

XXVIII. PRESIDENTIAL COMMUNICATIONS OFFICE

A. PRESIDENTIAL COMMUNICATIONS OFFICE (PROPER)

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

<u>ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2024 TARGETS</u>
Public access, engagement and understanding of Presidential policies and government programs achieved		
PRESIDENTIAL COMMUNICATIONS PROGRAM		
Outcome Indicator		
1. Percentage of news and photo releases used by selected print media	90%	94%
Output Indicators		
1. Number of news and photo releases disseminated		
2. Percentage of Presidential events and visits provided with coverage arrangements	2,507 95%	3,350 95%

B. BUREAU OF COMMUNICATIONS 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

<u>ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2024 TARGETS</u>
Public access, engagement and understanding of Presidential policies and government programs achieved		
GOVERNMENT COMMUNICATIONS PROGRAM		
Outcome Indicator		
1. Percentage of the feedback survey respondents from the target audience who gained awareness of presidential policies and government programs after exposure to print and digital information materials and events	90%	90%

Output Indicators

1. Number of communication materials and events produced and disseminated	96,231	102,232
2. Percentage of the feedback survey respondents from the target audience who rated the communication materials and events as good or better	90%	90%
3. Percentage of materials and events produced as scheduled	90%	90%

C. NATIONAL PRINTING OFFICE**STRATEGIC OBJECTIVES****SECTOR OUTCOME**

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

ORGANIZATIONAL OUTCOME

Responsive and self-sustaining printing operations achieved

PERFORMANCE INFORMATION**ORGANIZATIONAL OUTCOMES (00s) / PERFORMANCE INDICATORS (PIs)****BASELINE****2024 TARGETS**

Responsive and self-sustaining printing operations achieved

NATIONAL PRINTING PROGRAM**Outcome Indicators**

1. Ratio of cost operating expense against revenue / income	1:1	1:1
2. Amount and percentage increase of revenue income	300,000,000 /10%	440,000,000 /10%
3. Net income	18,000,000	55,000,000
Output Indicators		
1. Number of printing work orders completed	1,470	1,480
2. Percentage of accuracy and completeness of printing work	95%	95%
3. Percentage of printing work orders delivered on time	95%	95%

D. NEWS AND INFORMATION BUREAU**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 (00s) / PERFORMANCE INDICATORS (PIs)****BASELINE****2024 TARGETS**

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

GOVERNMENT NEWS INFORMATION AND MEDIA SERVICES PROGRAM

Outcome Indicators

1. Percentage of national, provincial and foreign news stories and news photos utilized	48,000	100% or 48,000
2. Percentage of presidential stories and photos, transcripts, news monitoring reports and alerts and clippings utilized	100%	100%
3. Percentage of media arrangement, coordination, accreditation and assistance and press center operations rated as satisfactory or better	100%	100%

Output Indicators

1. Percentage of news, information and media services provided both locally and internationally	208,900	100% or 208,900
2. Percentage rating on news, information and media services that were provided both locally and internationally	100%	100%
3. Percentage of news, information and media services provided both locally and internationally rendered within prescribed schedule	100%	100%

E. PHILIPPINE INFORMATION AGENCY

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

2024 TARGETS

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

DEVELOPMENT COMMUNICATION PROGRAM

Outcome Indicators

1. Access rate audience of IEC materials developed	95%	95%
2. Percentage of government information officers trained who rate the training as satisfactory or better	95%	97%
3. Percentage of public who are aware / informed of government programs	90%	95%

Output Indicators

1. Percentage of IEC materials produced / disseminated within the prescribed timeframe	95%	97%
2. Percentage of training accomplished within the prescribed timeframe	95%	97%
3. Percentage of consultations held or stakeholders consulted within the prescribed timeframe	95%	95%

F. PRESIDENTIAL BROADCAST SERVICE - 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 (00s) / PERFORMANCE INDICATORS (PIs)	BASELINE	2024 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	300,000 (1.71%)	300,000 (1.71%)
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	120 Cities 1,110 Municipalities	120 Cities (82.76%) 1,110 Municipalities (74.55%)

G. PRESIDENTIAL BROADCAST STAFF (RTVM)**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 (00s) / PERFORMANCE INDICATORS (PIs)	BASELINE	2024 TARGETS
Public access, engagement and understanding of Presidential policies and government programs achieved		
PRESIDENTIAL DOCUMENTATION AND BROADCAST MANAGEMENT PROGRAM		
Outcome Indicators		
1. Percentage of presidential events and activities hooked-up and aired by broadcast networks	100%	100%
2. Percentage of likes and shares of presidential events and activities through social media	90%	90%
3. Percentage of satisfactory feedback on requested video and audio materials by the broadcast networks and the general public	100%	100%

Output Indicators

1. Number of presidential events and activities hooked-up and aired by broadcast networks	90%	100%
2. Number of presidential events and activities posted in social media	90%	90%
3. Number of technical support provided to various agencies, local and foreign organizations and broadcast networks meeting the required broadcast quality standards on a prescribed schedule	90%	90%