

K. BSGC - OTHERS

K.1. INTERCONTINENTAL BROADCASTING CORPORATION

STRATEGIC OBJECTIVES

MANDATE

It is mandated to provide adequate public service time to enable the government, through the said broadcasting stations or facilities, to reach the population on important public issues; provide at all times sound and balanced programming; assist in the functions of public information and education; conform to the ethics of honest enterprise; and not use its stations or facilities for the broadcasting of obscene and indecent language, speech, act or scene; or for the dissemination of deliberately false information or willful misrepresentation, to the detriment of the public interest, or to incite, encourage or assist in subversive or treasonable acts.

VISION

A network that is globally competitive, a leading light in the Philippine broadcast industry, propelled by proactive human resources, dedicated to providing programs that are socially relevant, wholesome, entertaining, informative and commercially viable, attentive to the needs of its stakeholders and committed to nation building under the guidance of the Divine Providence.

MISSION

To be able to maintain a truly responsible, respectable and stable commercial broadcasting organization serving the needs of the public and clients in the fields of information, education and entertainment for the Filipino viewers. To improve the network's positioning in the industry in order to maintain reasonable profit margin and growth rate commensurate to the demands and needs of the employees, stockholders and the communities it serves.

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

No data available

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.

PI 1

1

1