

## I. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE

### I.1. PEOPLE'S TELEVISION NETWORK, INC.

#### STRATEGIC OBJECTIVES

##### MANDATE

To fully develop communication structures suitable to the needs and aspirations of the nation and in accordance with a policy that respects the freedom of speech and of the press.

Giving priority to education, science and technology, arts, culture, and sports to foster patriotism and nationalism, accelerate social progress, and promote total human liberation and development.

Developing the broadcasting industry as a medium for the development, promotion and advancement of Filipino nationalism, culture and values that serve as an instrument in the struggle for Filipino sovereignty, identity, national unity and integration.

Harnessing the resources of the government and the private sector towards a close, continuous and balanced cooperation in order to take advantage of technological advances in the broadcasting industry.

Maintaining a broadcast industry system that serves as a vital link for participative democracy and effective government information dissemination through developmental communication, free from any political or partisan influence and held accountable directly to the people.

Encouraging the development and broadcast of balanced programs which feature, among others, educational, wholesome entertainment, cultural, public affairs and sports and providing quality alternative programs for the benefit and moral upliftment of the citizenry.

VISION

Through PTNI's quality programs and services, the Network envisions that The Filipino People are informed and committed partners in the pursuit of personal and national aspirations that bring goodwill to God, country and humanity.

MISSION

PTNI shall endeavour to inform, inspire and empower the People and Nation through relevant, trustworthy and world class quality television programs and services

KEY RESULT AREAS

Transparent, Accountable, and Participatory Governance

SECTOR OUTCOME

Informed Citizenry

ORGANIZATIONAL OUTCOME

Public access and responsive dissemination of government programs through reliable TV network services, news and information program expanded

PERFORMANCE INFORMATION

KEY STRATEGIES

To achieve its priority goals / objectives, the Network will undertake upon revitalization.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)	BASELINE	2015 TARGETS
Public access and responsive dissemination of government programs through reliable TV network services, news and information program expanded		
Audience share increased by greater than 2% annually	2.295 M average viewers / day	>2% increase from previous year (3.9 M average viewers / day)
Rate of news and public affairs program increased by greater than 10% annually	9.5 hrs. average / day	>10% increase from previous year (13.3 hrs. average / day)

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)	2015 Targets
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MFO 1: TELEVISION NETWORK OPERATIONS SERVICES

Audience share ratings	5%
Transmission coverage	39%
PTV brand development	70%