



OFFICE OF THE CITY MAYOR

REPUBLIC OF THE PHILIPPINES

OFFICE OF THE CITY MAYOR

City of Naga

CNO FILE



ADMINISTRATIVE ORDER NO. 2018-001

DEFINING THE ORGANIZATIONAL STRUCTURE, FUNCTIONAL THRUSTS AND PROVIDING FOR THE OPERATIONAL GUIDELINES OF THE CITY EVENTS, PROTOCOL AND PUBLIC INFORMATION OFFICE (CEPPIO):.

WHEREAS, City Ordinance No. 2017-108 elevated into a full-fledged department and mandated the reorganization of the City Events, Protocol and Public Information Office (CEPPIO);

WHEREAS, said ordinance integrated in the CEPPIO the I-SERVE Information and Action Center (ISIAC) as one of its divisions and transferred the functions of the City Publications Office to the Communications Development and Strategic Planning Division;

WHEREAS, Section 4 of the said ordinance mandates the definition of a new organization structure and staffing pattern to be prepared by the City Human Resource Management Office in coordination with the City Budget Office;


WHEREAS, for purposes of expediency and economy, Section 5 of the same ordinance allows the transfer of all existing personnel of the City Publications Office, I-Serve Information and Action Center and city sound system unit currently under the City Mayor's Office, City Administrator's Office and General Services Department to the CEPPIO, and to continue performing their respective duties and responsibilities;

NOW THEREFORE, I JOHN G. BONGAT, Mayor of the City of Naga, by virtue of the powers vested in me by law, do hereby order the following:

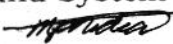
Section 1. HEAD OF DEPARTMENT. The City Events, Protocol and Public Information Office (CEPPIO) having been hereby reorganized and elevated into a full-fledged department of the City Government, with the functions of the I-Serve Information and Action Center and the City Publications Office integrated under it pursuant to City Ordinance No. 2017-108 shall be headed by Mr. Allen L. Keondanga as its Acting Department Head. As such, he shall provide the overall leadership and direction of the department this newly created department.

Section 2. REASSIGNMENT OF PERSONNEL. For purposes of expediency and economy, the following personnel of the City Publications Office, I-Serve Information and Action Center and city sound system unit currently under the City Mayor's Office, City Administrator's Office and General Services Department are hereby reassigned to the CEPPIO, and shall continue performing their regular duties and responsibilities and other tasks as may be assigned by its Department Head, to wit:


From the General Services Department:

1. **BEDA ALCANTARA** — 
Public Services Foreman

From the Office of the City Administrator

1. **NICHOLAS MOTOS**
I-SERVE Information and Action Officer (Contractual)
2. **NICETAS PENAS**
Administrative Aide I
3. **BERNIE ALAMER**
Administrative Aide I
4. **JOAN VERGARA**
Administrative Aide I
5. **FERNANDO S. FLORES**
Administrative Aide I, Sound System Operator
6. **RUSSEL O. VARGAS**
Administrative Aide I, Sound System Operator
7. **REYNALDO SEVILLA**
Administrative Aide I, Sound System Operator
8. **MARK PHILIP B. NIDEA** 
Administrative Aide I, Sound System Operator
9. **CHRISTIAN JAKE FORTALEZA**
Job Order (Sound System Operator)

From the Office of the City Mayor

1. **JASON NEOLA** 
Audio-Visual Equipment Operator
2. **GRACE SEGUI**

Section 3. ADMINISTRATIVE DIVISIONS AND SECTIONS. The CEPPIO shall have the following administrative divisions and sections:

- A. Events Management and Protocol Services Division.** The division shall be responsible for the planning, organization, and implementation of the official City Government events and special activities. It shall:
- a. Establish the calendar of activities for official, regularly-held and traditional city events, and special events hosted, co-hosted, sponsored, or co-sponsored by the City Government;
 - b. Organize events and manage functions as directed by the City Mayor;
 - c. Take care of logistics, venue preparation, and food/beverage services pursuant to existing procurement, accounting and auditing rules, and the supervision of the city's sound and light system service team;
 - d. Coordinate with the city government departments, national government agencies, civic groups, non-government entities and private organizations in relation to the conduct of regular and special events of the City Government;
 - e. Manage and supervise the existing Naga City Hall Chorale;
 - f. Handle all protocol services for and on behalf of the city government which include, but are not limited to:
 - i. Reception of visitors in City Hall;
 - ii. Planning and holding of city hospitality functions and major visits by Heads of State, Heads of Government, and other guests of the city government, and
 - iii. Provide advice to the City Mayor, members of the Sangguniang Panlungsod and government departments on protocol-related matters such as ceremonies, forms of address, flag procedures, and heraldry matters such as official use of the City Seal and emblems
 - g. Assist the City Mayor and the Sangguniang Panlungsod in giving due recognition to Nagueños, as provided in the existing Naga City honors system such as the Mayoral Awards;
 - h. Liaise with the Secretariat of the Sangguniang Panlungsod and other departments of the city government;
- B. Communications Operations Division.** The Communications Operations Division shall perform the following functions:
- a. Develop and implement necessary guidelines and mechanisms pertaining to the delivery and dissemination of information relating to the policies, programs, official activities and achievements of the city government;
 - b. Develop, manage and operate viable government-owned or controlled information dissemination structure / facilities to

- provide the city government access to the people as an alternative to the private mass media entities;
- c. Produce television-radio programs and infomercials;
- d. Coordinate and cultivate relations with private media entities;
- e. Assist in the management and administration of the city official website;

C. Communications Development and Strategic Planning Division. The Communications Development and Strategic Planning Division shall perform the following functions:

- a. Coordinate the crafting, formulation, development and enhancement of the messaging system with the various offices and departments of the city government;
- b. Design and recommend responses to issues that arise on a daily basis;
- c. Ensure consistency in the messages issued by the City Mayor and the Sangguniang Panlungsod;
- d. Assist in the formulation and implementation of new media strategies;
- e. Assist in research and development of new media instruments;
- f. Maintain and develop contents for new media platforms including, but is not limited to second generation web-based technologies (Web 2.0) such as social media and networking sites;
- g. Liase with the Sangguniang Panlungsod Secretariat and City Mayor's Office Records Division;
- h. Control and supervise the conduct of market research, monitor public opinion, and gather, use and analyze relevant data as may be necessary;
- i. Perform editorial functions for the Naga Smiles Magazine, the city's quarterly magazine and the Naga City Gazette, the official city journal, in close coordination with the Sangguniang Panlungsod;

D. I-Serve Information and Action Division. The I-Serve Information and Action Division shall be responsible for the implementation of the provisions of City Ordinance No. 2008-092, as amended. It shall:

- a. Establish and maintain a systematic mechanism of recording and assessment of i-Serve Program;
- b. Ensure the delivery of quality and effective government services to the Nagueños by:
 - i. recording of service delivery (encoding);
 - ii. ensuring delivery (verification);
 - iii. assessment and evaluation of service (performance); and
 - iv. granting of free benefits and discounts and other privileges
- c. Maintain a unified information system addressing problems in services integration and convergence;

- d. Man the established i-Serve Information and Action Center (i-SIAC) to facilitate service delivery of/and transactions with the different offices of the city.

E. Administrative and Support Services Section. The Administrative and Support Services Section shall be responsible for providing efficient and effective service relative to general support services to ensure the smooth operation of the department. It shall:

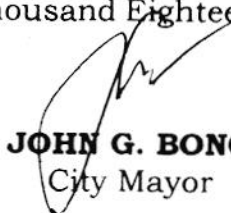
- i. Handle the processing of claims;
- ii. Maintain and control incoming and outgoing documents and claims;
- iii. Maintain a comprehensive list of records of inventory and appraisal and records disposition of the same;
- iv. Maintain and implement a centralized filing and retrieval of circulars, memoranda, orders, contracts and similar documents;
- v. Release mail and parcels;
- vi. Provide messengerial services;
- vii. Maintain a service vehicle, and;
- viii. Perform related functions as maybe assigned from time to time.

Section 4. ORGANIZATIONAL STRUCTURE AND MANPOWER COMPLIMENT. Defined in Annex A hereof is the organizational structure and work force complement of every unit, section and division of the CEPPIO. Annex A shall be an integral part of this Administrative Order.


Section 5. FUNDING. The budget of the office herein reorganized shall be sourced from the remaining budget of CEPPIO, CPO and I-Serve Program for the current year, subject to existing and applicable laws, rules and regulations.

Section 6. EFFECTIVITY. This administrative Order shall be effective immediately.

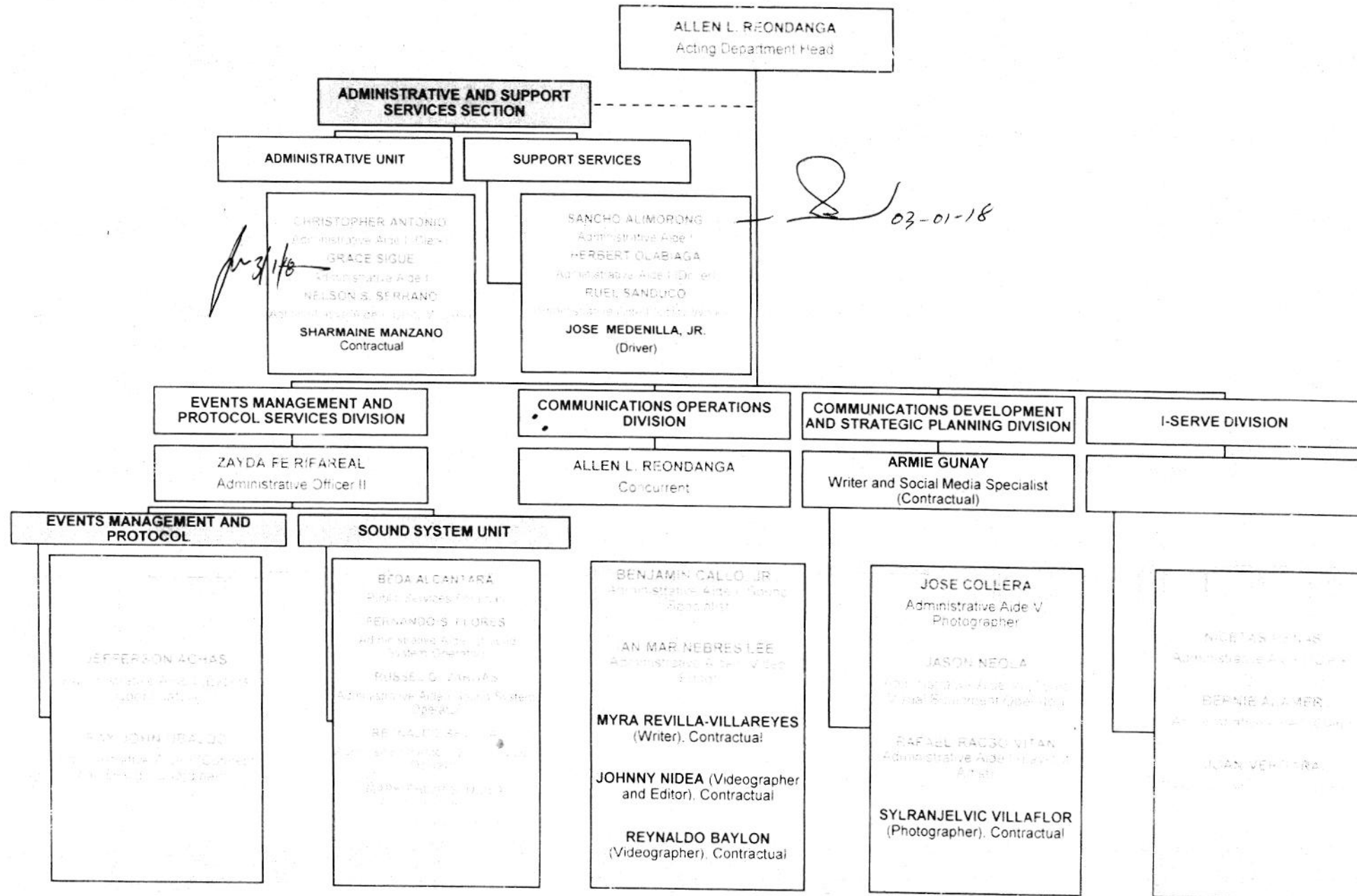
Issued this 28th day of February, Two Thousand Eighteen in the City of Naga, Philippines.


JOHN G. BONGAT
City Mayor

Attested by:


FLORENCIO T. MONGOSO, JR., CSEE
Department Head II and City Administrator

**CITY EVENTS, PROTOCOL AND PUBLIC INFORMATION OFFICE
ACTUAL ORGANIZATIONAL STRUCTURE AND MANPOWER COMPLEMENT**



■ Permanent ■ Permanent (Reassigned) ■ Casual ■ Casual (Reassigned) ■ Contractual/Job Order Contractual/Job Order (Reassigned)