

F. PHILIPPINE INFORMATION AGENCY

STRATEGIC OBJECTIVES

MANDATE

The Philippine Information Agency (PIA) provides accurate, timely, and relevant information to enable citizens to participate in and benefit from government programs that would uplift their quality of life. It plans and implements communication and advocacy programs of national scope and assists other government agencies in the communication component of their programs through multimedia strategies.

VISION

An enlightened citizenry empowered to make informed decisions toward improved quality of life and to contribute to nation-building.

MISSION

The Philippine Information Agency is committed to provide a national mechanism for the free flow of timely, accurate and relevant information to:

- 1) Enhance people's capabilities in decision-making and identification of opportunities for growth and development; and
- 2) Promote people's participation in democratic process.

KEY RESULT AREAS

Transparent, accountable and participatory governance

SECTOR OUTCOME

Enhanced citizens' access to developmental information and participation in governance

ORGANIZATIONAL OUTCOME

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

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Expansion of agency presence to cover the ARMM region and provinces identified as poorest and most vulnerable to disasters
2. Mainstreaming of community-based communication activities to deliver developmental information down to the grassroots level
3. Increased communication support to disaster risk reduction and management efforts
4. Generation of public inputs to governance through the conduct of communication research and public consultations
5. Networking with and provision of communication assistance to various sectors to further widen the reach of developmental information, especially in poorest and most disaster-vulnerable areas
6. More effective use of new media channels for information dissemination
7. Development and maintenance of information systems for more efficient and rapid delivery of information

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2015 TARGETS

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

Percentage of local presidential visit facilitation rated satisfactory or better

At least 95% of presidential local visit facilitation rated satisfactory or better

Percentage of target audience's access rate of disseminated developmental information

At least 80% access rate

Percentage of assisted agencies / organizations that rated the assistance as satisfactory or better

At least 95%

Percentage of public opinion research activities conducted (2 nationwide; 16 local; daily monitoring)

At least 95%

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

2015 Targets

MFO 1: DEVELOPMENT COMMUNICATION SERVICES

Production and dissemination of developmental information

Number of development communication materials produced and disseminated

184,074

Percentage of produced materials approved for dissemination

95%

Percentage of IEC materials produced and disseminated on schedule

95%

Institutional networking and capability building

Number of agencies/offices assisted

160

Percentage of assisted agencies/offices that rated the assistance as good or better

95%

Percentage of requested assistance delivered on schedule

95%

Communication research

Number of researches conducted

100% of required

Percentage of researches used for planning

90%

Percentage of researches completed on schedule

90%