

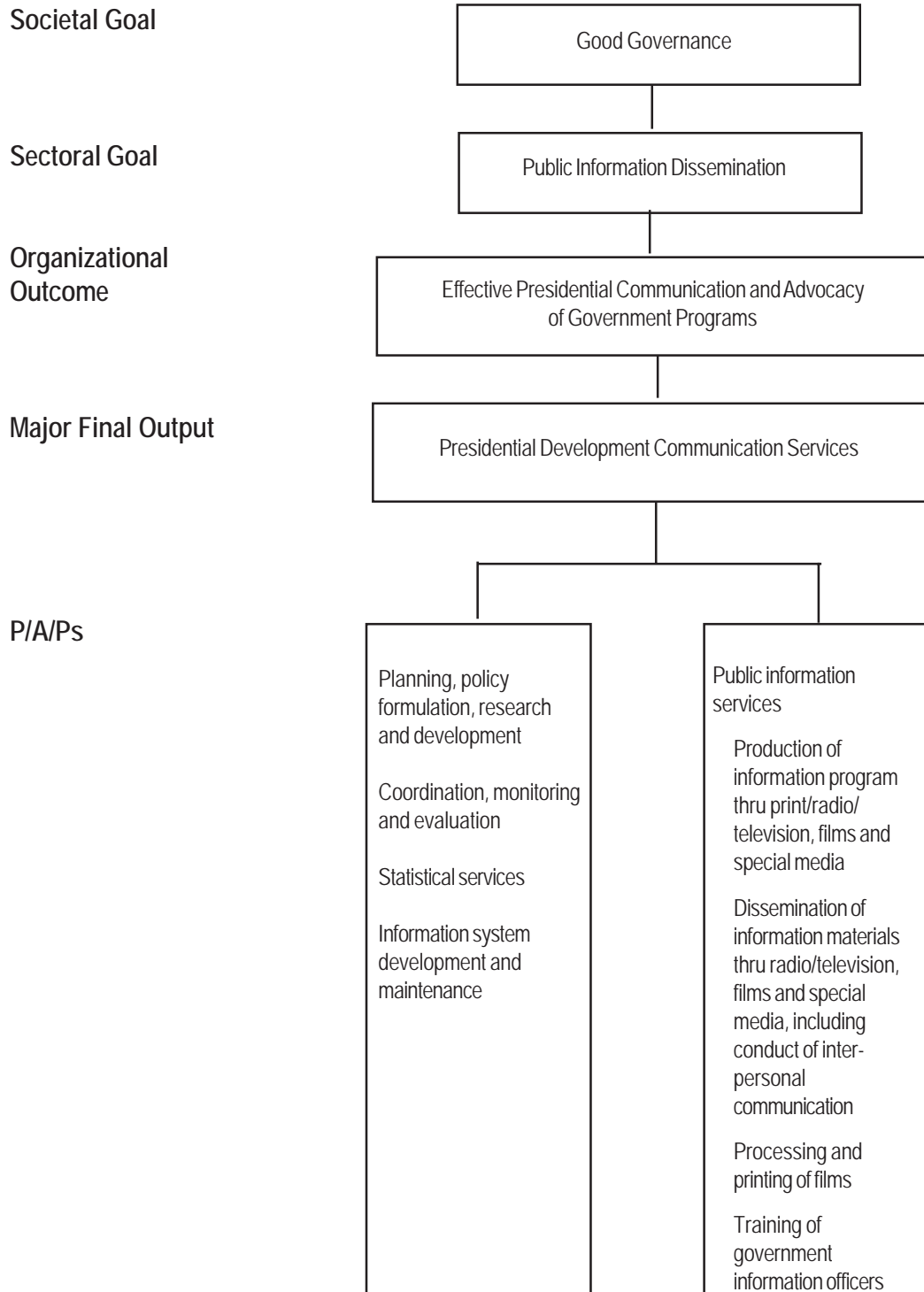
Legal Basis

- **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 the 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 the PIA to have access to government media for the purpose of disseminating development-oriented information.
- **Executive Order No. 4** (July 30, 2010) reorganized and renamed the OPS as the Presidential Communications Operations Office (PCOO) and placed the PIA as an attached agency under the control and supervision of the PCOO.

Mandate

The 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)



PERFORMANCE MEASURES AND TARGETS

(Amounts in Thousand Pesos)

Particulars	FY 2009	FY 2010	FY 2011
	Actual/Amount	Target/Amount	Target/Amount
MFO			
Presidential Development			
Communication Services	P 341,059	P 327,943	P 249,569
Number of print/radio/television materials developed and produced			
- billboards/posters/brochures/print ads	12,574	8,000	10,000
- % of presidential branding caravans successfully mounted	100%	100%	100%
- kinds & copies of printed materials disseminated	46,849	50,000	50,000
- presidential visits assisted	634	530	530
Percentage result of audience surveys/FDGs	100%	100%	100%
Multi-media materials distributed/disseminated with deadlines			
- special media activities conducted	10	30	30
- radio/television releases/interviews granted	97,436	55,000	55,000
TOTAL	P 341,059	P 327,943	P 249,569

FY 2011 MFO BUDGET

By MFO/By Expense Class

(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
MFO					
Presidential Development					
Communication Services	113,811	119,537	16,221	249,569	100%
TOTAL	113,811	119,537	16,221	249,569	
% Share	45.60%	47.90%	6.50%		100.00%

By Expense Class
(Total Budget = P249,569,000)

