

**XXVIII. PRESIDENTIAL COMMUNICATIONS OFFICE**

**A. PRESIDENTIAL COMMUNICATIONS OFFICE (PROPER)**

**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**

**2026 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

2,507

3,350

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

95%

95%