

## C. PRESIDENTIAL BROADCAST STAFF (RTVM)

### STRATEGIC OBJECTIVES

#### SECTOR OUTCOME

People-centered, innovative, clean, efficient, effective, and inclusive delivery of public goods and services

#### ORGANIZATIONAL OUTCOME

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

#### PERFORMANCE INFORMATION

##### ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

##### BASELINE

##### 2021 TARGETS

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

#### PRESIDENTIAL DOCUMENTATION AND BROADCAST MANAGEMENT PROGRAM

##### Outcome Indicators

1. Percentage of presidential events and activities hooked-up and aired by broadcast networks	100%	100%
2. Percentage of likes and shares of presidential events and activities through social media	90%	90%
3. Percentage of satisfactory feedback on requested video and audio materials by the broadcast networks and the general public	100%	90%

##### Output Indicators

1. Number of presidential events and activities hooked-up and aired by broadcast networks	90%	100%
2. Number of presidential events and activities posted in social media	100%	90%
3. Number of technical support provided to various agencies, local and foreign organizations and broadcast networks meeting the required broadcast quality standard on a prescribed schedule	100%	90%