

[ADMINISTRATIVE ORDER NO. 60, September 17, 1954]

CREATING THE PHILIPPINE INFORMATION AGENCY TO CARRY OUT A PROGRAM OF INTERNATIONAL PUBLICITY AND PUBLIC RELATIONS FOR THE REPUBLIC OF THE PHILIPPINES.

For the purpose of promoting the prestige and national interests of the Republic of the Philippines abroad through the dissemination of accurate information concerning its political, economic, social and cultural conditions and activities, there is hereby created an agency under the Office of the President which shall known as the "Philippine Information Agency." This agency shall be administered by a Director and supervised by an advisory board composed of the following:

Hon. Fred Ruiz Castro, Executive Secretary	Chairman
Hon. Oscar Ledesma, Secretary of Commerce and Industry	Member
Hon. Raul S. Manglapus, Undersecretary of Foreign Affairs	Member
Hon. Jose M. Crisol, Undersecretary of National Defense	Member
Col. Nicanor Jimenez, Armed Forces of the Philippines	Member
Mr. Narciso G. Reyes, Foreign Affairs Officer, Executive Secretary of the Board and Director of the Agency	Member

1. The Philippine Information Agency shall have the following duties and functions:

- a. To coordinate the preparation of all government information and production of publications intended for overseas circulation.
- b. To provide services and materials needed for carrying out government publicity abroad.
- c. To establish and maintain contacts for continuous and effective dissemination of government information abroad.
- d. To release official texts of government documents for international consumption.
- e. To prepare and release information on the government's position on international issues.
- f. To prepare background materials on important local issues and developments for use of foreign affairs officers and for circulation abroad.
- g. To compile and distribute general information on the Philippines of interest abroad.

2. In carrying out the functions above enumerated, the Philippine Information Agency shall use the following channels of distribution:

- a. Philippine embassies and consulates.
- b. Trade and business organizations, such as the Philippine Association, chambers of commerce with connections abroad, etc.