

F. PHILIPPINE INFORMATION AGENCY

STRATEGIC OBJECTIVES

MANDATE

The Philippine Information Agency (PIA) provides accurate, timely, and relevant information to enable citizens to participate in and benefit from government programs that would uplift their quality of life. It plans and implements communication and advocacy programs of national scope and assists other government agencies in the communication component of their programs through multimedia strategies.

VISION

An enlightened citizenry empowered to make informed decisions toward improved quality of life and to contribute to nation-building.

MISSION

The PIA is committed to provide a national mechanism for the free flow of timely, accurate and relevant information to:

1. Enhance people's capabilities in decision-making and identification of opportunities for growth and development; and
2. Promote people's participation in democratic process.

KEY RESULT AREAS

Anti-corruption/transparent, accountable and participatory governance

SECTOR OUTCOME

Public information dissemination

ORGANIZATIONAL OUTCOME

Effective Presidential communication and advocacy of government programs

New Appropriations, by Program/Project

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		<u>Current Operating Expenditures</u>			
		<u>Personnel</u>	<u>Maintenance</u>	<u>Capital</u>	<u>Total</u>
		<u>Services</u>	<u>and Other</u>	<u>Outlays</u>	
			<u>Operating</u>		
			<u>Expenses</u>		
PROGRAMS					
100000000	General Administration and Support	P 23,760,000	P 22,417,000		P 46,177,000
300000000	Operations	121,942,000	83,703,000		205,645,000
	MFO 1: Development Communications Services	121,942,000	83,703,000		205,645,000
	Total, Programs	145,702,000	106,120,000		251,822,000
	TOTAL NEW APPROPRIATIONS	P 145,702,000	P 106,120,000		P 251,822,000

New Appropriations, by Central/Regional Allocation

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		<u>Current Operating Expenditures</u>			
		<u>Personnel</u>	<u>Maintenance</u>	<u>Capital</u>	<u>Total</u>
		<u>Services</u>	<u>and Other</u>	<u>Outlays</u>	
			<u>Operating</u>		
			<u>Expenses</u>		
REGION					
	Regional Allocation	P 145,702,000	P 106,120,000		P 251,822,000
	National Capital Region (NCR)	145,702,000	106,120,000		251,822,000
	TOTAL NEW APPROPRIATIONS	P 145,702,000	P 106,120,000		P 251,822,000

Special Provision(s)

1. **Appropriations for Programs and Specific Activities.** The amounts appropriated herein for the programs of the agency shall be used specifically for the activities in the amounts indicated under the Details of the FY 2014 Budget attached as Annex A (Volume 1) of this Act.

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Revitalization of grassroots communication activities in rural areas:
 - 1.a Retooling of field officers for grassroots communication
 - 1.b Alliance building down to the community level
2. Strengthening of provincial presence;
3. Utilization of new media for information dissemination in urban centers;
4. Conduct of communication research; and
5. Development of information systems to rationalize and streamline internal processes and information delivery.

MAJOR FINAL OUTPUT (MFO)/PERFORMANCE INDICATORS

Targets

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MFO 1: DEVELOPMENT COMMUNICATION SERVICES

Production of Developmental Information

Number of development communication materials produced 8,659

Percentage of produced materials compliant with set standards 80%

Percentage of development communication materials produced on schedule 85%

Dissemination of Developmental Information

Percentage of dissemination demands delivered 85%

Percentage of disseminated information that reached the target audience 85%

Percentage of dissemination demands delivered on schedule 85%

Institutional Networking and Capability Building

Percentage of agencies/organizations assisted 80%

Percentage of assisted agencies/organizations that rated the assistance as good or better 85%

Percentage of requested assistance delivered on schedule 90%

Communication Research

Number of researches conducted 10

Percentage of researches used for planning 85%

Percentage of researches completed on schedule 90%