

B. BUREAU OF BROADCAST SERVICES

STRATEGIC OBJECTIVES

SECTOR OUTCOME

People-centered, innovative, clean, efficient, effective, and inclusive delivery of public goods and services

ORGANIZATIONAL OUTCOME

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

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2021 TARGETS

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

PUBLIC RADIO BROADCASTING PROGRAM

Outcome Indicator

1. Total number of listeners and percentage of market

17.5M

300,000 (1.7%)

Output Indicators

1. Total number of radio broadcasting hours and percentage increase from previous year

126,100 hrs

126,100 hrs (0%)

2. Number of Cities and Municipalities reached and percentage to total

145 Cities

120 Cities (82.76%)

1,489 Municipalities

1,110 Municipalities (74.55%)