

## XXVI. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE

## A. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE (PROPER)

## 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. Convergence of Presidential Communications Operations Office (PCOO) and all its attached bureaus and agencies.
2. Close coordination with other department / agencies for joint efforts in information dissemination and development communication.
3. Maximize judicious use of available resources.
4. Continuously adjust to trends and modes of effective communication to be able to reach all sectors of society.

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

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

Percentage of coverage arrangements for presidential visits rated good or better by the Malacañang Press Corps (MPC)

90% or more of coverage arrangements for presidential events rated good or better by MPC

Percentage of news and photo releases utilized by selected print media

85% or more of news and photo releases utilized by selected media

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

## MFO 1: MEDIA OPERATIONS SERVICES

Percentage of coverage arrangements conducted for Presidential events and visits

95%

Percentage of news and photo releases disseminated

95%

Coverage arrangements for Presidential events and visits rated good or better

90%

Percentage of disseminated news and photo releases adopted/utilized

90%

Percentage of news and photo releases disseminated within one hour after the event

95%

Percentage of coverage arrangements completed one day before the event/visit

95%

## 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)	BASELINE	2017 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%

## C. BUREAU OF COMMUNICATIONS 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. Use of different formats / media of communication to provide constant and credible government information to the public;
2. Expand distribution of information materials to reach more audiences, especially marginalized groups; and,
3. Establish linkages with other government agencies to create awareness of the Bureau's publication production capabilities.

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)	BASELINE	2017 TARGETS
Public access, engagement and understanding of Presidential policies and government programs achieved		
Percentage of target audience who gained awareness of presidential policies and government programs after exposure to printed / digital information material and special events		90% of target audience gained awareness after exposure to printed / digital information material and special events

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)	2017 Targets
MFO 1: COMMUNICATION DEVELOPMENT AND PRODUCTION SERVICES	
Number of communication programs, projects and activities conceptualized and implemented	72,658
Communication programs, projects and activities conceptualized and implemented rated good or better	90%
Communication programs, projects and activities implemented three working days prior to prescribed schedule	90%

## D. NATIONAL PRINTING OFFICE

## STRATEGIC OBJECTIVES

## SECTOR OUTCOME

Public information dissemination

## ORGANIZATIONAL OUTCOME

Responsive and self-sustaining printing operations achieved

## PERFORMANCE INFORMATION

## KEY STRATEGIES

Print, bind and distribute all government standard and accountable forms, Official Gazette, Official Ballots and public documents, development information materials and other government printing jobs with high standard of quality and service.

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)	BASELINE	2017 TARGETS
Responsive and self-sustaining printing operations achieved		
Percentage in accuracy and quality in printing, binding, handling of finished products		At least 95% accuracy and quality printing, binding and handling of printing work orders
Percentage of duly accomplished printing jobs delivered on time		At least 95% of printing jobs delivered on time
Self-sustaining operations achieved		100% self-sustaining operations

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

## MFO 1: NATIONAL PRINTING SERVICES

Number of printing services completed	1,550
Percentage of printing services completed and the accuracy for every work order	95%
Percentage of printing services completed one day before set schedule of delivery	95%

## E. NEWS AND INFORMATION BUREAU

## 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

Implement and strengthen the nationwide information and communication programs and projects particularly on the President's 10-Point agenda and the "Change is coming (Tunay na Pagbabago)" campaign and the Government in general.

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

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

Percentage of national, provincial and foreign news stories and news photos utilized

90% or more of national, provincial and foreign news stories and news photos utilized

Percentage of presidential photos, transcripts, news alerts and clippings utilized

90% or more of presidential photos, transcripts, news alerts and clippings utilized

Percentage of media accredited and assisted who have rated the services as satisfactory or better

90% or more of media accredited and assisted who have rated the services as satisfactory or better

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

## MFO 1: MEDIA OPERATIONS SERVICES (Media and Information Services)

News stories submitted on presidential government policies, pronouncement, directives programs, activities, etc. Photographs taken on presidential activities and state guests.	100%
Speeches, press conference, briefings, interviews transcribed	100%
News monitoring reports and clippings submitted	100%
Media relations services rendered	100
Journalists accredited and assisted	100%
Daily news stories, news photos & information gathered and disseminated	100%

## F. PHILIPPINE INFORMATION AGENCY

## STRATEGIC OBJECTIVES

## SECTOR OUTCOME

Enhanced citizens' access to developmental information and participation in governance

## ORGANIZATIONAL OUTCOME

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

## PERFORMANCE INFORMATION

KEY STRATEGIES

1. Expansion of agency presence to cover the ARMM region and provinces identified as poorest and most vulnerable to disasters
2. Mainstreaming of community-based communication activities to deliver developmental information down to the grassroots level
3. Increased communication support to disaster risk reduction and management efforts
4. Generation of public inputs to governance through the conduct of communication research and public consultations
5. Networking with and provision of communication assistance to various sectors to further widen the reach of developmental information, especially in poorest and most disaster-vulnerable areas
6. More effective use of new media channels for information dissemination
7. Development and maintenance of information systems for more efficient and rapid delivery of information

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

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

Percentage of local presidential visit facilitation rated satisfactory or better

At least 95% of presidential local visit facilitation rated satisfactory or better

Percentage of target audience's access rated of disseminated developmental information

At least 80% access rate

Percentage of assisted agencies / organizations that rated the assistance as satisfactory or better

At least 95%

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

## MFO 1: DEVELOPMENT COMMUNICATION SERVICES

## Production and Dissemination of Developmental Information

Number of development communication materials produced and disseminated	200,100
Percentage of produced IEC material approved for dissemination	95%
Percentage of IEC materials produced and disseminated on schedule	95%
Number of local presidential visits facilitated	80

## Institutional Networking and Capability Building

Number of agencies/organizations assisted	170
Percentage of assisted agencies/organizations that rated the assistance as good or better	95%
Percentage of requested assistance delivered on schedule	95%

## Communication Research

Number of researches conducted	4
Percentage of researches used for planning	90%
Percentage of researches completed on schedule	90%

## G. PRESIDENTIAL BROADCAST STAFF (RTVM)

## 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. Upgrade competence and technical skills of personnel in broadcast operations
2. Digitization and Integration of programs and broadcast operations

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

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

Access rate of public and other clients to presidential activities and special events documented and aired

At least 98% of documented and aired activities and events accessed

Percentage of broadcast quality standard produced TV programs, special documentaries, capsules / features on government policies, programs and projects rated good or better

95% of TV programs, special documentaries, capsules / features on government policies, projects and programs produced in broadcast quality rated good or better

Percentage of technical support to other agencies and broadcast pool operation rated good or better

98% of needed technical support to other agencies and broadcast networks for broadcast pool operation rated good or better

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

## MFO 1: MEDIA OPERATIONS SERVICES

Percentage of Presidential events and activities covered and aired	100%
Presidential events and activities covered and aired rated good or better	100%
Percentage of Presidential events and activities covered and aired on prescribed schedule	100%