

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

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Hiring of competent and qualified personnel;
2. Equipment upgrade and radio automation;
3. Production of development-oriented and creative programs, plugs and stingers; and,
4. Strengthen provincial station's linkage.

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)

BASELINE

2015 TARGETS

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

Percentage of broadcast operation rated good or better

At least 80% of broadcast operation rated good or better

Percentage of widened / improved target audience reach

At least 85% of target audience reached through upgraded broadcast facilities and equipment

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

2015 Targets

MFO 1: PUBLIC BROADCASTING AND DEVELOPMENT COMMUNICATIONS SERVICES

Radio Materials Produced and Aired

Percentage of radio materials produced and aired	90%
Percentage of radio materials produced and aired rated good or better	95%
Percentage of broadcast transmission and maintenance services rated good or better	85%
Percentage of materials produced and aired on prescribed schedule	100%