

E. NEWS AND INFORMATION BUREAU

STRATEGIC OBJECTIVES

MANDATE

The News and Information Bureau (NIB) shall be responsible for providing efficient, effective, productive, and economical services relating to the development and formulation of a domestic and foreign information for the Government, in general, and the Presidency, in particular including the development of strategies for the dissemination of information on specific government programs.

VISION

The Lead Network of news, information and media services of Government and the Presidency in pursuit of national interest.

MISSION

Provide effective news and information services using modern technology for well-informed local and international communities

KEY RESULT AREAS

Anti-corruption/transparent, accountable and participatory governance

SECTOR OUTCOME

Public information dissemination

ORGANIZATIONAL OUTCOME

Public access, engagement and understanding of Presidential policies and government programs achieved

PERFORMANCE INFORMATION

KEY STRATEGIES

Implement and strengthen the nationwide information and communication programs and projects particularly on the President's 16-Point agenda and the "Daang Matuwid" campaign and the Government in general.

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)

BASELINE

2015 TARGETS

Public access, engagement and understanding of Presidential policies and government programs achieved

Percentage of national, provincial and foreign news stories and news photos utilized

90% or more of national, provincial and foreign news stories and news photos utilized

Percentage of presidential photos, transcripts, news alerts and clippings utilized

90% or more of presidential photos, transcripts, news alerts and clippings utilized

Percentage of media accredited and assisted who have rated the services as satisfactory or better

90% or more of media accredited and assisted who have rated the services as satisfactory or better

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)2015 Targets

MFO 1: MEDIA OPERATIONS SERVICES (Media and Information Services)

Media and Information Services

Percentage of media and information services completed	100%
Percentage of media and information services rated good, better or best	100%
Percentage of media and information services provided within prescribed schedule	100%