



## OFFICE OF THE PRESS SECRETARY

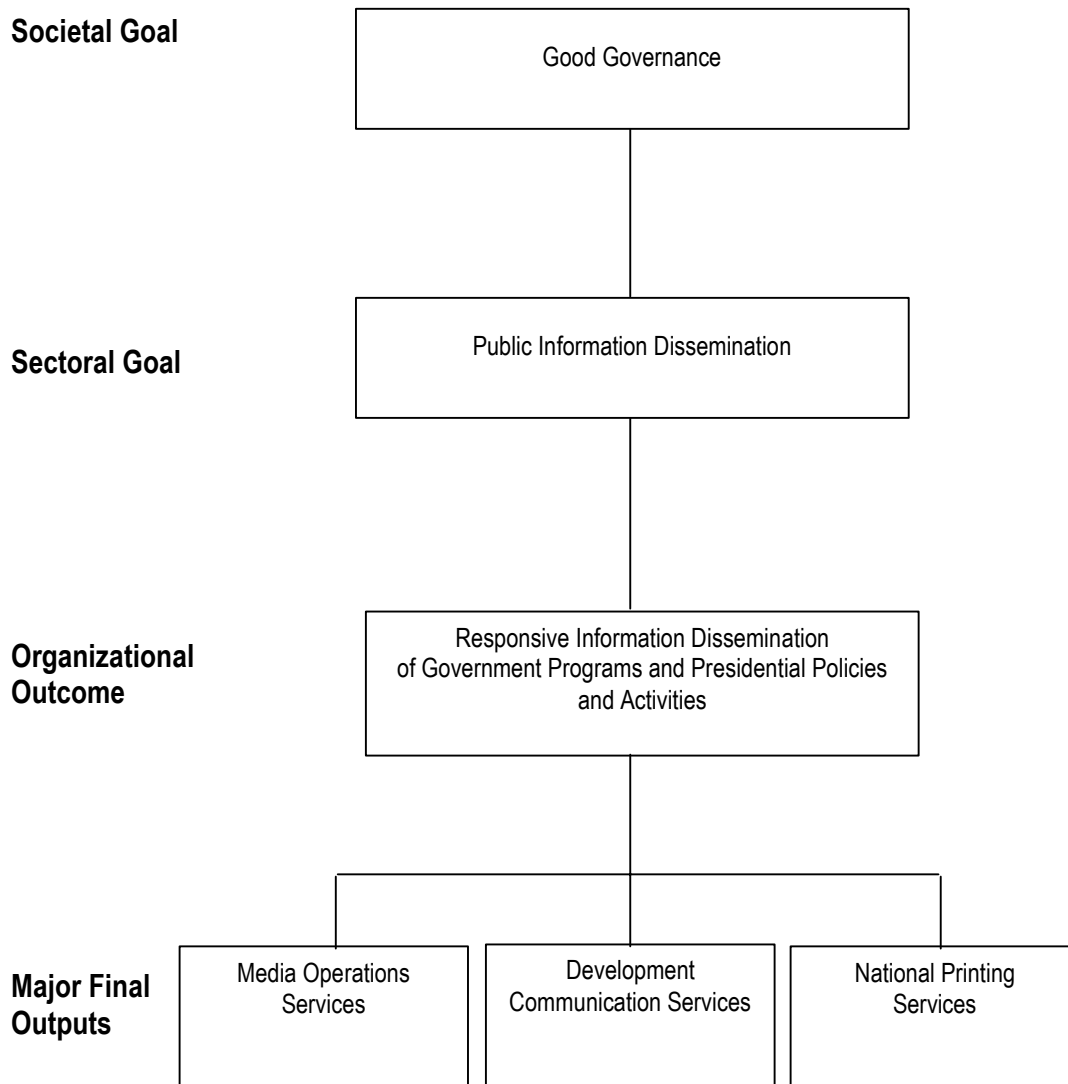
### Legal Basis

- **Memorandum Order No. 32** (September 1, 1986) created the Office of the Press Secretary (OPS) “to ensure the right of the Filipino people to be informed of the policies, directions and activities of their government; maintain close liaison with various sectors of the public; and provide the conduit and mechanism in the fulfillment of this program.”
- **Executive Order No. 92** (December 17, 1986) expanded the scope of responsibility, authority, and accountability of OPS.
- **Executive Order No. 297** (July 25, 1987) reorganized OPS structurally and functionally to formulate and implement an integrated program of developmental communication on the Presidency.

### Mandate

The Office of the Press Secretary (OPS) formulates and implements an integrated program of information and developmental communication that will present the work of the Presidency; develop public understanding of activities and policies; and enhance public trust and support at the national, regional, and barangay levels.

## LOGICAL FRAMEWORK (OPS)



N.B. No department-wide Performance Indicators (PIs) and Targets. PIs and Targets of OPS attached agencies are found in their respective OPIF templates.

## FY 2009 MFO BUDGET

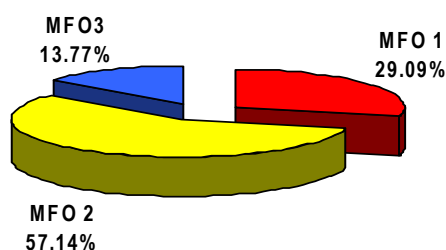
### By MFO/By Expense Class

(In thousand pesos)

Particulars	PS	MOOE	CO	TOTAL	% Share
<b>MFO 1</b>					
Media Operations Services	114,709	157,857	6,695	279,261	29.09%
<b>MFO 2</b>					
Development Communication Services	327,061	204,110	17,475	548,646	57.14%
<b>MFO 3</b>					
National Printing Services	115,923	16,172	120	132,215	13.77%
<b>Total</b>	<b>557,693</b>	<b>378,139</b>	<b>24,290</b>	<b>960,122</b>	<b>100.00%</b>
<b>%Share</b>	<b>58.09%</b>	<b>39.38%</b>	<b>2.53%</b>	<b>100.00%</b>	

### BY MFO

(Total Budget = P960,122,000)

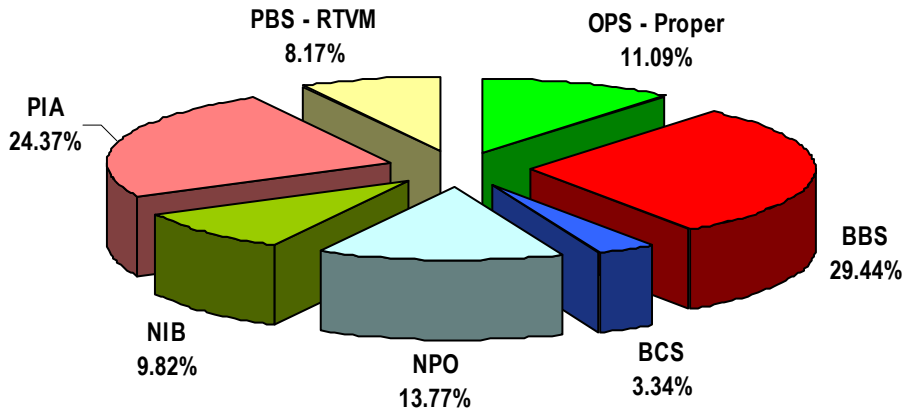


### By Agency/By MFO

(In thousand pesos)

Particulars	MFO 1 Media Operations Services	MFO 2 Development Communication Services	MFO 3 National Printing Services	Total	%Share
OPS - Proper	106,509			106,509	11.09%
BBS		282,676		282,676	29.44%
BCS		32,033		32,033	3.34%
NPO			132,215	132,215	13.77%
NIB	94,328			94,328	9.82%
PIA		233,937		233,937	24.37%
PBS - RTVM	78,424			78,424	8.17%
<b>TOTAL</b>	<b>279,261</b>	<b>548,646</b>	<b>132,215</b>	<b>960,122</b>	<b>100.00%</b>
<b>%Share</b>	<b>29.09%</b>	<b>57.14%</b>	<b>13.77%</b>	<b>100.00%</b>	

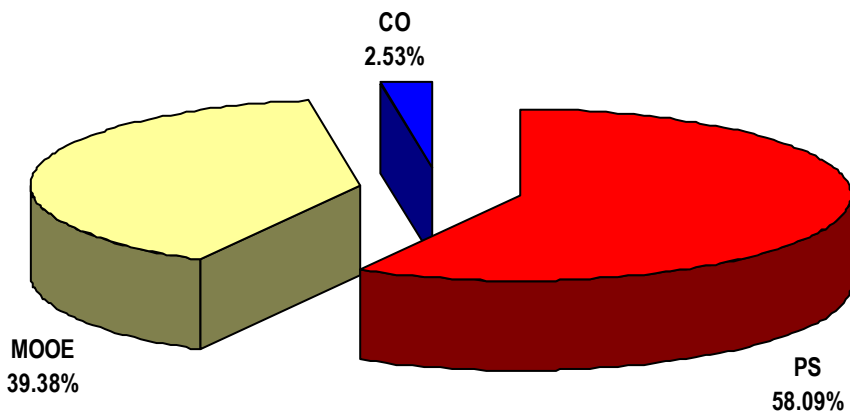
**By Agency**  
(Total Budget = P960,122,000)



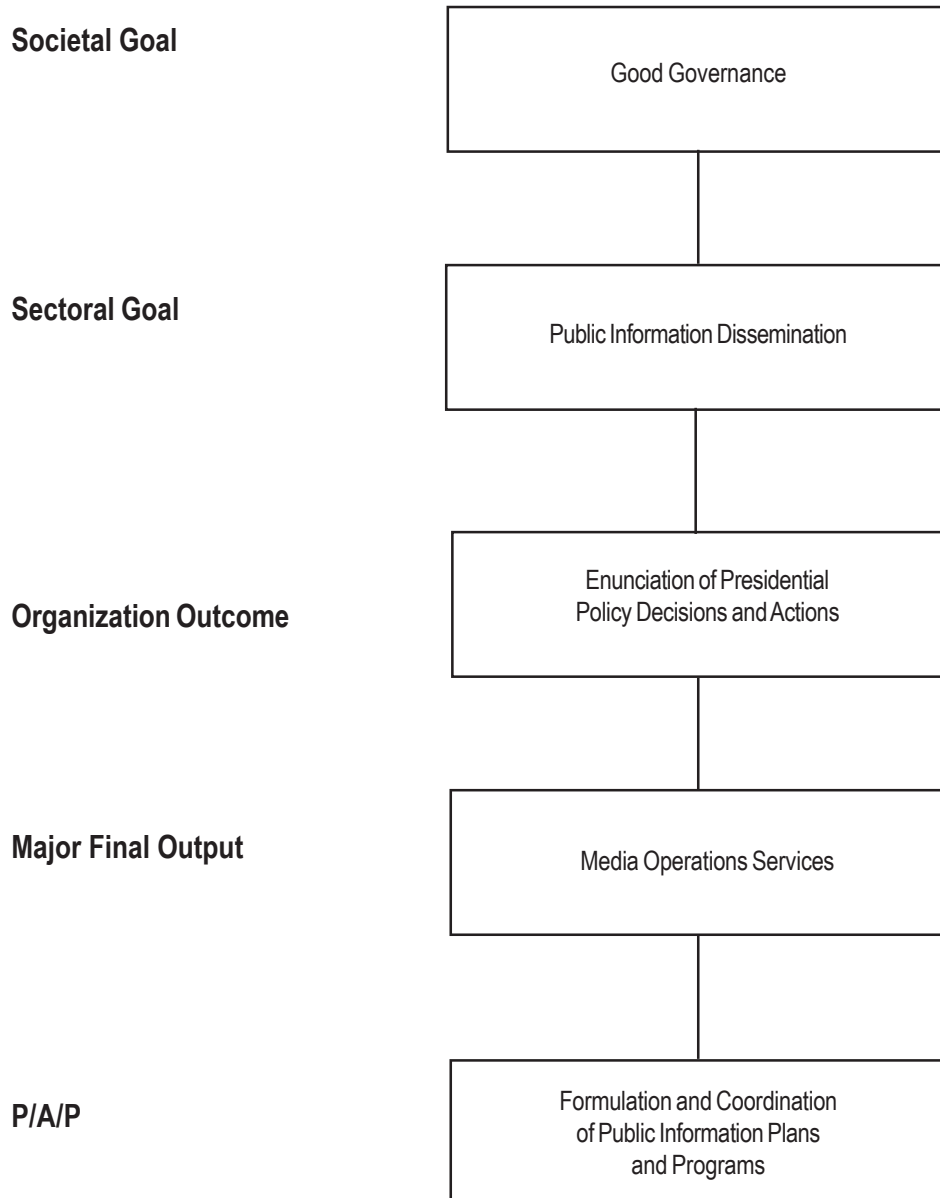
**By Agency/By Expense Class**  
(In thousand pesos)

Particulars	PS	MOOE	CO	Total	% Share
OPS - Proper	22,201	82,858	1,450	106,509	11.09%
BBS	167,285	103,341	12,050	282,676	29.44%
BCS	16,792	13,016	2,225	32,033	3.34%
NPO	115,923	16,172	120	132,215	13.77%
NIB	61,250	31,918	1,160	94,328	9.82%
PIA	142,984	87,753	3,200	233,937	24.37%
PBS - RTVM	31,258	43,081	4,085	78,424	8.17%
<b>TOTAL</b>	<b>557,693</b>	<b>378,139</b>	<b>24,290</b>	<b>960,122</b>	<b>100.00%</b>
<b>% Share</b>	<b>58.09%</b>	<b>39.38%</b>	<b>2.53%</b>	<b>100.00%</b>	

**By Expense Class**  
(Total Budget = P960,122,000)



**LOGICAL FRAMEWORK (OPS-Proper)**



## 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>	P 152,866	P 105,082	P 106,509
- 90% accurate enunciation of presidential policies No. of press briefings	263	360	360
- News releases (80% publication ready) sent to target media entities	2,222	2,400	2,400
- 100% of presidential foreign visits coordinated No. of foreign visits	21	8	16
- 90% of news releases disseminated No. of copies of news releases	147,120	160,000	160,000
- Coverage arrangements for presidential local visits finalized two days before departure No. of local visits	113	130	130
<b>TOTAL</b>	P 152,866	P 105,082	P 106,509

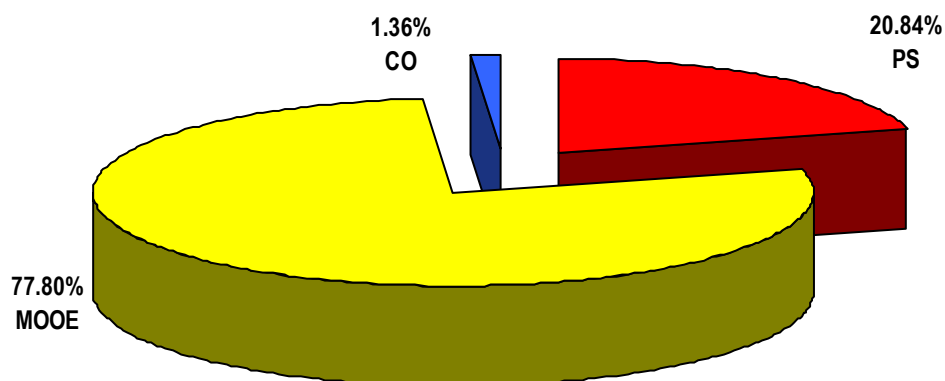
### FY 2009 MFO BUDGET

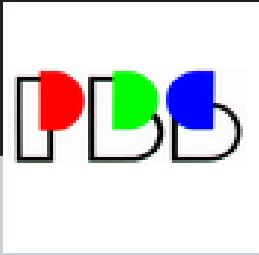
#### By MFO/By Expense Class

(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
Media Operations Services	22,201	82,858	1,450	106,509	100%
<b>TOTAL</b>	<b>22,201</b>	<b>82,858</b>	<b>1,450</b>	<b>106,509</b>	
<b>% Share</b>	<b>20.84%</b>	<b>77.80%</b>	<b>1.36%</b>	<b>100.00%</b>	

#### By Expenses Class (Total Budget = P106,509,000)





## Bureau of Broadcast Services (Philippine Broadcasting Service)

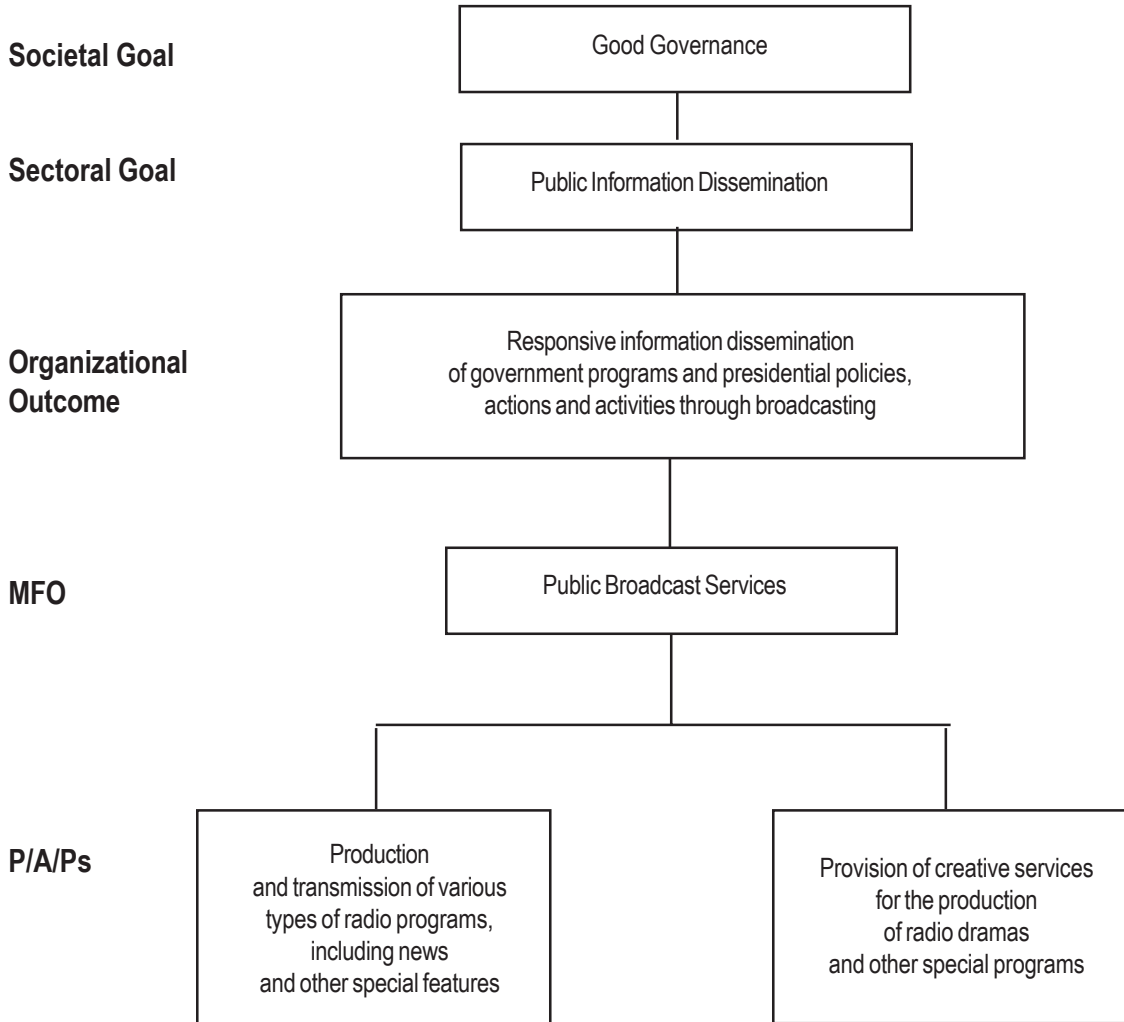
### **Legal Basis**

**Executive Order No. 297** (July 25, 1987) created the Bureau of Broadcast Services under the Office of the Press Secretary (OPS) to provide broadcast information on the activities, policies, and directions of the Government and the Presidency.

### **Mandate**

The Bureau of Broadcast Services (BBS), also known as the Philippine Broadcasting Service (PBS), provides information and communications support to various development programs and activities of the government using the medium of radio.

**LOGICAL FRAMEWORK (BBS)**





## PERFORMANCE MEASURES AND TARGETS

(Amounts in Thousand Pesos)

Particulars	FY 2007	FY 2008	FY 2009
	Actual/Amount	Target/Amount	Target/Amount
<b>MFO - Public Broadcast Services</b>	<b>267,759</b>	<b>250,526</b>	<b>282,676</b>
85% of targeted radio broadcast materials for production and airing over 32 radio stations nationwide	222,019	211,767	211,767
95% of targeted Presidential and special events coverages for production and airing over 32 radio stations	135	140	140
80% of broadcast hours to transmit air/produced programs, presidential and special events coverages, including maintenance and repair of technical equipment and facilities	101,081	148,000	148,000
100% creative services for the production of radio programs and other special programs	950	950	950
<b>TOTAL</b>	<b>267,759</b>	<b>250,526</b>	<b>282,676</b>

### FY 2009 MFO BUDGET

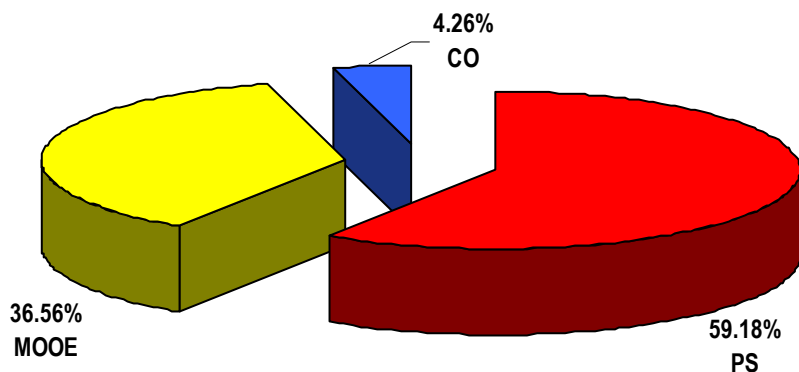
#### By MFO/By Expense Class

(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
Public Broadcast Services	167,285	103,341	12,050	282,676	100.0%
<b>TOTAL</b>	<b>167,285</b>	<b>103,341</b>	<b>12,050</b>	<b>282,676</b>	
<b>% Share</b>	<b>59.18%</b>	<b>36.56%</b>	<b>4.26%</b>	<b>100.00%</b>	

#### By Expenses Class

(Total Budget = P282,676,000)





## Bureau of Communications Services

### Legal Basis

- **Memorandum Order No. 32** (September 1, 1986) created the Office of the Press Secretary (OPS).
- **Executive Order No. 92** (December 17, 1986) expanded the scope of responsibility, authority, and accountability of the OPS.
- **Executive Order No. 297** (July 1987) reorganized the Office of the Press Secretary and its attached bureaus and agencies, including the Bureau of Communications Services.
- **Executive Order No. 293** (January 15, 1996) streamlined the organizational and functional operations of the agencies attached to the Office of the Press Secretary.

### Mandate

The Bureau of Communications Services (BCS) develops and provides communications services relating to policy formulation, communications planning, project development, research and evaluation, and coordination of information planning within the framework of the overall thrusts and priorities of the national development plan.

**LOGICAL FRAMEWORK (BCS)**

**Societal Goal**

Good Governance

**Sectoral Goal**

Public Information Dissemination

**Organizational Outcome**

Responsive Dissemination of Public Information

**Major Final Output**

Communication Development  
& Production Services

**P/A/P**

Conceptualization, Production & Dissemination  
of Special Information/Communication  
Programs to Enhance Awareness and Secure  
Positive Public Acceptance and Support

## 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>Communication Development and Production Services</b>	30,063	29,941	32,033
Total number of special information and communication programs, projects and activities conceptualized, approved and implemented	77,865	77,000	127,000
A highly relevant and effective special program	100% compliance	100% compliance	100% compliance
Program completed/accomplished within a prescribed time frame	90% compliance	100% compliance	100% compliance
<b>TOTAL</b>	<b>30,063</b>	<b>29,941</b>	<b>32,033</b>

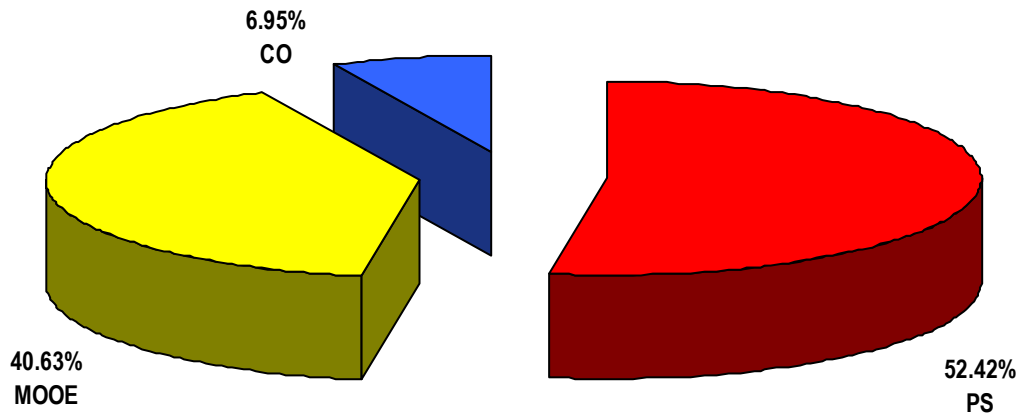
### FY 2009 MFO BUDGET

#### By MFO/By Expense Class

(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
Communication Development and Production Services	16,792	13,016	2,225	32,033	100.00%
<b>TOTAL</b>	<b>16,792</b>	<b>13,016</b>	<b>2,225</b>	<b>32,033</b>	
<b>% Share</b>	<b>52.42%</b>	<b>40.63%</b>	<b>6.95%</b>	<b>100.00%</b>	

#### By Expenses Class (Total Budget = P32,033,000)





## National Printing Office

### Legal Basis

- **Philippine Commission Act No. 296** (November 7, 1901) created the Bureau of Printing in recognition of the importance of having a printing arm for government publications.
- **Integrated Reorganization Plan** (March 3, 1972) renamed the Bureau of Printing to Government Printing Office with essentially the same functions.
- **Executive Order No. 285** (July 25, 1987) renamed the Government Printing Office as National Printing Office, placing it under the supervision of the Office of the Press Secretary.

### Mandate

The National Printing Office (NPO) serves as the government's printing arm tasked with the printing of government accountable forms, official election ballots, the Official Gazette and other public documents, ensuring that these comply with the quality and security standards required by the government. It also undertakes the printing information materials of the Philippine Information Agency, Office of the Press Secretary, and the Office of the President.

**LOGICAL FRAMEWORK (NPO)**

**Societal Goal**

Good Governance

**Sectoral Goal**

Public Information Dissemination

**Organizational Outcome**

Responsible printing of public documents and information materials

**Major Final Output**

National Printing Services

**P/P/A**

Typesetting, monotyping and photolithographic services  
Press operation and cutting into standard forms and binding of printed materials  
Storing, shipping and trucking of finished products

## 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>National Printing Services</b>	<b>132,853</b>	<b>123,914</b>	<b>132,215</b>
Quantity of Accountable Forms printed in stock			
No. of pads	818,090	954,215	1,000,000
Quantity of Non-Accountable Forms printed in stock			
No. of pads	40,287	41,118	41,200
No. of sheets	2,913,053	4,640,768	4,176,691
No. of books	12,724	16,478	16,478
Official Gazette printed and distributed			
No. of copies	26,933	34,320	21,600
Quantity of development information materials printed and delivered			
No. of booklets		6,000	500
No. of books	4,100	20,000	1,500
Quantity of special printing jobs (including Official Ballots and other election forms) printed and delivered			
No. of pads	1,136,754	119,570	250,000
No. of sheets	6,744,052	1,472,925	1,472,925
No. of books	394	300	310
No. of booklets	-	4,500	4,000
No. of sets	3,351,787	1,821,950	3,500,000
No. of boxes	-	25	25
No. of reams	40	40	40
<b>TOTAL</b>	<b>132,853</b>	<b>123,914</b>	<b>132,215</b>

### FY 2009 MFO BUDGET

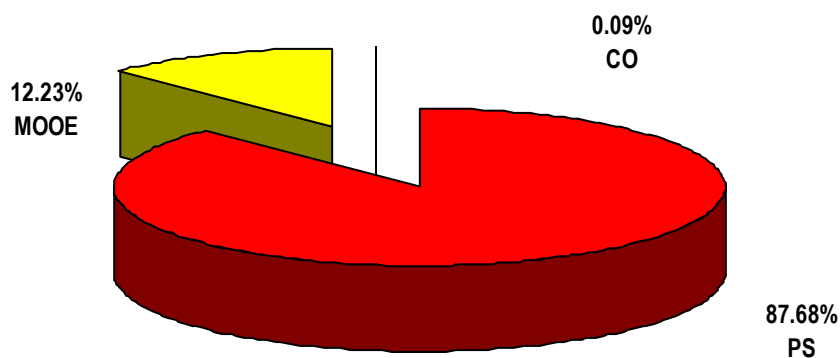
#### By MFO/By Expense Class

(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
National Printing Services	115,923	16,172	120	132,215	100.00%
<b>TOTAL</b>	<b>115,923</b>	<b>16,172</b>	<b>120</b>	<b>132,215</b>	
<b>% Share</b>	<b>87.68%</b>	<b>12.23%</b>	<b>0.09%</b>	<b>100.00%</b>	

#### By Expenses Class

(Total Budget = P132,215,000)





## News and Information Bureau

### Legal Basis

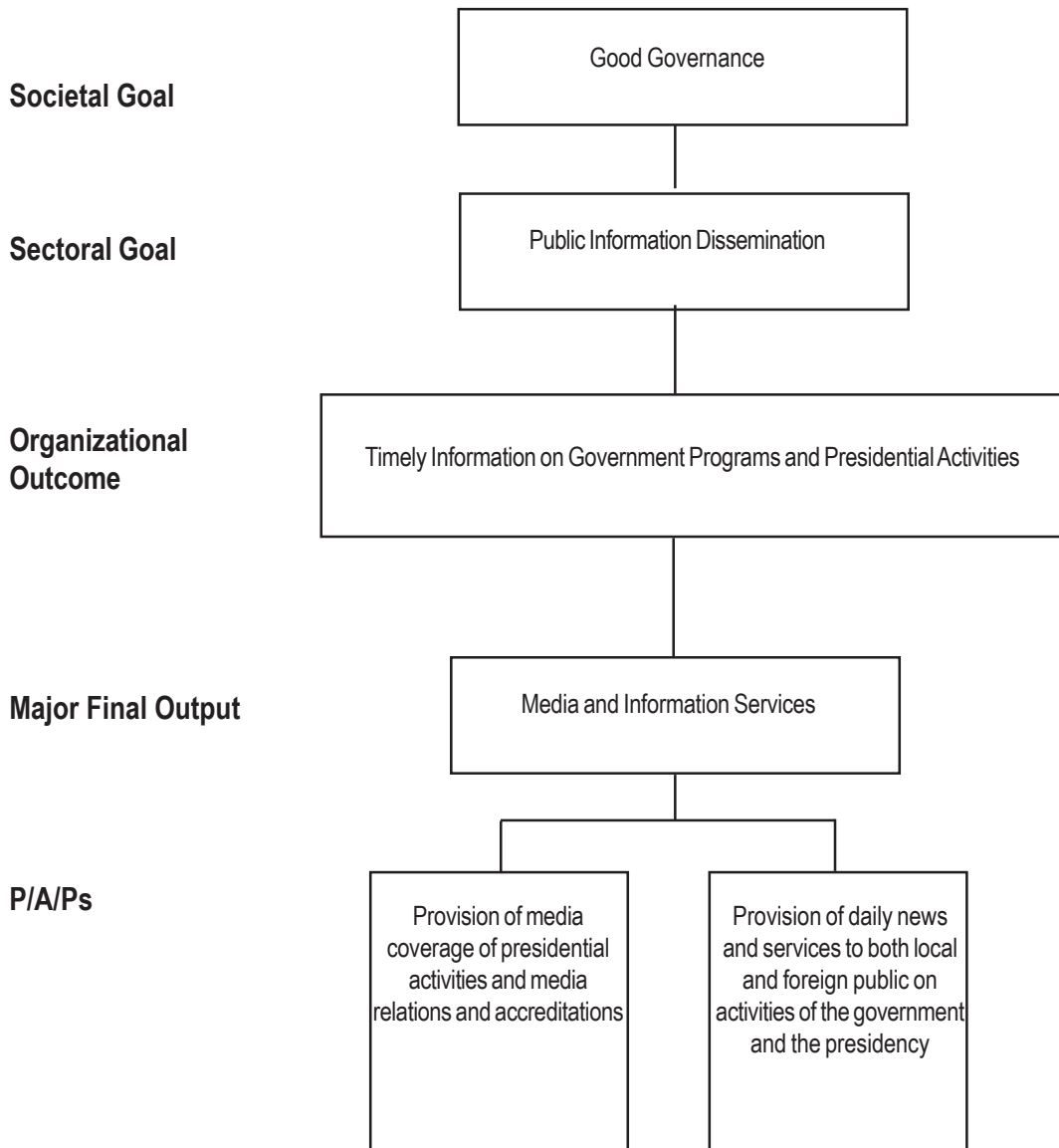
**Executive Order No. 297** (July 25, 1987) created the News and Information Bureau under the Office of the Press Secretary.

### 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)**



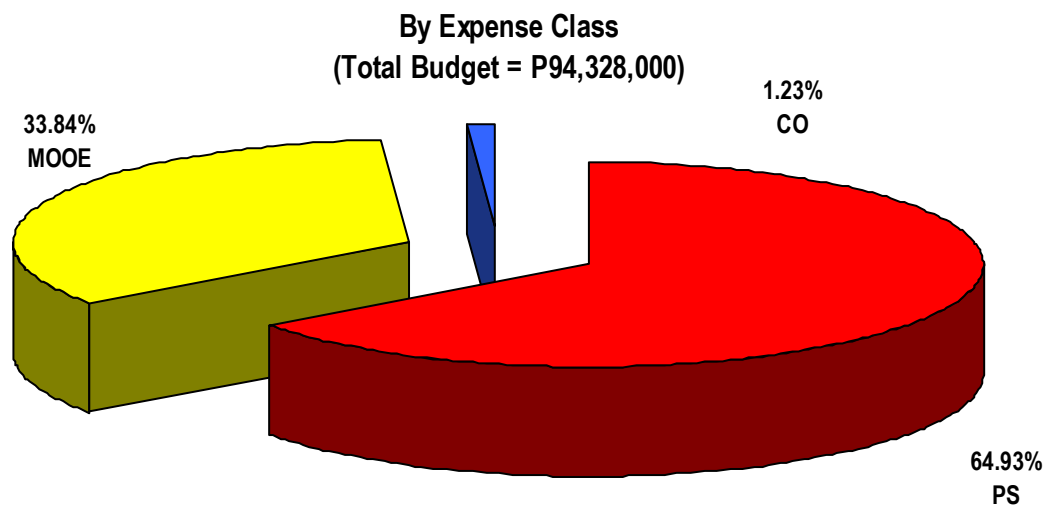
**PERFORMANCE MEASURES AND TARGETS**  
(Amounts in Thousand Pesos)

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/ government policies, pronouncements, directives, programs, activities, etc.			
Photographs taken of presidential activities, including visits of states guests			
No. press and photo releases	11,025	5,500	9,600
Speeches, press conferences, briefings, interviews transcribed	6,428	800	4,300
News monitoring reports and clippings 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 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>	





## 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 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)

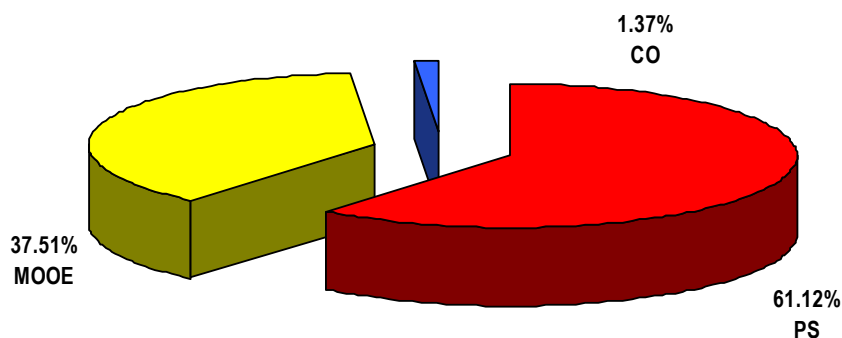
Particulars	FY 2007	FY 2008	FY 2009
	Actual/Amount	Target/Amount	Target/Amount
<b>MFO</b>			
<b>Presidential Development</b>			
<b>Communication Services</b>	350,814	219,639	233,937
Number of print/Radio/TV materials developed and produced			
- Billboards/posters/brochures/print ads	137	95	99
- % of presidential branding caravans successfully mounted	135	110	115
- billboards/poster/printed materials disseminated	70,183	38,000	39,000
- presidential visits assisted	347	250	280
Percentage result of audience surveys/FDGs	100%	100%	100%
Multi-media materials distributed/disseminated with deadlines			
- special media monitored	5,083	3,900	4,000
- radio/tv releases/interviews granted	37,162	19,200	20,300
<b>TOTAL</b>	<b>350,814</b>	<b>219,639</b>	<b>233,937</b>

**FY 2009 MFO BUDGET**

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

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
Presidential Development and Communication Services	142,984	87,753	3,200	233,937	100.00%
<b>TOTAL</b>	<b>142,984</b>	<b>87,753</b>	<b>3,200</b>	<b>233,937</b>	
<b>% Share</b>	<b>61.12%</b>	<b>37.51%</b>	<b>1.37%</b>	<b>100.00%</b>	

**By Expense Class**  
(Total Budget = P233,937,000)





## Presidential Broadcast Staff (RTVM)

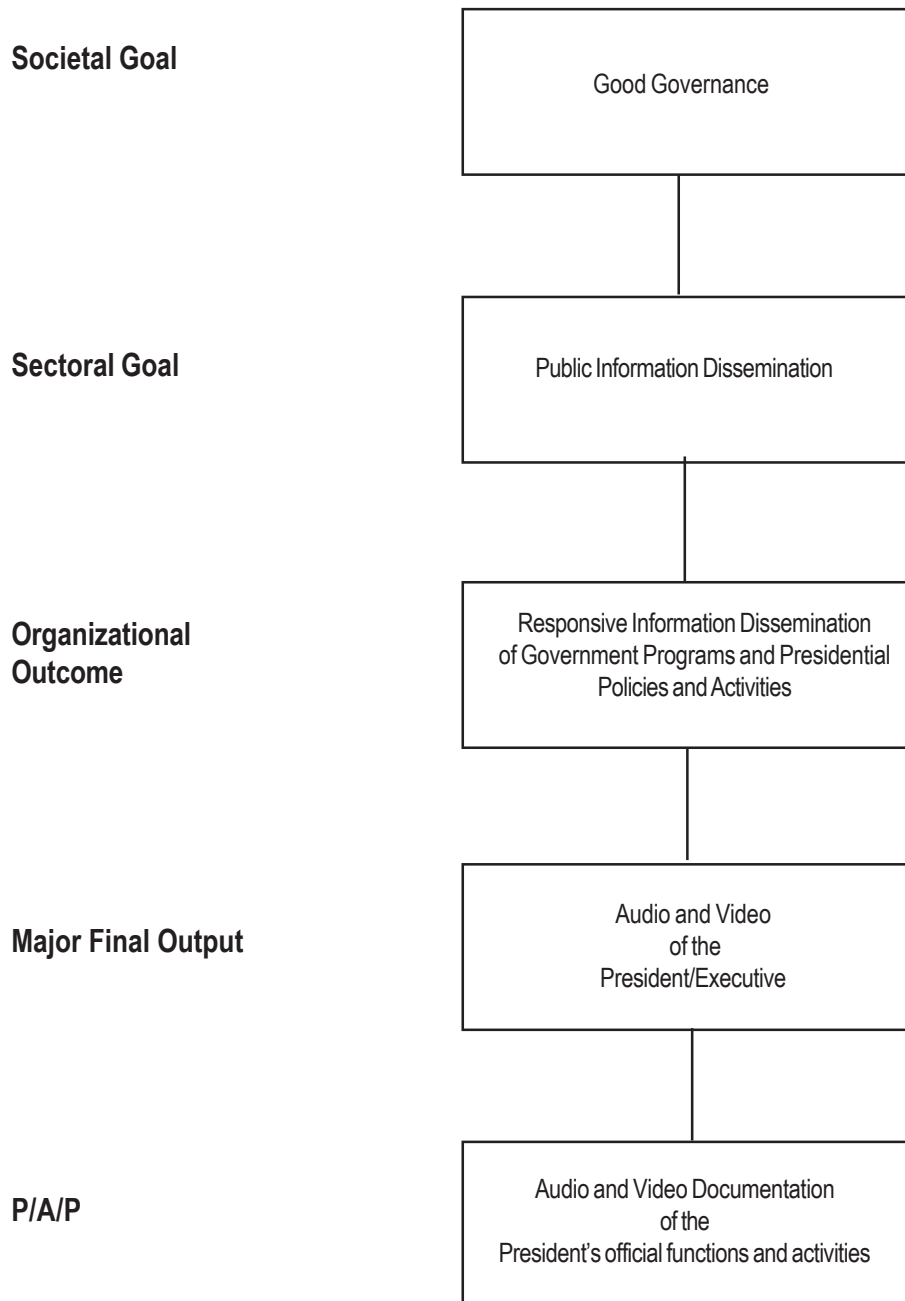
### Legal Basis

- **Executive Order No. 92** (December 17, 1986) expanded the scope of responsibility, authority, and accountability of the Office of the Press Secretary (OPS), incorporating under its control and supervision the Presidential Broadcast Staff-Radio Television Malacañang (PBS-RTVM).
- **Executive Order No. 297** (July 25, 1987) reorganized the Office of the Press Secretary and provided for the Presidential Broadcast Staff-RTVM to be an attached agency of the OPS.

### Mandate

The Presidential Broadcast Staff-RTVM (PBS-RTVM) provides audio and video documentation of the President's official functions and activities, coverage and broadcast production of events of national significance, and special celebrations involving the President. It undertakes in-house production of broadcast materials for dissemination to public and private media networks and coordinates with members of the public and private broadcast sector for interaction between the President and various publics. It also produces broadcast materials in coordination with other government offices and entities to highlight programs and updates on development projects being undertaken by the government.

**LOGICAL FRAMEWORK (PBS-RTVM))**



**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>Audio and Video Documentation of the President/Executive</b>	<b>P 171,704</b>	<b>P 69,005</b>	<b>P 78,424</b>
Provision of audio and video documentation of the President/Executive			
- events/activities covered and documented	6,134	6,000	6,000
- live broadcast and coverages aired	174	150	150
Production of communication materials for dissemination	50	52	52
- TV programs/special documentaries produced	36	20	20
- newsfeed sent	1,303	1,505	1,505
- infomercials produced	7	7	7
- special events produced	31	20	20
Generation of audio/video materials and transcripts of presidential engagements and activities			
- video materials dubbed	3,849	4,000	4,000
- audio materials dubbed	754	600	600
- speeches/conferences/dialogues transcribed	378	460	460
Provision of technical support to government and private broadcast entities			
- agencies assisted/programs/projects	448	400	400
<b>TOTAL</b>	<b>P 171,704</b>	<b>P 69,005</b>	<b>P 78,424</b>

**FY 2009 MFO BUDGET**

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

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
Audio and Video of the President and the Executive	31,258	43,081	4,085	78,424	100.00%
<b>TOTAL</b>	<b>31,258</b>	<b>43,081</b>	<b>4,085</b>	<b>78,424</b>	
<b>% Share</b>	<b>39.86%</b>	<b>54.93%</b>	<b>5.21%</b>	<b>100.00%</b>	

**By Expense Class**  
(Total Budget = P78,424,000)

