

XXVIII. OFFICE OF THE PRESS SECRETARY

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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

2023 TARGETS

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

PRESIDENTIAL COMMUNICATIONS PROGRAM

Outcome Indicator

1. Percentage of news and photo releases used by selected print media

90%

94%

Output Indicators

1. Number of news and photo releases disseminated

2. Percentage of Presidential events and visits provided with coverage arrangements

2,507

95%

3,350

95%