

## G. PRESIDENTIAL BROADCAST STAFF (RTVM)

### STRATEGIC OBJECTIVES

#### MANDATE

Provides audio and video documentation of the President's official functions and activities, coverage and broadcast production of events and special celebration of national significance.

#### VISION

For the Filipino nation to have a better informed citizenry with access to information regarding the movement of the national leadership - its initiatives, programs and projects for the advancement of the lives of the Filipinos, impacting the ASEAN Region and the rest of the world.

#### MISSION

To provide daily broadcast coverage on the activities of the President and the Executive Branch, as well as the First Family whenever necessary, and provide the public the fastest news update and information with the farthest communication reach nationwide.

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. Upgrade competence and technical skills of personnel in broadcast operations
2. Digitization and Integration of programs and broadcast operations

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2015 TARGETS

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

Access rate of public and other clients to presidential activities and special events documented and aired

At least 98% of documented and aired activities and events accessed

Percentage of broadcast quality standard produced TV programs, special documentaries, capsules / features on government policies, programs and projects rated good or better

95% of TV programs, special documentaries, capsules / features on government policies, projects and programs produced in broadcast quality rated good or better

Percentage of technical support to other agencies and broadcast pool operation rated good or better

98% of needed technical support to other agencies and broadcast networks for broadcast pool operation rated good or better

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

2015 Targets

MFO 1: MEDIA OPERATIONS SERVICES

Presidential Events and Activities Covered and Aired

Percentage of Presidential events and activities covered and aired	100%
Percentage of events and activities covered and aired rated good or better	98%
Percentage of Presidential events and activities covered and aired on prescribed schedule	100%