

[OP EXECUTIVE ORDER NO. 4, S. 2010, 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; AND FOR OTHER PURPOSES

WHEREAS, it is the avowed policy of this administration to ensure transparency and full and appropriate disclosure of policies, programs, official activities, and achievements of the Office of the President and Executive Branch which are of public concern;

WHEREAS, the task of informing and communicating to the Filipino people the policies, programs, official activities, and achievements of the Office of the President and the Executive Branch presently involves, aside from the Office of the Press Secretary, several offices and agencies, the functions of some of which overlap;

WHEREAS, there is a vital need to re-organize and effect functional changes within the Office of the Press Secretary and create an office to systemize, rationalize and complement the existing structure to achieve a more efficient and systematic interaction between the people, the Office of the President, and the Executive Branch;

WHEREAS, it is likewise imperative that government re-defines its efforts to integrate and harmonize its message conceptualization, formulation and development policies and programs in order to fully utilize the opportunities arising from the rapid development of existing and emerging media;

WHEREAS, under Section 31, Chapter 20, Title III, Book III of the Administrative Code of 1987, the President has the continuing authority to reorganize the administrative structure of the Office of the President.

NOW, THEREFORE, I, BENIGNO S. AQUINO III, President of the Philippines, by virtue of the powers vested in me by law, do hereby order:

SECTION 1. THE PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE.

The Office of the Press Secretary shall be reorganized and renamed as the Presidential Communications Operations Office which shall be headed by the Presidential Communications and Operations Head who shall have the rank of Cabinet Secretary with all the corresponding salaries, emoluments, and benefits.

SECTION 2. FUNCTIONS OF THE PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE. The Presidential Communications Operations Office shall perform the following functions:

- a. Develop and implement necessary guidelines and mechanisms pertaining to the delivery and dissemination of information relating to the policies, programs, official activities and achievements of the President and the Executive Branch;
- b. Develop, manage and operate viable government-owned or controlled information dissemination structure/facilities to provide the Office of the President in particular, and the Executive Branch in general, access to the people as an alternative to the private mass media entities;
- c. Set up and maintain local and international field offices, where necessary, to ensure that accurate information from the President and the Executive Branch is promptly and efficiently relayed, delivered and disseminated to intended target audiences;
- d. Manage, control or supervise, as may be necessary, the various government agencies and offices involved in information gathering and dissemination;
- e. Coordinate and cultivate relations with private media;
- f. Manage and administer the OP Website and the Web Development Office;
- g. Perform such other functions as the President may assign from time to time.

SECTION 3. OFFICE PROPER. The Presidential Communications Operations Office shall maintain such deputies and assistants as may be necessary to enable performance of its functions, including the following:

- a. Undersecretary for Administration and Finance;
- b. Undersecretary for Operations;
- c. Chief of Staff,
- d. Assistant Secretary for Legislative Affairs.
- e. Electronic Data Processing Division Chief;

SECTION 4. AGENCIES, BUREAUS, AND OTHER OFFICES ATTACHED TO THE PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE. The following agencies, bureaus, and offices shall be under the control and supervision of the Presidential Communications Operations Office:

- a. News and Information Bureau;
- b. Philippine News Agency;
- c. Philippine Information Agency
- d. Intercontinental Broadcasting Corporation (IBC) 13;
- e. RPN 9;
- f. NBN 4;
- g. PBS-Radio-Television Malacanang
- h. Bureau of Broadcast Services
- i. Bureau of Communications Services;
- i. National Printing Office;
- k. APO Production Unit; and
- l. OP Web Development Office

SECTION 5. CREATION OF THE PRESIDENTIAL COMMUNICATIONS DEVELOPMENT AND STRATEGIC PLANNING OFFICE. There is hereby established the Presidential Communications Development and Strategic Planning Office.

SECTION 6. FUNCTIONS OF THE PRESIDENTIAL COMMUNICATIONS DEVELOPMENT AND STRATEGIC PLANNING OFFICE . T he P r es ident ial