

E. NEWS AND INFORMATION BUREAU

STRATEGIC OBJECTIVES

MANDATE

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

VISION

The Lead Network of news, information and media services of Government and the Presidency in pursuit of national interest.

MISSION

Provide effective news and information services using modern technology for well-informed local and international communities

KEY RESULT AREAS

Anti-corruption/transparent, accountable and participatory governance

SECTOR OUTCOME

Public information dissemination

ORGANIZATIONAL OUTCOME

Public access, engagement and understanding of Presidential policies and government programs achieved

PERFORMANCE INFORMATION

KEY STRATEGIES

Implement and strengthen the nationwide information and communication programs and projects particularly on the President's 16-Point agenda and the "Daang Matuwid" campaign and the Government in general.

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)

BASELINE

2016 TARGETS

Public access, engagement and understanding of Presidential policies and government programs achieved

Percentage of national, provincial and foreign news stories and news photos utilized

90% or more of national, provincial and foreign news stories and news photos utilized

Percentage of presidential photos, transcripts, news alerts and clippings utilized

90% or more of presidential photos, transcripts, news alerts and clippings utilized

Percentage of media accredited and assisted who have rated the services as satisfactory or better

90% or more of media accredited and assisted who have rated the services as satisfactory or better

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)

2016 Targets

MFO 1: MEDIA OPERATIONS SERVICES (Media and Information Services)

Media and Information Services

Percentage of media and information services completed	100%
Percentage of media and information services rated good or better	100%
Percentage of media and information services provided within prescribed schedule	100%

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 Philippine Information Agency 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

Transparent, accountable and participatory governance

SECTOR OUTCOME

Enhanced citizens' access to developmental information and participation in governance

ORGANIZATIONAL OUTCOME

Public access, engagement and understanding of Presidential policies and government programs achieved

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Expansion of agency presence to cover the ARMM region and provinces identified as poorest and most vulnerable to disasters
2. Mainstreaming of community-based communication activities to deliver developmental information down to the grassroots level
3. Increased communication support to disaster risk reduction and management efforts
4. Generation of public inputs to governance through the conduct of communication research and public consultations
5. Networking with and provision of communication assistance to various sectors to further widen the reach of developmental information, especially in poorest and most disaster-vulnerable areas
6. More effective use of new media channels for information dissemination
7. Development and maintenance of information systems for more efficient and rapid delivery of information