

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.
- Executive Order No. 4 (July 30, 2010) reorganizing and renaming the Office of the Press Secretary as the Presidential Communications Operations Office, creating the Presidential Communications Development and Strategic Planning Office.

MANDATE

The Philippine Information Agency provides accurate, timely and relevant information to enable citizens to participate meaningfully in the democratic process, 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.

SOCIETAL GOAL: GOOD GOVERNANCE

By virtue of its mandate in Executive Order 100, the PIA is basically a communication agency in the national government tasked to provide access to accurate, timely and relevant to our people's information needs. It is a support agency under the Office of the Secretary whose functions cut across all sectors thrusts, as well as programs and projects of government.

Its communication strategies are geared towards making the people informed of the President's development thrusts, government programs and projects, as well as the policies and goals of the national government towards improving people's quality of life.

SECTORAL GOAL: PUBLIC INFORMATION DISSEMINATION

An informed citizenry is a vital human resource of the development activities of any country, nation or state. Cognizant of the impetus under the Office of the President,

PIA is one of the communication agencies of government and thus mandated to provide nationwide communication services through its 16 regional offices and 8 provincial centers through the use of the print, broadcast (radio/TV), special media, electronic media and interpersonal communication.

The mandates and functions of PIA are clearly focused on public information dissemination. It provides access to accurate, timely and relevant information to the people to help them improve their quality of life.

ORGANIZATION OUTCOME: EFFECTIVE PRESIDENTIAL COMMUNICATION AND ADVOCACY OF GOVERNMENT PROGRAM

The core competency of the PIA is geared towards an effective Presidential Communication Services and Advocacy of the Government Programs. It is one of the communication agencies of the Office of the President. It helps explain the policies and programs, thrusts of the president as well as communicates various government programs and projects of the different agencies. It disseminates government services. It informs the people how they can help as stakeholders in various government programs as partners in the national development efforts.

In keeping with its mandated functions towards an informed citizenry, the PIA is aimed to achieve this through a strong and effective communication support for the President's programs and projects. It also advocates for good citizenship particularly that aims to address poverty alleviation, sustainable development and the country's economic growth and development.

MAJOR FINAL OUTPUTS:

- ☞ **PRESIDENTIAL COMMUNICATION SERVICES**
- ☞ **DEVELOPMENT COMMUNICATION SERVICES**

In support of the development activities of the national government, the role of information can never be overemphasized. The communication program is the all important component of any development activity which should be explained to the people. The PIA being an information agency is primarily tasked to communicate the programs and projects of the government and the Presidency. It serves to link the government and the people in various parts of the country. It communicates the aspirations of the national leadership. It strives to explain how government works through various media strategies and encourages people to support and participate in government programs as the country's development is everybody's concern.

“Support and institutionalize cultural and values-oriented projects on TV, radio, print and Internet through partnership with media and other private sector and civil society entities; produce TV documentaries and infomercials,

*to highlight positive Filipino values and promote sustainable development, peace and human security, good governance, disaster risk reduction and climate change preparedness. The development communication policy framework of the **Philippine Information Agency (PIA)** shall be adopted, with the convergence of traditional and multimedia platforms, as well as online and social media, in engaging wider clientele and audiences at all levels;*

Embed the development communication approach espoused by the PIA in all government information programs and projects from policy formulation to implementation, monitoring and evaluation. The private media, academe, civil society, organizations and business sector shall be encouraged to join in the various development communication efforts of government, to inspire the citizenry and instill in them an active commitment as stakeholders in building better citizenry and stronger self-reliant communities;" - Philippine Development Plan 2010-2016: Chapter 8, Social Development p. 269 #11-12

Foremost in the mandates of the PIA is the provision of technical assistance to government agencies through the use of development communication and the convergence of traditional media and the new media in the implementation of their communication information and advocacy programs. These are the services which the PIA provides in terms of production, print, radio/TV materials, special media and interpersonal activities for different audiences; different parts of the country.

CORE FUNCTIONS

EXECUTIVE ORDER NO. 511

- Package information and communication messages of all departments, bureaus, offices, and agencies in the Executive Branch of the Government
- Provide technical assistance in the development of communication programs and guidance in the implementation of information and communication activities of all national government agencies, including Government Owned and Controlled Corporations (GOCCs) and Government Financial Institutions (GFIs).
- Guide, integrate and supervise the public information activities, including advertisements of all departments, bureaus, offices and agencies in the Executive Branch, including Government Owned and Controlled Corporations (GOCCs) and Government Financial Institutions (GFIs).
- Strengthen advocacy and communication programs towards making people understand the workings of government, including the Presidency, through print, broadcast and other means of communication channels; and
- Mobilize public support and cooperation for government programs particularly on vital development efforts.

EXECUTIVE ORDER NO. 100

- Establishes and maintains information centers in the regions and provinces;
- Assists other government agencies in carrying out the communication and information component of their programs;
- Plans and carries out national information programs;
- Determines information needs of the people;
- Conducts research to formulate policy and to evaluate the effectiveness of information programs;
- Upgrades the skills of government personnel involved in communication; and
- Supports the development and expansion of indigenous media and of communication capability and technology.