History

The Public Affairs and Information Services Department (PAISD) is the legally-mandated information agency and lead media service unit of the local government of Quezon City.

The Department traces its roots to City Ordinance 5052 which was approved into law by Mayor Norberto S. Amoranto in 1964. The city ordinance created the position of Public Information Officer under the Office of the Mayor.

The position of Information Officer was institutionalized by Republic Act 7160 or the Local Government Code of 1991 which mandates local government units to create the position whose qualifications, powers and duties are defined under Article XVI Section 486.

In 1976, Mayor Amoranto issued Executive Order 21 creating the Public Affairs and Assistance Office which later on evolved into what is presently known in Quezon City Hall as Public Affairs and Information Services Department (PAISD).

By virtue of a directive from the Department of Budget and Management (DBM), PAISO was rationalized and upgraded into a Department under City Ordinance 2571 which was signed and approved by Mayor Herbert M. Bautista on 13 March 2017.

The rationalization was approved for implementation by the DBM in 2018.

In pursuit of its mandate under the Local Government Code and by virtue of Memorandum Circular 4-2012 of the National Disaster Risk Reduction and Management Council, PAISO -- as the City PIO -- serves as the Public Information Officer of the QC Disaster Risk Reduction and Management Council under the Incident Command System.
Mandate:

- Develop and implement programs and necessary mechanisms pertaining to the delivery of information relating to the plans, programs, policies, achievements and official activities of the City Mayor and the city government;
- Develop, manage and operate city government-owned or controlled public information/mass communications structure/facilities to provide the City Mayor in particular and the city government in general, access to the people as an alternative to mass media entities;
- Set up and maintain a network of people and entities and system to ensure that accurate information from the City Mayor and the city government is effectively and efficiently relayed, delivered and disseminated to the public;
- Manage, control, supervise or assist as may be necessary the various city government units involved in information dissemination;
- Coordinate and cultivate relations with the media;
- Manage and administer the city government’s official news and information website and social media pages and accounts;
- Deals with the public, including the media, by advancing the city government’s mission, vision, goals and interests
- Explain how the city government’s programs and policies impact the public
- Help the citizenry understand the city government’s plans and actions
- Prepare and distribute information materials on behalf of the city government
- Monitor how the media reports on the city government as well as events and developments impact the city and its people
- Respond to media inquiries, arrange interviews and facilitate access to information, resource persons and subject matter experts
- Correct erroneous information and try to improve the interpretation and understanding of existing information
- Counter disinformation with the right information
- Engage the public through various media platforms/channels and encourage people’s participation in local governance and community development
- Provide sound advice and expertise to city officials on matters pertaining to media and mass communications.
Vision Statement:

To have a well-informed citizenry who are empowered to make fact-based, data-driven decisions in pursuit of an improved quality of life and thereby contribute to nation-building.

Mission Statement:

Provide right and just information so that people make the right decisions at the right time.

Core Values:

- **Primary source of credible, relevant and accurate information about the city government’s affairs**
- **Advocate the city government’s programs and position on issues and concerns**
- **Implement programs that educate and enlighten the citizenry on matters of national importance and deepen their civic engagement**
- **Serve as the primary driver of consciousness-raising, constituency-building, and social mobilization in support of the policies, plans, programs and projects of the city government**
- **Deliver quality service to the people**
CITIZEN’S CHARTER

REQUEST FOR COVERAGE, PHOTOS, VIDEO CLIPS, NEWSPAPER CLIPPINGS, NEWS LETTER MATERIALS, IEC MATERIALS, BROADCAST MONITORING, SOCIAL MEDIA POSTING AND WEB POSTING.

Schedule of Availability of Service:
Day: Monday to Friday
   Saturday and Sunday on a case to case basis
Hours: 8:00 a.m. - 5:00 p.m. (no noon break)

Who may Avail of the Service:
Concerned Citizens
City government officials and employees
National government agencies
Media
NGOs, POs and Socio-Civic organizations
Business sector
Religious and cultural organizations
National policymakers and legislators
Overseas Filipinos
Academie and research institutions

Documentary Requirements:
Request Form

Processing Period:
30 minutes

How to Avail of the Service:

<table>
<thead>
<tr>
<th>Step</th>
<th>Client</th>
<th>Service Provider</th>
<th>Duration of Activity</th>
<th>Person In Charge</th>
<th>Fees</th>
<th>Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Submit Request Form</td>
<td>Stamping of date and time received/attach tracking slip</td>
<td>5 minutes</td>
<td>Receiving Clerk (Admin. Division)</td>
<td>None</td>
<td>Request Form</td>
</tr>
<tr>
<td>2</td>
<td>Assigned request to personnel</td>
<td></td>
<td>5 minutes</td>
<td>Dept. Head</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Prepares and generate request document</td>
<td></td>
<td>20 minutes</td>
<td>Technical Staff</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
REQUEST FOR EDITORIAL SERVICES (CONTENT CREATION)

Schedule of Availability of Service :
Day : Monday to Friday
      Saturday and Sunday on a case to case basis
Hours : 8:00 a.m. - 5:00 p.m. (no noon break)

Who may Avail of the Service :
Concerned Citizens
City government officials and employees
National government agencies
Media
NGOs, POs and Socio-Civic organizations
Business sector
Religious and cultural organizations
National policymakers and legislators
Overseas Filipinos
Academe and research institutions

Documentary Requirements :
Request Form

Processing Period :
1 hour

How to Avail of the Service :

<table>
<thead>
<tr>
<th>Step</th>
<th>Client</th>
<th>Service Provider</th>
<th>Duration of Activity</th>
<th>Person In Charge</th>
<th>Fees</th>
<th>Form</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Submit Request Form</td>
<td>Stamping of date and time received/attach tracking slip</td>
<td>5 minutes</td>
<td>Receiving Clerk (Admin. Division)</td>
<td>None</td>
<td>Request Form</td>
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<tr>
<td>2</td>
<td>Assigned request to personnel</td>
<td></td>
<td>5 minutes</td>
<td>Dept. Head</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Prepares and generate request document</td>
<td></td>
<td>1 hour</td>
<td>Technical Staff</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
REQUEST FOR SERVICE REFERRALS

Schedule of Availability of Service:
Day: Monday to Friday

Hours: 8:00 a.m. - 5:00 p.m. (no noon break)

Who may Avail of the Service:
- Concerned Citizens
- City government officials and employees
- National government agencies
- Media
- NGOs, POs and Socio-Civic organizations
- Business sector
- Religious and cultural organizations
- National policymakers and legislators
- Overseas Filipinos
- Academe and research institutions

Documentary Requirements: Request Form

Processing Period: 30 minutes or Depends on the nature of request

How to Avail of the Service:

<table>
<thead>
<tr>
<th>Step</th>
<th>Walk-in Client</th>
<th>Service Provider</th>
<th>Duration of Activity</th>
<th>Person In Charge</th>
<th>Fees</th>
<th>Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Submit Request Form</td>
<td>Stamping of date and time received/attach tracking slip</td>
<td>5 minutes</td>
<td>Receiving Clerk (Admin. Division)</td>
<td>None</td>
<td>Request Form</td>
</tr>
<tr>
<td>2</td>
<td>Assigned request to personnel</td>
<td></td>
<td>5 minutes</td>
<td>Dept. Head</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Prepares and generate request document</td>
<td></td>
<td>30 minutes or depends on the nature of request</td>
<td>Admin. Division</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
COMPLAINTS

Schedule of Availability of Service:
Day: Monday to Sunday
Hours: 8:00 a.m. - 5:00 p.m. (no noon break)

Who may Avail of the Service:
Concerned Citizens
City government officials and employees
National government agencies
Media
NGOs, POs and Socio-Civic organizations
Business sector
Religious and cultural organizations
National policymakers and legislators
Overseas Filipinos
Academe and research institutions

Documentary Requirements:
Letter thru social media

Processing Period:
Transmit to agency concern upon receipt of the complain

How to Avail of the Service:

<table>
<thead>
<tr>
<th>Step</th>
<th>Client</th>
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<th>Fees</th>
<th>Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Submit Complaint letter</td>
<td>Stamping of date and time received/attach tracking slip</td>
<td>5 minutes</td>
<td>Technical Staff</td>
<td>None</td>
<td>Request Form</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Prepares and transmit to agency concern</td>
<td>30 minutes</td>
<td>Dept. Head/Technical Staff</td>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

For comments/suggestions/complaints
Please contact
PAISD Hotline 1511