



## News and Information Bureau

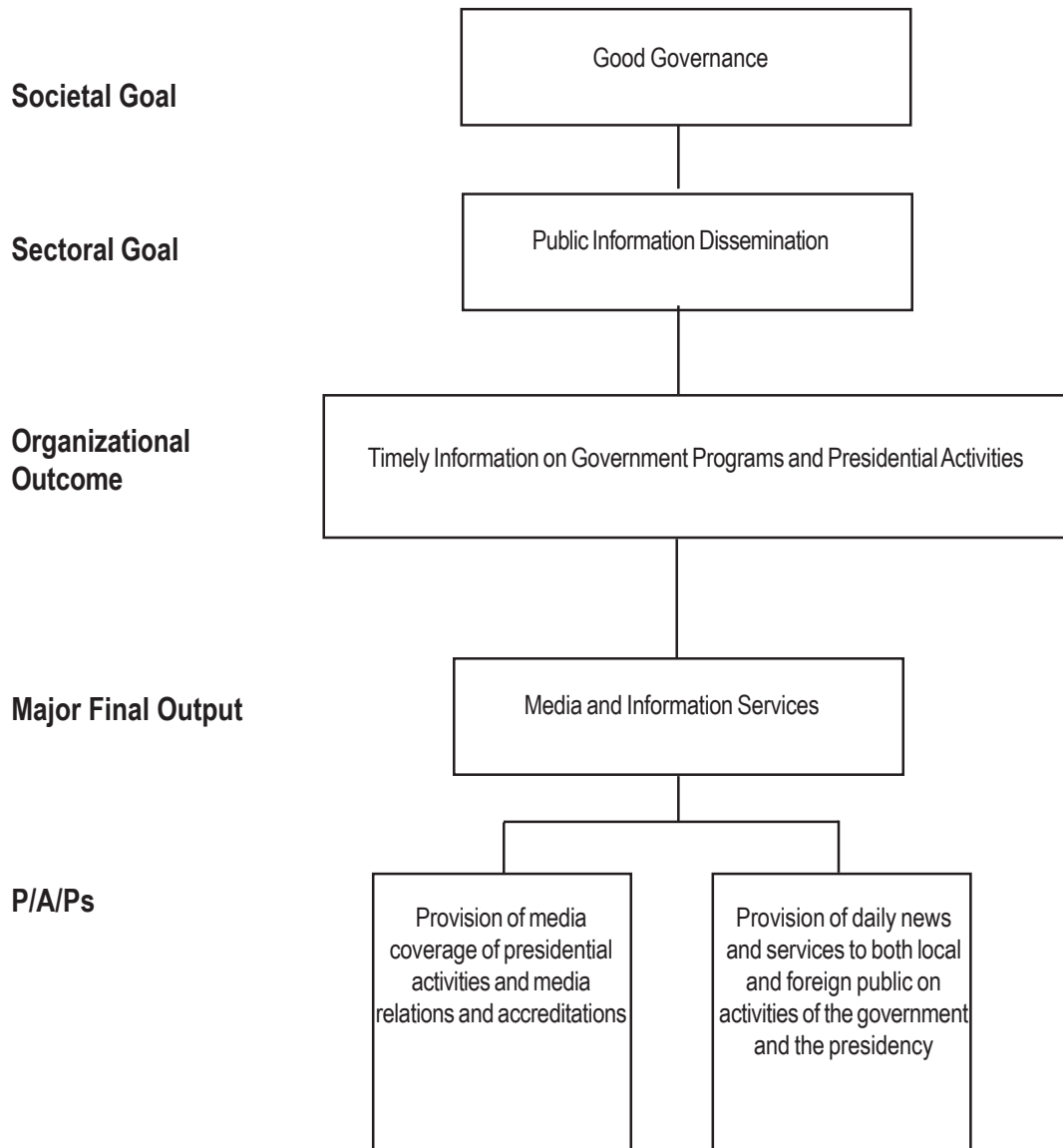
### Legal Basis

**Executive Order No. 297** (July 25, 1987) created the News and Information Bureau under the Office of the Press Secretary.

### Mandate

The News and Information Bureau (NIB) provides efficient, effective, productive, and economical services relating to the development and formulation of a domestic and foreign information program for the Government in general, and the Presidency in particular, including the development of strategies for the dissemination of information on specific government programs.

## LOGICAL FRAMEWORK (NIB)



## PERFORMANCE MEASURES AND TARGETS

(Amounts in Thousand Pesos)

| Particulars   | FY 2007       | FY 2008       | FY 2009       |
|---|---------------|---------------|---------------|
|   | Actual/Amount | Target/Amount | Target/Amount |
| <b>MFO</b>  |               |               |               |
| <b>Media Operations Services</b>  | <b>80,430</b> | <b>81,745</b> | <b>94,328</b> |
| News stories submitted on presidential/<br>government policies, pronouncements,<br>directives, programs, activities, etc. |               |               |               |
| Photographs taken of presidential activities,<br>including visits of states guests  |               |               |               |
| No. press and photo releases  | 11,025        | 5,500         | 9,600         |
| Speeches, press conferences, briefings,<br>interviews transcribed   | 6,428         | 800           | 4,300         |
| News monitoring reports and clippings<br>submitted  | 205,220       | 66,000        | 188,000       |
| Media Relations services rendered   | 7,613         | 2,200         | 6,500         |
| Journalists assisted and accredited   | 115,868       | 9,350         | 94,000        |
| Daily news stories, news photos and<br>information gathered and disseminated  | 47,858        | 61,022        | 61,022        |
| <b>TOTAL</b>  | <b>80,430</b> | <b>81,745</b> | <b>94,328</b> |

## FY 2009 MFO BUDGET

### By MFO/By Expense Class (In Thousand Pesos)

| Particulars                    | PS            | MOOE          | CO           | TOTAL          | %Share  |
|--------------------------------|---------------|---------------|--------------|----------------|---------|
| <b>MFO</b>                     |               |               |              |                |         |
| Media and Information Services | 61,250        | 31,918        | 1,160        | 94,328         | 100.00% |
| <b>TOTAL</b>                   | <b>61,250</b> | <b>31,918</b> | <b>1,160</b> | <b>94,328</b>  |         |
| <b>% Share</b>                 | <b>64.93%</b> | <b>33.84%</b> | <b>1.23%</b> | <b>100.00%</b> |         |

