Level<br>Eligibility                     |
| <b>Radio/TV Unit</b>                     |   |  |  |  |   |
| 4.                                       | Senior<br>Administrative<br>Assistant II ( <i>Audio<br/>Visual Aids<br/>Technician IV</i> )   | High School<br>Graduate or<br>Completion of<br>relevant vocational/<br>trade course                                | 16 hours of<br>relevant<br>training  | 3 years of relevant<br>experience                          | Audio-Visual<br>Equipment<br>Operator/<br>Technician (MS<br>10, S. 2013 Cat.<br>II) |
| 5.                                       | Administrative<br>Assistant II ( <i>Audio<br/>Visual Aids<br/>Technician II</i> )   | High School<br>Graduate or<br>Completion of<br>relevant vocational/<br>trade course                                | 4 hours of<br>relevant<br>training   | 1 year of relevant<br>experience                           | Audio-Visual<br>Equipment<br>Operator/<br>Technician (MS<br>10, S. 2013 Cat.<br>II) |
| <b>Multi-Media Unit</b>                  |   |  |  |  |   |
| 6.                                       | Administrative Aide<br>III ( <i>Driver</i> )  | Elementary School<br>Graduate  | None<br>Required   | None Required  | Professional<br>Driver's License<br>(MS 10, s. 2013,<br>Cat. IV)                    |
| <b>Administrative and Marketing Unit</b> |   |  |  |  |   |
| 7.                                       | Administrative Aide<br>I ( <i>Utility Worker</i> )  | Must be able to read<br>and write  | None<br>Required   | None Required  | None required<br>(MC 10, s.<br>2013- Cat. III)                                      |



**OFFICE OF THE SANGGUNIANG PANLALAWIGAN SECRETARY**

*Provincial Ordinance No. 308-2023*

*Page 8*

**ARTICLE V: Core, Leadership and Functional Competencies**

**SECTION 8. Required Core, Leadership and Functional Competencies-** All positions to be created shall have the following required Core Competencies:

1. Displaying God-Centeredness
2. Practicing Resilience
3. Promoting Innovation
4. Demonstrating Integrity
5. Applying Commitment
6. Achieving Excellence
7. Exhibiting Patriotism

All positions to be created except for the Administrative Assistant IV (Audio Visual Aids Technician III), Administrative Assistant II (Audio Visual Aids Technician II), Administrative Aide III (Driver) and Administrative Assistant I (Utility Worker) shall have the following required Leadership Competencies:

1. Service Champion
2. People's Partner
3. Advocate of Innovation
4. Results Enabler
5. Key to Progress
6. Solution-Oriented

**FUNCTIONS**

Under the Pangasinan Information and Media Relations Office, the following positions shall have the corresponding functions:

| No. | Position Title<br>(Parenthetical Title, if applicable)  | Functions   |
|-----|---|---|
| 1.  | Assistant Provincial Government Department Head ( <i>Assistant Provincial Information and Media Relations Officer</i> ) | <ol style="list-style-type: none"> <li>a. Conceptualizes/creates content for information materials</li> <li>b. Facilitates implementation of information program, education and communication materials</li> <li>c. Prepares, disseminates, monitors news and official communication releases</li> <li>d. Assists the Department Head with various</li> </ol> |

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|  |  |  |
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|  |  | assignments/tasks<br><br>e. Acts as Spokesperson in the absence of the Department Head<br><br>f. Coordinates with media.   |
| <b>News/Editorial Unit</b>               |  |  |
| 2.                                       | <b>Supervising Administrative Officer</b><br><br><i>(Information Officer IV)</i> | a. Manages the editorial unit<br><br>b. Plans, organizes, directs and reviews the major functions of the editorial unit<br><br>c. Conceptualizes/creates content for information materials and multi-media platforms<br><br>d. Writes various types of communication including scripts<br><br>e. Edits news releases/write-ups prior to the approval of the Editor.  |
| <b>Administrative and Marketing Unit</b> |  |  |
| 3.                                       | <b>Administrative Officer V</b>  | a. Manages the administrative unit<br><br>b. Provides information to employees on personnel policies, procedures and , Civil Service Rules and Regulations affecting their employment<br><br>c. Provides technical assistance pertaining to personnel matters<br><br>d. Drafts communications in relation to HR management<br><br>e. In charge of records management<br><br>f. Supervises cash disbursement and procurement<br><br>g. Assists in activities related to recruitment and placement process in the office |



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| <b>Radio/TV Unit</b>                     |   |   |
|--|---|---|
| 4.                                       | Senior Administrative Assistant II ( <i>Audio Visual Aids Technician IV</i> ) | a. Acts as team leader of the audio-visual technicians team<br><br>b. Sets up, tests, operates, assesses, and repairs equipment required for live events, virtual and video conferences<br><br>c. Performs other related functions assigned by supervisors. |
| 5.                                       | Administrative Assistant II ( <i>Audio Visual Aids Technician II</i> )        | a. Responsible in providing audio-visual set up<br><br>b. Assists in operation and running of sound and video equipment<br><br>c. Performs other duties assigned by supervisors   |
| <b>Multi-Media Unit</b>                  |   |   |
| 6.                                       | Administrative Aide III ( <i>Driver</i> )                                     | a. Provides transportation services for the teams<br><br>b. Handles deliveries<br><br>c. Performs other functions assigned by supervisors   |
| <b>Administrative and Marketing Unit</b> |   |   |
| 7.                                       | Administrative Aide I ( <i>Utility Worker</i> )                               | a. Provides general services or upkeep of the office<br><br>b. In charge of maintaining cleanliness in the office<br><br>c. Performs other duties assigned by other functional units.   |

8.1 All Positions shall have the following required Functional Competencies:





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| No.                                      | Position Title<br>(Parenthetical Title, if applicable)  | Required Functional Competencies  |
|--|---|---|
| 1.                                       | Assistant Provincial Government Department Head ( <i>Assistant Provincial Information and Media Relations Officer</i> ) | 1.Relevant experience and knowledge in Media Affairs<br>2.Planning, Organizing and Delivering<br>3.Research Skills<br>4.Written and Oral Communication Skills               |
| <b>News/Editorial Unit</b>               |   |   |
| 2.                                       | Supervising Administrative Officer<br><br>( <i>Information Officer IV</i> )   | 1.Written Skills<br>2.Editing Skills<br>3.Planning, Organizing and Delivering<br>4.Research Skills  |
| <b>Administrative and Marketing Unit</b> |   |   |
| 3.                                       | Administrative Officer V  | 1.Records Management<br>2.Planning, Organizing and Delivering<br>3.Monitoring and Evaluation<br>4.Knowledge in Civil Service Rules and Regulations<br>5.Coordination Skills |
| <b>Radio/TV Unit</b>                     |   |   |
| 4.                                       | Senior Administrative Assistant II ( <i>Audio Visual Aids Technician IV</i> )   | 1.Ability to operate audio, video and lighting equipment<br>2.Ability to troubleshoot audio, video, lighting equipment<br>3.Ability to repair.                              |



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|--|--|---|
| 5.                                       | Administrative Assistant II<br>(Audio Visual Aids Technician II) | 1.Ability to operate<br>2.Ability to troubleshoot audio, video, lighting equipment<br>3.Ability to repair                     |
| <b>Multi-Media Unit</b>                  |  |   |
| 6  | Administrative Aide III<br>(Driver)                              | 1.Knowledge of traffic rules and regulations<br>2.Ability to recognize road signs<br>3.Control skills<br>4.Can read and write |
| <b>Administrative and Marketing Unit</b> |  |   |
| 7.                                       | Administrative Aide I<br>(Utility Worker)                        | 1.Maintenance skills (maintain clean work area)   |

**ARTICLE VI**

**FUNDING**

**SECTION 9. FUNDING.** - The appropriated budget for the Personal Services and the Maintenance and Other Operating Expenses (MOOE) of the Provincial Information Office for Fiscal Year 2023 shall be transferred to the Pangasinan Information and Media Affairs Office (PIMRO). The deficit amount of Php3,039,698.00 as computed based on the proposed budget of the Pangasinan Information and Media Relations Office shall be included in the Annual Budget for Fiscal Year 2024.

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Provincial Ordinance No. 308-2023

Page 13

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**ARTICLE VII**

**SEPARABILITY, REPEALING CLAUSE & EFFECTIVITY**

**SECTION 10.** Separability Clause - If any part of the provision of this Ordinance shall be held unconstitutional or invalid, other parts or provisions hereof which shall not be affected shall continue to be in full force and in effect.

**SECTION 11.** Repealing Clause - All ordinances and administrative circulars and executive orders or parts thereof which shall be found to be inconsistent with provision of this Ordinance shall hereby be repealed and amended accordingly.

**SECTION 12.** Approval and Effectivity - The renaming of the Provincial Information Office into Pangasinan Information and Media Relations Office shall take effect upon approval of the Sangguniang Panlalawigan of the Province of Pangasinan.

CERTIFIED BY:

**VERNA T. NAVA-PEREZ**  
Secretary to the Sanggunian

ATTESTED:

**MARK RONALD DG. LAMBINO**  
Vice Governor  
(Presiding Officer)

APPROVED:

**RAMON V. GUICO III**  
Governor