

B. BUREAU OF BROADCAST SERVICES

STRATEGIC OBJECTIVES

MANDATE

The Philippine Broadcasting Service-Bureau of Broadcast Services (PBS-BBS) shall be responsible for providing broadcast information on the activities, policies, and directions of the Government and the Presidency, thru the use of broadcast media throughout the country. It shall be headed by a Director and assisted by the Deputy Director both to be appointed by the President upon recommendation of the Presidential Communications Operations Office Secretary.

VISION

The PBS-BBS shall be the leading public radio network committed and responsible to its national and international audiences. PBS-BBS shall serve as a credible channel of information, a true public forum and persuasive agent of social change and development. Manned by service-driven and competent personnel and equipped with state of the art facilities and technology, PBS-BBS shall champion what is relevant in any specific service area for the benefit of the greatest number of people and development of the nation.

MISSION

1. Provide nationwide broadcasting services primarily for the Government's and the Presidency's information requirements;
2. Serve as a vital link between the government and the people by being an effective conduit for feedback and feedforward mechanism;
3. Provide broadcast services to all the regions of the country with particular focus on areas not adequately served by private networks;
4. Provide broadcast programming designed to preserve and promote the national heritage and culture, advance educational goals, and support the thrusts and goals of the Presidency and the Government; and
5. Continually improve programming and dissemination capabilities geared toward strengthened and innovative programs in support of countryside development.

KEY RESULT AREAS

Anti-corruption/transparent, accountable, and participatory governance

SECTOR OUTCOME

Public information dissemination

ORGANIZATIONAL OUTCOME

Responsive information dissemination of government programs and presidential policies, actions and activities through broadcasting

New Appropriations, by Program/Project

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		<u>Current Operating Expenditures</u>			
		<u>Personnel</u>	<u>Maintenance</u>	<u>Capital</u>	<u>Total</u>
		<u>Services</u>	<u>and Other</u>	<u>Outlays</u>	
			<u>Operating</u>		
			<u>Expenses</u>		
PROGRAMS					
100000000	General Administration and Support	P 27,597,000	P 27,372,000		P 54,969,000
300000000	Operations	146,818,000	66,388,000		213,206,000
	NFO 1: Public Broadcasting and Development				
	Communications Services	146,818,000	66,388,000		213,206,000
	Total, Programs	174,415,000	93,760,000		268,175,000
TOTAL NEW APPROPRIATIONS		P 174,415,000	P 93,760,000		P 268,175,000
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New Appropriations, by Central/Regional Allocation

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Current Operating Expenditures

<u>Personnel</u>	<u>Maintenance</u>	<u>Capital</u>	<u>Total</u>
<u>Services</u>	<u>and Other</u>	<u>Outlays</u>	
	<u>Operating</u>		
	<u>Expenses</u>		

REGION

Regional Allocation	P	174,415,000	P	93,760,000	P	268,175,000
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National Capital Region (NCR)		174,415,000		93,760,000		268,175,000
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TOTAL NEW APPROPRIATIONS	P	174,415,000	P	93,760,000	P	268,175,000
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Special Provision(s)

1. Appropriations for Programs and Specific Activities. The amounts appropriated herein for the programs of the agency shall be used specifically for the activities in the amounts indicated under the Details of the FY 2014 Budget attached as Annex A (Volume 1) of this Act.

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Hiring of competent and qualified personnel;
2. Equipment upgrade and radio automation;
3. Production of development-oriented and creative programs, plugs and stingers; and,
4. Strengthen provincial station's linkage.

MAJOR FINAL OUTPUT (MFO)/PERFORMANCE INDICATORS

Targets

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MFO 1: PUBLIC BROADCASTING AND DEVELOPMENT COMMUNICATIONS SERVICES	
Radio Materials Produced and Aired	
Percentage of radio materials produced and aired	85%
Percentage of radio materials produced and aired rated good or better	95%
Percentage of broadcast transmission and maintenance services rated good or better	80%
Percentage of materials produced and aired on prescribed schedule	100%