

# **Philippine Information Agency**

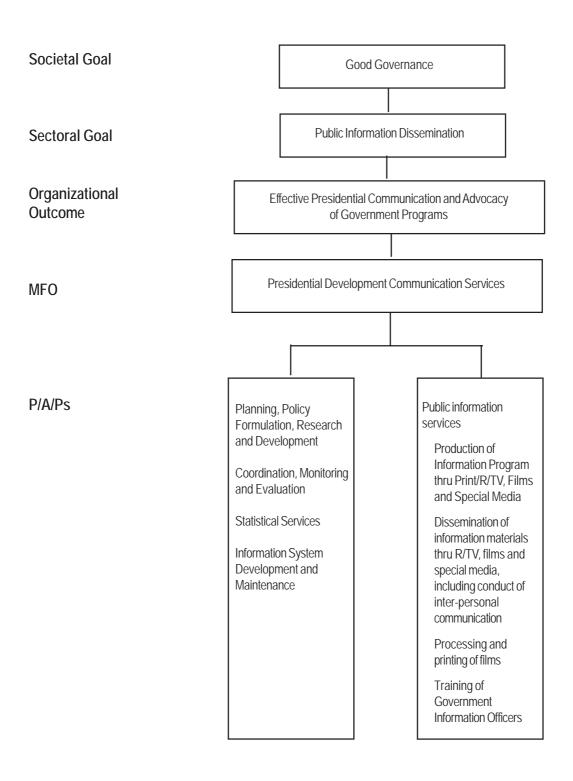
#### Legal Basis

- 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 multimedia strategies. It plans and implements communication/information and advocacy programs of national scope.

### LOGICAL FRAMEWORK (PIA)



### PERFORMANCE MEASURES AND TARGETS

(Amounts in Thousand Pesos)

, ,	FY 2008		FY 2009		FY 2010	
Particulars	Actual/Amount		Target/Amount		Target/Amount	
MFO						
Presidential Development						
Communication Services	Р	219,639	Р	233,937	Р	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						
succesfully mounted		1		1		1
<ul> <li>billboards/poster/printed</li> </ul>		360		110		120
<ul> <li>kinds &amp; copies of printed</li> </ul>						
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 acitivites conducted		51		30		30
- redio/tv releases/interviews granted		40,020		40,000		55,000
TOTAL	Р	219,639	Р	233,937	Р	327,943

<sup>\*</sup>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 Sevices	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)

