

B. BUREAU OF BROADCAST SERVICES

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Public information dissemination

ORGANIZATIONAL OUTCOME

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

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Upgrading of broadcast equipment and production facilities;
2. Production and airing of development-oriented and creative programs, plugs and stingers;
3. Filling up of plantilla positions for personnel promotion and hiring of qualified staff;
4. Institutionalize Quality Management System (QMS) in the agency and;
5. Training of key personnel to upgrade skills and competencies.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)BASELINE2017 TARGETS

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

Percentage of broadcast operation rated good or better

At least 80% of broadcast operation rated good or better

Percentage of widened / improved target audience reach

At least 85% of target audience reached through upgraded broadcast facilities and equipment

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)2017 Targets

MFO 1: PUBLIC BROADCASTING AND DEVELOPMENT COMMUNICATIONS SERVICES

Percentage of radio materials produced and aired	95%
Percentage of radio materials produced and aired rated good or better	100%
Percentage of broadcast transmission and maintenance services rated good or better	90%
Percentage of materials produced and aired on schedule	100%