

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 / agencies 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.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2015 TARGETS

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

Percentage of coverage arrangements for presidential visits rated good or better by the Malacañang Press Corps (MPC)

90% or more of coverage arrangements for presidential events rated good or better by MPC

Percentage of news and photo releases utilized by selected print media

85% or more of news and photo releases utilized by selected print media

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

2015 Targets

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

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%

C. BUREAU OF COMMUNICATIONS SERVICES

STRATEGIC OBJECTIVES

MANDATE

The Bureau of Communications Services (BCS) develops and provides communications services relating to policy formulation, communications planning, project development, research and evaluation, and coordination of information planning within the framework of the overall thrust and priorities of the national development plan.

VISION

A vital government information arm dedicated to accurate, relevant and responsible communications services in support of the Presidency.

MISSION

To continuously provide government organizations and select groups' informations on the President's thrusts, priorities and accomplishments through publications, networking, special events and other communication support services.

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. Use of different formats / media of communication to provide constant and credible government information to the public;
2. Expand distribution of information materials to reach more audiences, especially marginalized groups; and,
3. Establish linkages with other government agencies to create awareness of the Bureau's publication production capabilities.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2015 TARGETS

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

Percentage of target audience who gained awareness of presidential policies and government programs after exposure to printed / digital information material and special events

90% of target audience gained awareness after exposure to printed / digital information material and special events

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

2015 Targets

MFO 1: COMMUNICATION DEVELOPMENT AND PRODUCTION SERVICES

Communications Programs, Projects and Activities Conceptualized and Implemented

Number of communication programs, projects and activities conceptualized and implemented	66,700
Communication programs, projects and activities conceptualized and implemented rated good or better	90%
Communication programs, projects and activities implemented three working days prior to prescribed schedule	90%

D. NATIONAL PRINTING OFFICE

STRATEGIC OBJECTIVES

MANDATE

Pursuant to Executive Order (E.O.) No. 285 dated July 25, 1987 and as amended by E.O. No. 378, the National Printing Office (NPO) is mandated to continue to provide printing services to government agencies and instrumentalities such as standard and accountable forms, public documents (O.G., GAA, development information materials) and printing of Official Ballots.

VISION

For the NPO to be the printing arm of the government manned by a dynamic group of people committed towards the satisfaction of the printing needs of the National and Local Government, as well as Government Owned and Controlled Corporations (GOCCs) with established regional sales office all over the country.

MISSION

1. To modernize and develop ways to improve the quality of printing through modernization of printing facilities, upgrading printing equipment, work design and manpower capabilities towards clientele satisfaction
2. To formulate pricing that is commensurate to the high standard of quality and service that we provide
3. To support the information dissemination programs of government agencies by providing their printing requirements
4. To deliver annually a substantial return of investment through sound financial management and effective cost control program
5. To efficiently safeguard the security and sanctity of the Bureau's mandated functions

KEY RESULT AREAS

Anti-corruption/transparent, accountable and participatory governance

SECTOR OUTCOME

Public information dissemination

ORGANIZATIONAL OUTCOME

Responsive and self-sustaining printing operations achieved

PERFORMANCE INFORMATION

KEY STRATEGIES

Print, bind and distribute all government standard and accountable forms, Official Gazette, Official Ballots and public documents, development information materials and other government printing jobs with high standard of quality and service.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2015 TARGETS

Responsive and self-sustaining printing operations achieved

Percentage in accuracy and quality in printing, binding, handling of finished products

At least 95% accuracy and quality printing, binding and handling of printing work orders

Percentage of duly accomplished printing jobs delivered on time

At least 95% of printing jobs delivered on time

Self-sustaining operations achieved

100% self sustaining operations

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

2015 Targets

MFO 1: NATIONAL PRINTING SERVICES

Printing Services Completed

Number of printing work orders

1,335

Percentage of printing services completed and the accuracy for every work order

95%

Percentage of printing services completed one day before set schedule

95%

E. NEWS AND INFORMATION BUREAU

STRATEGIC OBJECTIVES

MANDATE

The News and Information Bureau (NIB) shall be responsible for providing efficient, effective, productive, and economical services relating to the development and formulation of a domestic and foreign information for the Government, in general, and the Presidency, in particular including the development of strategies for the dissemination of information on specific government programs.

VISION

The Lead Network of news, information and media services of Government and the Presidency in pursuit of national interest.

MISSION

Provide effective news and information services using modern technology for well-informed local and international communities

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

Implement and strengthen the nationwide information and communication programs and projects particularly on the President's 16-Point agenda and the "Daang Matuwid" campaign and the Government in general.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2015 TARGETS

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

Percentage of national, provincial and foreign news stories and news photos utilized

90% or more of national, provincial and foreign news stories and news photos utilized

Percentage of presidential photos, transcripts, news alerts and clippings utilized

90% or more of presidential photos, transcripts, news alerts and clippings utilized

Percentage of media accredited and assisted who have rated the services as satisfactory or better

90% or more of media accredited and assisted who have rated the services as satisfactory or better

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

2015 Targets

MFO 1: MEDIA OPERATIONS SERVICES (Media and Information Services)

Media and Information Services

Percentage of media and information services completed	100%
Percentage of media and information services rated good, better or best	100%
Percentage of media and information services provided within prescribed schedule	100%

F. PHILIPPINE INFORMATION AGENCY

STRATEGIC OBJECTIVES

MANDATE

The Philippine Information Agency (PIA) provides accurate, timely, and relevant information to enable citizens to participate in and benefit from government programs that would uplift their quality of life. It plans and implements communication and advocacy programs of national scope and assists other government agencies in the communication component of their programs through multimedia strategies.

VISION

An enlightened citizenry empowered to make informed decisions toward improved quality of life and to contribute to nation-building.

MISSION

The Philippine Information Agency is committed to provide a national mechanism for the free flow of timely, accurate and relevant information to:

- 1) Enhance people's capabilities in decision-making and identification of opportunities for growth and development; and
- 2) Promote people's participation in democratic process.

KEY RESULT AREAS

Transparent, accountable and participatory governance

SECTOR OUTCOME

Enhanced citizens' access to developmental information and participation in governance

ORGANIZATIONAL OUTCOME

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

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Expansion of agency presence to cover the ARMM region and provinces identified as poorest and most vulnerable to disasters
2. Mainstreaming of community-based communication activities to deliver developmental information down to the grassroots level
3. Increased communication support to disaster risk reduction and management efforts
4. Generation of public inputs to governance through the conduct of communication research and public consultations
5. Networking with and provision of communication assistance to various sectors to further widen the reach of developmental information, especially in poorest and most disaster-vulnerable areas
6. More effective use of new media channels for information dissemination
7. Development and maintenance of information systems for more efficient and rapid delivery of information

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)	BASELINE	2015 TARGETS
Public access, engagement and understanding of Presidential policies and government programs achieved		
Percentage of local presidential visit facilitation rated satisfactory or better		At least 95% of presidential local visit facilitation rated satisfactory or better
Percentage of target audience's access rate of disseminated developmental information		At least 80% access rate
Percentage of assisted agencies / organizations that rated the assistance as satisfactory or better		At least 95%
Percentage of public opinion research activities conducted (2 nationwide; 16 local; daily monitoring)		At least 95%
MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)		2015 Targets
MFO 1: DEVELOPMENT COMMUNICATION SERVICES		
Production and dissemination of developmental information		
Number of development communication materials produced and disseminated		184,074
Percentage of produced materials approved for dissemination		95%
Percentage of IEC materials produced and disseminated on schedule		95%
Institutional networking and capability building		
Number of agencies/offices assisted		160
Percentage of assisted agencies/offices that rated the assistance as good or better		95%
Percentage of requested assistance delivered on schedule		95%
Communication research		
Number of researches conducted		100% of required
Percentage of researches used for planning		90%
Percentage of researches completed on schedule		90%

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%