



Legal Basis

- **Executive Order No. 100** (December 24, 1986) created the Philippine Information Agency (PIA).
- **Executive Order No. 511** (March 6, 2006) rationalized the public information functions and duties of the Executive Branch with PIA being a member of the newly created Communications Group (under the Office of the President) to integrate and supervise all public information dissemination activities of the government.
- **Executive Order No. 576** (November 7, 2006) abolished the Government Mass Media Group and empowered PIA to have access to government media for the purpose of disseminating development-oriented information.

Mandate

The Philippine Information Agency (PIA) provides accurate, timely, and relevant information to enable citizens to participate meaningfully in the democratic process, and technical assistance to other government agencies regarding the communications component of their programs through multi-media strategies. It plans and implements communication/information and advocacy programs of national scope.

LOGICAL FRAMEWORK (PIA)

Societal Goal

Good Governance

Sectoral Goal

Public Information Dissemination

Organizational Outcome

Effective Presidential Communication and Advocacy of Government Programs

MFO

Presidential Development Communication Services

P/A/Ps

Planning, Policy Formulation, Research and Development

Coordination, Monitoring and Evaluation

Statistical Services

Information System Development and Maintenance

Public information services

Production of Information Program thru Print/R/TV, Films and Special Media

Dissemination of information materials thru R/TV, films and special media, including conduct of inter-personal communication

Processing and printing of films

Training of Government Information Officers

PERFORMANCE MEASURES AND TARGETS
(Amounts in Thousand Pesos)

Particulars	FY 2008	FY 2009	FY 2010
	Actual/Amount	Target/Amount	Target/Amount
MFO			
Presidential Development Communication Services	P 219,639	P 233,937	P 327,943
Number of print/Radio/TV materials developed and produced			
- Billboards/posters/brochures/print ads	7,739	8,000	10,000
- % of presidential branding caravans successfully mounted	1	1	1
- billboards/poster/printed	360	110	120
- kinds & copies of printed materials disseminated	45,922	45,000	50,000
- presidential visits assisted	396	450	530
Percentage result of audience surveys/FDGs	100%	100%	100%
Multi-media materials distributed/disseminated with deadlines			
- special media activities conducted	51	30	30
- radio/tv releases/interviews granted	40,020	40,000	55,000
TOTAL	P 219,639	P 233,937	P 327,943

*The FY 2008 actual amount is net of the P197.853M for various information projects approved by the President.

FY 2010 MFO BUDGET

By MFO/By Expense Class
(In thousand pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
MFO					
Presidential Development and Communication Services	94,204	171,022	62,717	327,943	100%
TOTAL	94,204	171,022	62,717	327,943	
% Share	28.73%	52.15%	19.12%		100.00%

By Expense Class
(Total Budget = P327,943,000)

