

## J. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE

### J.1. PEOPLE'S TELEVISION NETWORK, INC.

#### STRATEGIC OBJECTIVES

##### MANDATE

To fully develop communication structures suitable to the needs and aspirations of the nation and in accordance with a policy that respects the freedom of speech and of the press.

Giving priority to education, science and technology, arts, culture, and sports to foster patriotism and nationalism, accelerate social progress, and promote total human liberation and development.

Developing the broadcasting industry as a medium for the development, promotion and advancement of Filipino nationalism, culture and values that serve as an instrument in the struggle for Filipino sovereignty, identity, national unity and integration.

Harnessing the resources of the government and the private sector towards a close, continuous and balanced cooperation in order to take advantage of technological advances in the broadcasting industry.

Maintaining a broadcast industry system that serves as a vital link for participative democracy and effective government information dissemination through developmental communication, free from any political or partisan influence and held accountable directly to the people.

Encouraging the development and broadcast of balanced programs which feature, among others, educational, wholesome entertainment, cultural, public affairs and sports and providing quality alternative programs for the benefit and moral upliftment of the citizenry.

##### VISION

Through PTNI's quality programs and services, the Network envisions that The Filipino People are informed and committed partners in the pursuit of personal and national aspirations that bring goodwill to God, country and humanity.

##### MISSION

PTNI shall endeavour to inform, inspire and empower the People and Nation through relevant, trustworthy and world class quality television programs and services

##### KEY RESULT AREAS

Transparent, Accountable, and Participatory Governance

##### SECTOR OUTCOME

Informed Citizenry

##### ORGANIZATIONAL OUTCOME

Revitalized Network Operations

New Appropriations, by Program/Project

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<u>Current Operating Expenditures</u>				
	<u>Personnel Services</u>	<u>Maintenance and Other Operating Expenses</u>	<u>Capital Outlays</u>	<u>Total</u>
<b>PROGRAMS</b>				
100000000 General Administration and Support	P 100,000,000			P 100,000,000
300000000 Operations			759,190,000	759,190,000
NFO 1 Television Network Operations Services			759,190,000	759,190,000
<b>Total, Programs</b>	<b>100,000,000</b>	<b>759,190,000</b>	<b>759,190,000</b>	<b>859,190,000</b>
<b>TOTAL NEW APPROPRIATIONS</b>	<b>P 100,000,000</b>	<b>P 759,190,000</b>	<b>P 759,190,000</b>	<b>P 859,190,000</b>

New Appropriations, by Central/Regional Allocation

<u>Current Operating Expenditures</u>				
	<u>Personnel Services</u>	<u>Maintenance and Other Operating Expenses</u>	<u>Capital Outlays</u>	<u>Total</u>
<b>REGION</b>				
Regional Allocation	P 100,000,000		P 759,190,000	P 859,190,000
National Capital Region (NCR)	100,000,000		759,190,000	859,190,000
<b>Total New Appropriations</b>	<b>P 100,000,000</b>	<b>P 759,190,000</b>	<b>P 759,190,000</b>	<b>P 859,190,000</b>

**Special Provision(s)**

1. Equity to the People's Television Network, Inc. The amount of Seven Hundred Fifty Nine Million One Hundred Ninety Thousand Pesos (P759,190,000) appropriated herein as equity for the People's Television Network, Inc. (PTNI) shall be used exclusively for the implementation of PTNI's Revitalization Plan. In no case shall said amount be used for any other purpose.

Releases from said amount shall be subject to the submission by the PTNI to the DBM of business plan approved by the PTNI Board of Directors indicating the following: (i) business profile; (ii) marketing plan; (iii) technical plan; (iv) organizational and management plan; (v) financial plan; and (vi) socio-economic feasibility.

2. Special Provisions Applicable to All Government Corporations. In addition to the foregoing special provision, the special provisions applicable to all government corporations enumerated under the Budgetary Support to Government Corporations-Others shall be observed by the PTNI.

**PERFORMANCE INFORMATION**

**KEY STRATEGIES**

To achieve its priority goals/objectives, the Network will undertake upon revitalization.

**MAJOR FINAL OUTPUTS (MFO) / PERFORMANCE INDICATORS**

**Targets**

**NFO 1: TELEVISION NETWORK OPERATIONS SERVICES**

Revenue Generation - Increase in income

P20M monthly average

DECEMBER 27, 2013

OFFICIAL GAZETTE

817

BUDGETARY SUPPORT TO GOVERNMENT CORPORATIONS

**PTV Brand Development - Increase in Audience Share (of total viewers) - Major PTV launch  
Development of television programs**

**6-8%  
New program line-up**