

## STRATEGIC OBJECTIVES

## 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 10-Point agenda and the "Change is coming (Tunay na Pagbabago)" campaign and the Government in general.

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)BASELINE2017 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)2017 Targets

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

News stories submitted on presidential government policies, pronouncement, directives programs, activities, etc. Photographs taken on presidential activities and state guests.	100%
Speeches, press conference, briefings, interviews transcribed	100%
News monitoring reports and clippings submitted	100%
Media relations services rendered	100
Journalists accredited and assisted	100%
Daily news stories, news photos & information gathered and disseminated	100%