



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 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)

Societal Goal

Good Governance

Sectoral Goal

Public Information Dissemination

Organizational Outcome

Effective Presidential Communication and Advocacy of Government Programs

Major Final Output

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/radio/television, films and special media

Dissemination of information materials thru radio/television, 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 2010		FY 2011	FY 2012
	Target/Amount	Actual/Amount	Target/Amount	Target/Amount
MFO				
Presidential Development Communication Services 1/	P 289,188	P 277,869	P 249,569	P 243,201
Presidential Communication Services				
Number of print/radio/television materials developed and produced	8,000	8,464	8,500	9,000
Number of radio/TVCs produced	-	80	90	100
Number of Presidential visits assisted	100	90	120	160
Number of press conference/media coverages	430	380	420	500
Development Communication Services				
Number of print/radio/TV releases	20,000	16,482	18,000	20,000
Number of news/SMS/Web releases/online news/plugs	30,000	20,360	22,000	30,000
Number of Infocaravan, CNEX, RTV forum airing/dubbing of TV fora	-	600	650	700
Percentage result of audience surveys/FDGs	100%	100%	100%	100%
Number of SMS releases/Web posting	55,000	52,000	55,000	55,000
Number of briefings/agencies served	-	430	450	500
Number of network/alliances established	-	35	35	40
TOTAL	P 289,188 2/	P 277,869	P 249,569	P 243,201

Notes:

1/ The decreasing trend in the PIA budget from FY 2010 actual to FY 2012 is due to the culmination of the PANP Phase 2, a foreign-assisted project, in FY 2011.

2/ Includes continuing allotment (P25.832M) and releases from MPBF (P26.771M) and RBF (P1.180M).

FY 2012 MFO BUDGET

By MFO/By Expense Class
(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
MFO					
Presidential Development Communication Services	127,690	105,511	10,000	243,201	100%
TOTAL	127,690	105,511	10,000	243,201	
% Share	52.50%	43.39%	4.11%		100.01%

By Expense Class
(Total Budget = P243,201,000)

