A. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE (PROPER)

STRATEGIC OBJECTIVES

MANDATE

To serve as the premier arm of the Executive Branch in engaging and involving the citizenry and the mass media in order to enrich the quality of public discourse on all matters of governance and build a national consensus thereon.

VISION

The Presidential Communications Operations Office (PCOO) is the lead communications arm of the Government and a vehicle of understanding for a well-informed and enlightened citizenry, proud of its heritage and attuned to global realities.

MISSION

1. To serve as the primary vehicle for consciousness-raising, constituency-building, and social mobilization in support of the policies, programs and projects of the Presidency
2. To serve as a tool for informing, educating, enlightening the citizenry about matters of national importance for inspiring the citizenry to deepen their civic engagement

KEY RESULT AREAS

Anti-corruption/transparent, accountable, and participatory governance

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/agency 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.

<table>
<thead>
<tr>
<th>ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)</th>
<th>BASELINE</th>
<th>2015 TARGETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public access, engagement and understanding of Presidential policies and government programs achieved</td>
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<tr>
<td>Percentage of coverage arrangements for presidential visits rated good or better by the Malacañang Press Corps (MPC)</td>
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<td>90% or more of coverage arrangements for presidential events rated good or better by MPC</td>
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<tr>
<td>Percentage of news and photo releases utilized by selected print media</td>
<td></td>
<td>85% or more of news and photo releases utilized by selected print media</td>
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</tbody>
</table>

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

**MFO 1: MEDIA OPERATIONS SERVICES**

**Coverage Arrangements Conducted for Presidential Events and Visits**
- Percentage of coverage arrangements conducted for Presidential events and visits: 90%
- Coverage arrangements for Presidential events and visits rated good or better: 90%
- Percentage of coverage arrangements completed one day before the event/visit: 90%

**News and Photo Releases Disseminated**
- Percentage of disseminated news and photo releases adopted/utilized: 85%
- Percentage of news and photo releases disseminated: 95%
- Percentage of disseminated news and photo releases within one hour after the event: 95%

**B. BUREAU OF BROADCAST SERVICES**

**STRATEGIC OBJECTIVES**

**MANDATE**

The Philippine Broadcasting Service-Bureau of Broadcast Services (PBS-BBS) shall be responsible for providing broadcast information on the activities, policies, and directions of the Government and the Presidency, thru the use of broadcast media throughout the country. It shall be headed by a Director and assisted by the Deputy Director both to be appointed by the President upon recommendation of the Presidential Communications Operations Office Secretary.

**VISION**

The PBS-BBS shall be the leading public radio network committed and responsible to its national and international audiences. PBS-BBS shall serve as a credible channel of information, a true public forum and persuasive agent of social change and development. Manned by service-driven and competent personnel and equipped with state of the art facilities and technology, PBS-BBS shall champion what is relevant in any specific service area for the benefit of the greatest number of people and development of the nation.

**MISSION**

1. Provide nationwide broadcasting services primarily for the Government’s and the Presidency’s information requirements.
2. Serve as a vital link between the government and the people by being an effective conduit for feedback and feedforward mechanism.
3. Provide broadcast services to all the regions of the country with particular focus on areas not adequately served by private networks.
4. Provide broadcast programming designed to preserve and promote the national heritage and culture, advance educational goals, and support the thrusts and goals of the Presidency and the Government.
5. Continually improve programming and dissemination capabilities geared toward strengthened and innovative programs in support of countryside development.

**KEY RESULT AREAS**

Anti-corruption/transparent, accountable, and participatory governance

**SECTOR OUTCOME**

Public information dissemination

**ORGANIZATIONAL OUTCOME**

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