

## PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE

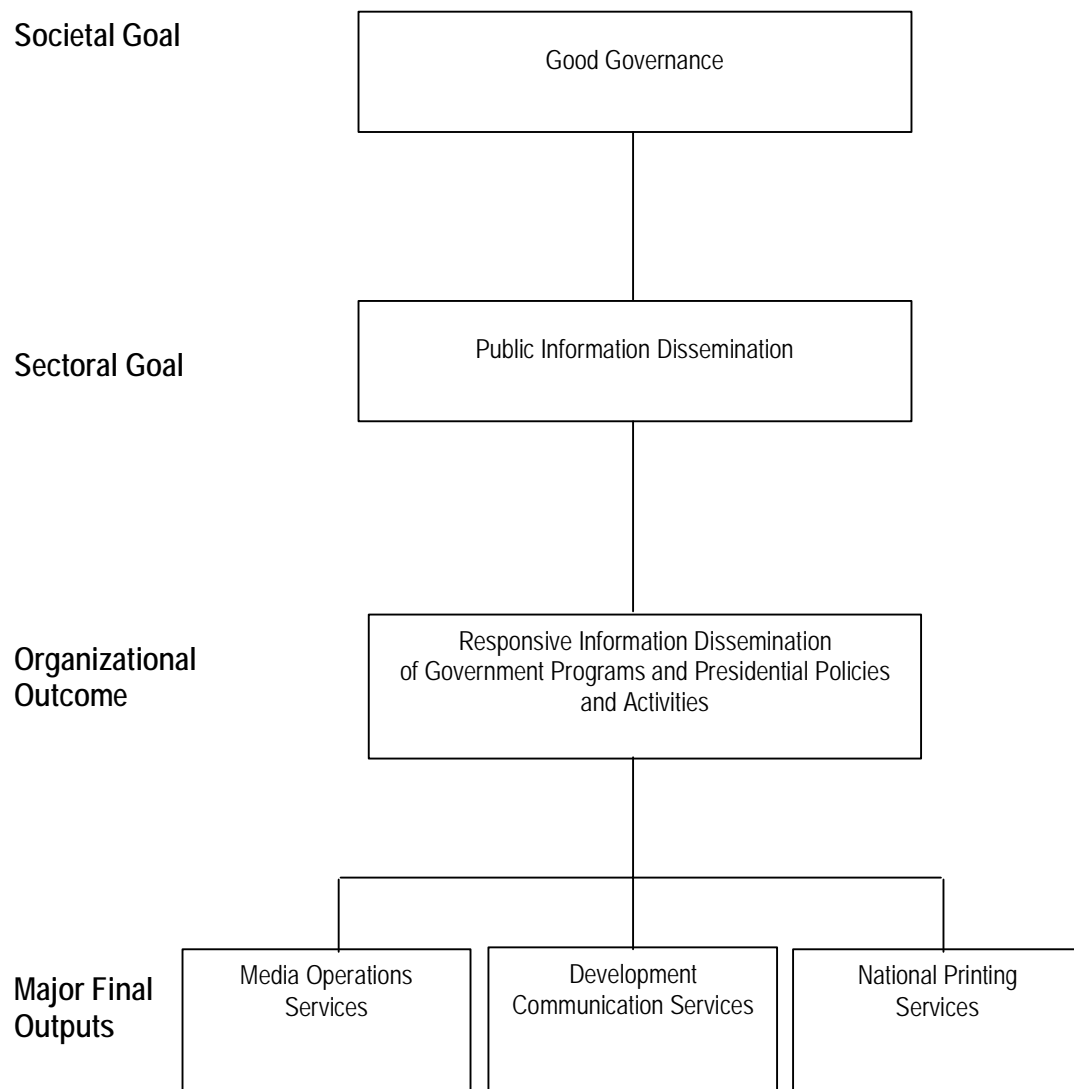
### Legal Basis

- **Memorandum Order No. 32** (September 1, 1986) created the Office of the Press Secretary (OPS) "to ensure the right of the Filipino people to be informed of the policies, directions and activities of their government; maintain close liaison with various sectors of the public; and provide the conduit and mechanism in the fulfillment of this program."
- **Executive Order No. 92** (December 17, 1986) expanded the scope of responsibility, authority, and accountability of the OPS.
- **Executive Order No. 297** (July 25, 1987) reorganized the OPS structurally and functionally to formulate and implement an integrated program of developmental communication on the Presidency.
- **Executive Order No. 4** (July 30, 2010) reorganized and renamed the OPS as the Presidential Communications Operations Office (PCOO), defined/delineated the functions and responsibilities of the PCOO and the newly established/created Presidential Communications Development and Strategic Planning Office (PCDSPO), and identified various attached agencies/offices under the control and supervision of the PCOO and the PCDSPO.

### Mandate

The **Presidential Communications Operations Office (PCOO)** formulates and implements an integrated program of information and developmental communication that will present the work of the Presidency; develop public understanding of activities and policies; and enhance public trust and support at the national, regional, and barangay levels.

## LOGICAL FRAMEWORK (PCOO)



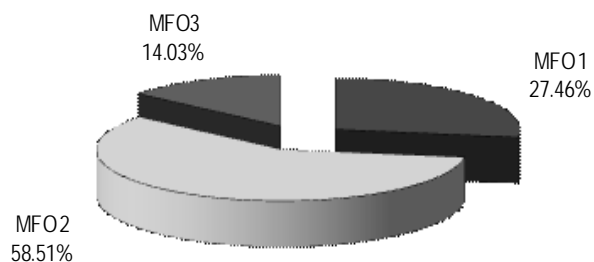
N.B. No department-wide Performance Indicators (PIs) and Targets. PIs and Targets of PCOO attached agencies are found in their respective OPIF templates.

## FY 2011 MFO Budget

### By MFO/By Expense Class (In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	% Share
<b>MFO 1</b>					
Media Operations Services	124,876	143,143	-	268,019	27.46%
<b>MFO 2</b>					
Development Communication Services	306,424	232,308	32,442	571,174	58.51%
<b>MFO 3</b>					
National Printing Services	120,864	16,100	-	136,964	14.03%
<b>Total</b>	<b>552,164</b>	<b>391,551</b>	<b>32,442</b>	<b>976,157</b>	
<b>%Share</b>	<b>56.57%</b>	<b>40.11%</b>	<b>3.32%</b>	<b>100.00%</b>	<b>100.00%</b>

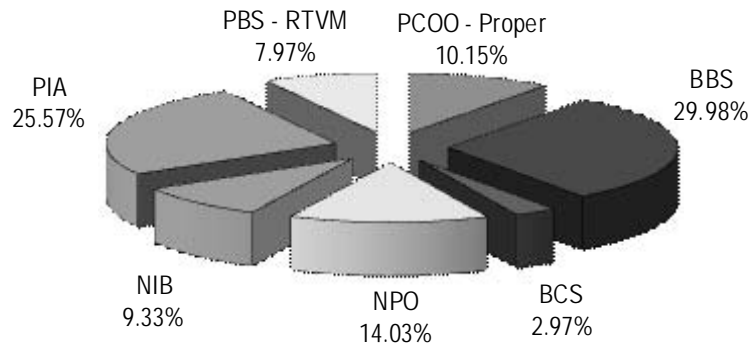
### BY MFO (Total Budget = P976,157,000)



### By Agency/By MFO (In Thousand Pesos)

Particulars	MFO 1 Media Operations Services	MFO 2 Development Communication Services	MFO 3 National Printing Services	Total	%Share
PCOO - Proper	99,137	-	-	99,137	10.15%
BBS	-	292,653	-	292,653	29.98%
BCS	-	28,952	-	28,952	2.97%
NPO	-	-	136,964	136,964	14.03%
NIB	91,073	-	-	91,073	9.33%
PIA	-	249,569	-	249,569	25.57%
PBS - RTVM	77,809	-	-	77,809	7.97%
<b>TOTAL</b>	<b>268,019</b>	<b>571,174</b>	<b>136,964</b>	<b>976,157</b>	<b>100.00%</b>
<b>%Share</b>	<b>27.46%</b>	<b>58.51%</b>	<b>14.03%</b>	<b>100.00%</b>	

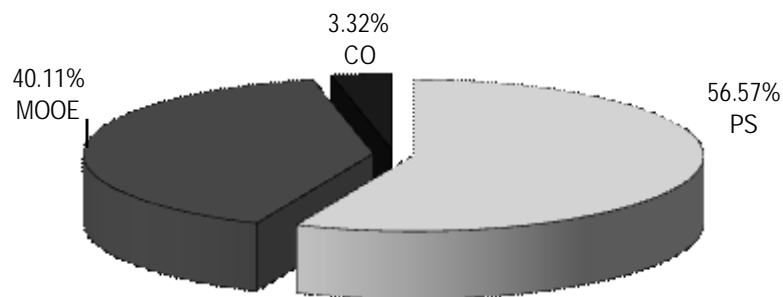
**FY 2011 Budget by Agency**  
(Total Budget = P976,157,000)



**By Agency/By Expense Class**  
(In Thousand Pesos)

Particulars	PS	MOOE	CO	Total	% Share
PCOO - Proper	22,048	77,089	-	99,137	10.15%
BBS	176,106	100,326	16,221	292,653	29.98%
BCS	16,507	12,445	-	28,952	2.97%
NPO	120,864	16,100	-	136,964	14.03%
NIB	66,180	24,893	-	91,073	9.33%
PIA	113,811	119,537	16,221	249,569	25.57%
PBS - RTVM	36,648	41,161	-	77,809	7.97%
<b>TOTAL</b>	<b>552,164</b>	<b>391,551</b>	<b>32,442</b>	<b>976,157</b>	
<b>% Share</b>	<b>56.57%</b>	<b>40.11%</b>	<b>3.32%</b>	<b>100.00%</b>	<b>100.00%</b>

**By Expense Class**  
(Total Budget = P976,157,000)



## LOGICAL FRAMEWORK (PCOO-Proper)

Societal Goal

Good Governance

Sectoral Goal

Public Information Dissemination

Organizational Outcome

Enunciation of Presidential  
Policy Decisions and Actions

Major Final Output

Media Operations Services

P/A/P

Formulation and coordination  
of public information plans  
and programs

## PERFORMANCE MEASURES AND TARGETS

(Amounts in Thousand Pesos)

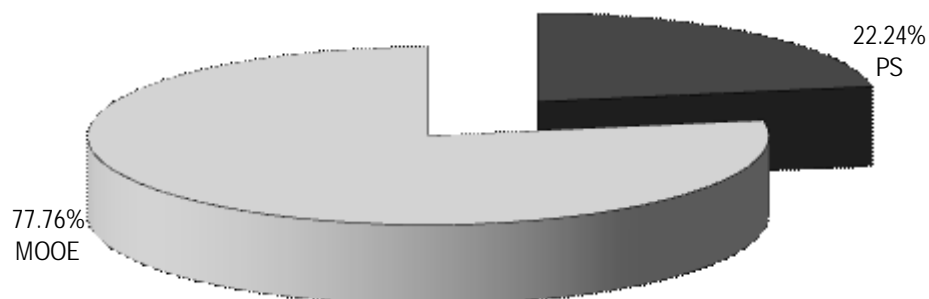
Particulars	FY 2009	FY 2010	FY 2011
	Actual/Amount	Target/Amount	Target/Amount
<b>MFO</b>			
Media Operations Services	P 190,073	P 107,817	P 99,137
- 90% accurate enunciation of presidential policies No. of press briefings	368	360	360
- News releases (80% publication ready) sent to target media entities	2,480	2,400	2,400
- 100% of presidential foreign visits coordinated No. of foreign visits	23	16	16
- 90% of news releases disseminated No. of copies of news releases	175,800	160,000	160,000
- Coverage arrangements for presidential local visits finalized two days before departure No. of local visits	286	130	130
<b>TOTAL</b>	<b>P 190,073</b>	<b>P 107,817</b>	<b>P 99,137</b>

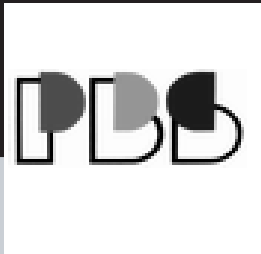
### FY 2011 MFO BUDGET

By MFO/By Expense Class  
(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
Media Operations Services	22,048	77,089	-	99,137	100%
<b>TOTAL</b>	<b>22,048</b>	<b>77,089</b>	<b>-</b>	<b>99,137</b>	
<b>% Share</b>	<b>22.24%</b>	<b>77.76%</b>	<b>0.00%</b>		<b>100.00%</b>

By Expenses Class  
(Total Budget = P99,137,000)





## **Bureau of Broadcast Services (Philippine Broadcasting Service)**

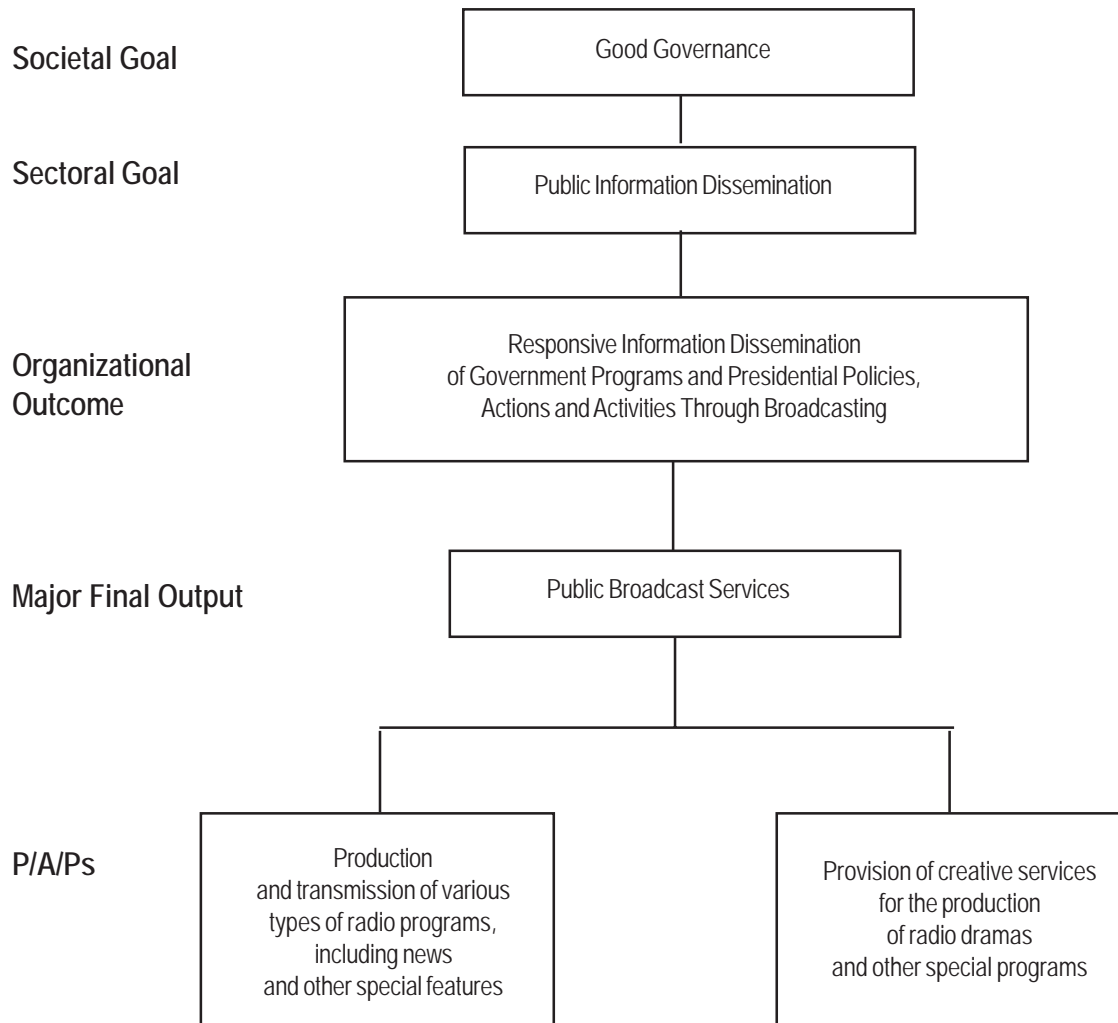
### **Legal Basis**

- **Executive Order No. 297** (July 25, 1987) created the Bureau of Broadcast Services (BBS) under the Office of the Press Secretary (OPS) to provide broadcast information on the activities, policies, and directions of the Government and the Presidency.
- **Executive Order No. 4** (July 30, 2010) reorganized and renamed the OPS as the Presidential Communications Operations Office (PCOO) and placed the BBS as an attached agency under the control and supervision of the PCOO.

### **Mandate**

The BBS, also known as the Philippine Broadcasting Service (PBS), provides information and communications support to various development programs and activities of the government using the medium of radio.

## LOGICAL FRAMEWORK (BBS)





## PERFORMANCE MEASURES AND TARGETS

(Amounts in Thousand Pesos)

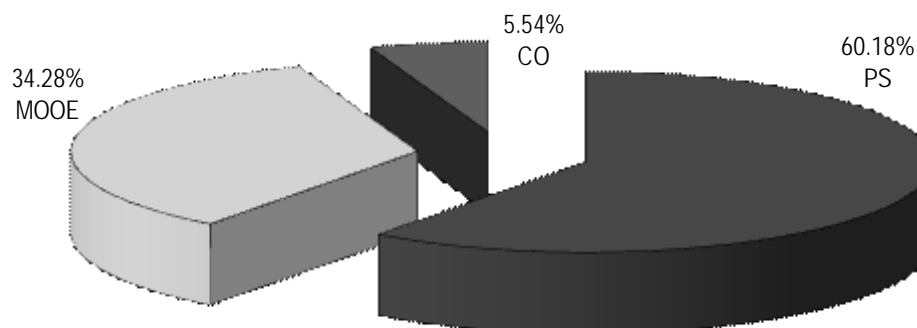
Particulars	FY 2009	FY 2010	FY 2011
	Actual/Amount	Target/Amount	Target/Amount
<b>MFO</b>			
<b>Public Broadcast Services</b>	P 304,123	P 392,823	P 292,653
85% of targeted radio broadcast materials for production and airing over 32 radio stations nationwide	178,465	180,000	180,000
95% of targeted Presidential and special events coverages for production and airing over 32 radio stations nationwide	619	500	500
80% of broadcast hours to transmit air/produced programs, presidential and special events coverages, including maintenance and repair of technical equipment and facilities	148,078	148,000	148,000
100% of creative services for the production of radio programs and other special programs	950	950	950
<b>TOTAL</b>	P 304,123	P 392,823	P 292,653

## FY 2011 MFO BUDGET

By MFO/By Expense Class  
(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
Public Broadcast Services	176,106	100,326	16,221	292,653	100%
<b>TOTAL</b>	176,106	100,326	16,221	292,653	
<b>% Share</b>	60.18%	34.28%	5.54%		100.00%

By Expenses Class  
(Total Budget = P292,653,000)





## Bureau of Communications Services

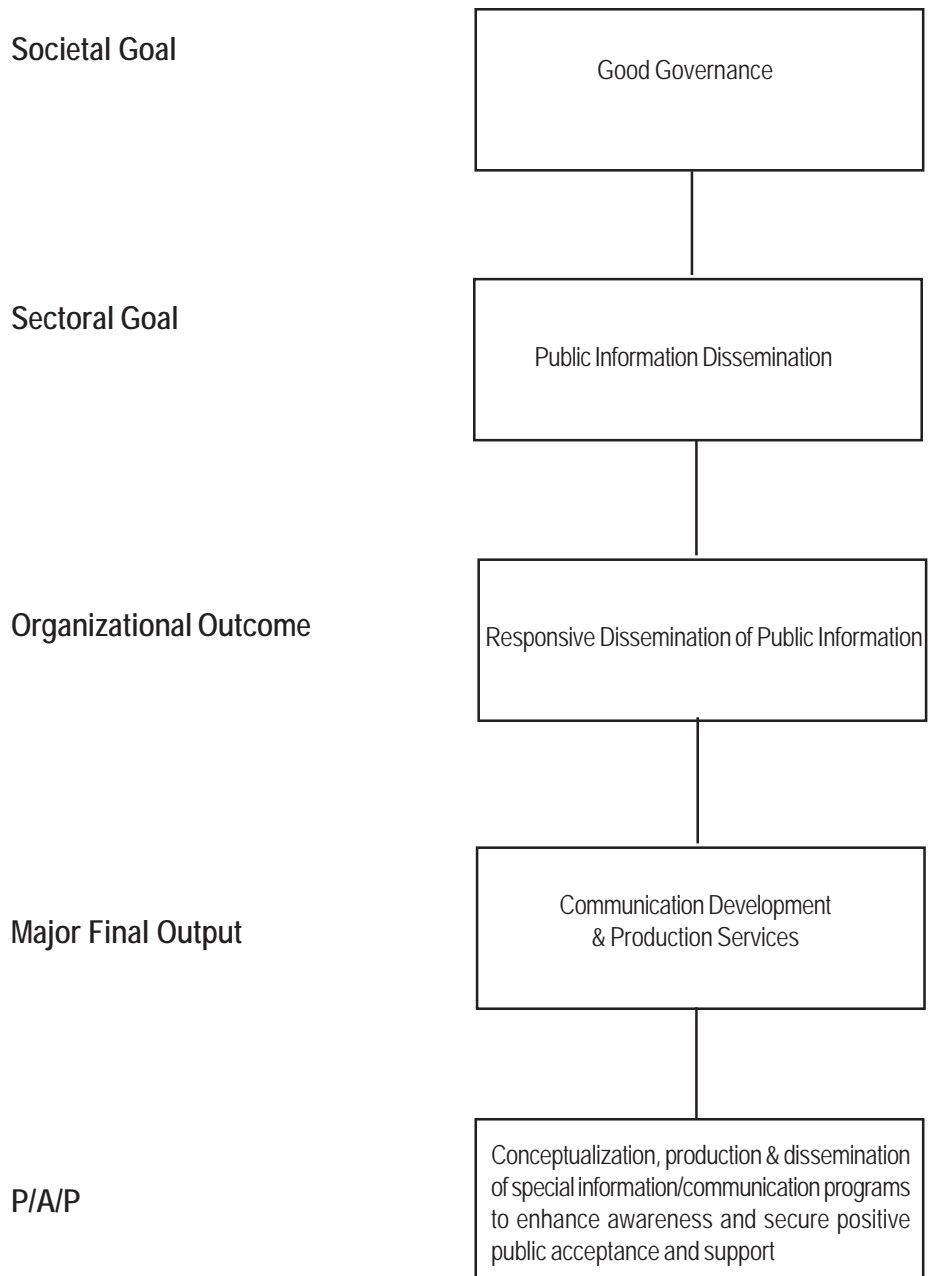
### Legal Basis

- **Memorandum Order No. 32** (September 1, 1986) created the Office of the Press Secretary (OPS).
- **Executive Order No. 92** (December 17, 1986) expanded the scope of responsibility, authority, and accountability of the OPS.
- **Executive Order No. 297** (July 25, 1987) reorganized the OPS and its attached bureaus and agencies, including the Bureau of Communications Services (BCS).
- **Executive Order No. 293** (January 15, 1996) streamlined the organizational and functional operations of the agencies attached to the OPS.
- **Executive Order No. 4** (July 30, 2010) reorganized and renamed the OPS as the Presidential Communications Operations Office (PCOO) and placed the BCS as an attached agency under the control and supervision of the PCOO.

### Mandate

The 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 thrusts and priorities of the national development plan.

## LOGICAL FRAMEWORK (BCS)



## PERFORMANCE MEASURES AND TARGETS

(Amounts in Thousand Pesos)

Particulars	FY 2009	FY 2010	FY 2011
	Actual/Amount	Target/Amount	Target/Amount
<b>MFO</b>			
<b>Communication Development and Production Services</b>	P 33,362	P 30,111	P 28,952
Total number of special information and communication programs, projects and activities conceptualized, approved and implemented	62,511	110,800	110,800
A highly relevant and effective special program	100% compliance	100% compliance	100% compliance
Program completed/accomplished within a prescribed time frame	56% compliance	100% compliance	100% compliance
<b>TOTAL</b>	<b>P 33,362</b>	<b>P 30,111</b>	<b>P 28,952</b>

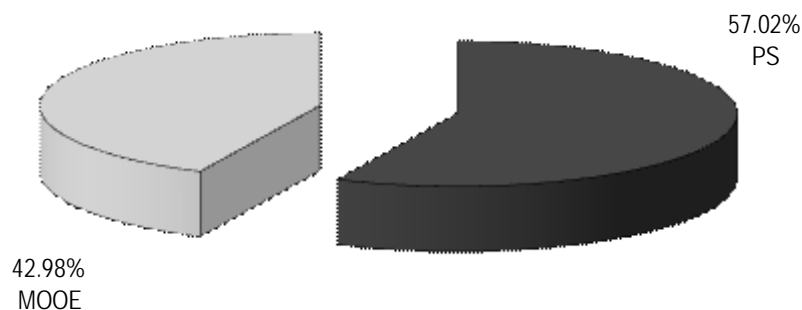
## FY 2011 MFO BUDGET

### By MFO/By Expense Class

(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
Communication Development and Production Services	16,507	12,445	-	28,952	100%
<b>TOTAL</b>	<b>16,507</b>	<b>12,445</b>	<b>-</b>	<b>28,952</b>	
<b>% Share</b>	<b>57.02%</b>	<b>42.98%</b>	<b>0.00%</b>		<b>100.00%</b>

### By Expenses Class (Total Budget = P28,952,000)





## National Printing Office

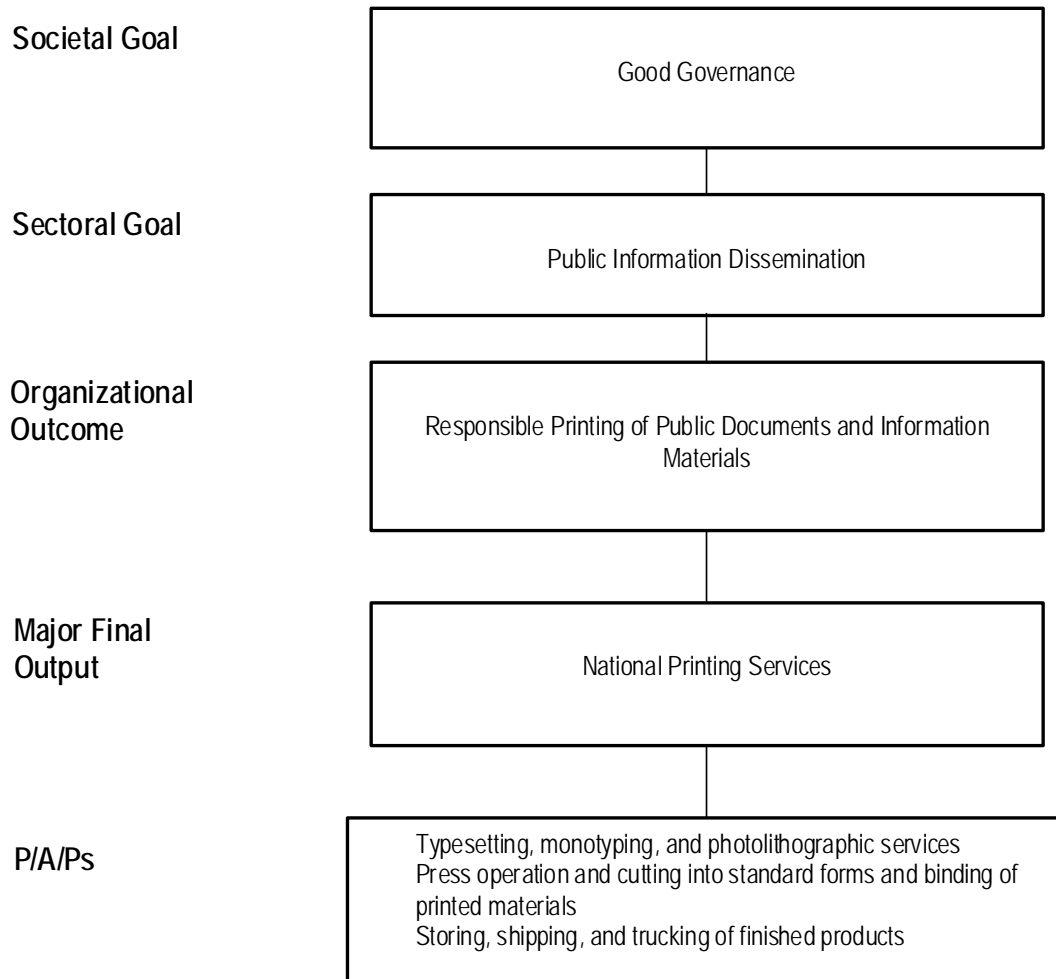
### Legal Basis

- **Philippine Commission Act No. 296** (November 7, 1901) created the Bureau of Printing in recognition of the importance of having a printing arm for government publications.
- **Integrated Reorganization Plan** (March 3, 1972) renamed the Bureau of Printing to Government Printing Office with essentially the same functions.
- **Executive Order No. 285** (July 25, 1987) renamed the Government Printing Office as National Printing Office (NPO) and placed it under the supervision of the Office of the Press Secretary (OPS).
- **Executive Order No. 4** (July 30, 2010) reorganized and renamed the OPS as the Presidential Communications Operations Office (PCOO) and placed the NPO as an attached agency under the control and supervision of the PCOO.

### Mandate

The NPO serves as the government's printing arm tasked with the printing of government accountable forms, official election ballots, the Official Gazette and other public documents, ensuring that these comply with the quality and security standards required by the government. It also undertakes the printing of information materials of the Philippine Information Agency, the OPS, and the Office of the President.

## LOGICAL FRAMEWORK (NPO)



## PERFORMANCE MEASURES AND TARGETS

(Amounts in Thousand Pesos)

Particulars	FY 2009	FY 2010	FY 2011
	Actual/Amount	Target/Amount	Target/Amount
<b>MFO</b>			
<b>National Printing Services</b>	<b>P 186,428</b>	<b>P 131,678</b>	<b>P 136,964</b>
Quantity of Accountable Forms printed in stock			
No. of pads	825,369	800,000	800,000
Quantity of Non-Accountable Forms printed in stock			
No. of pads	28,225	15,000	15,000
No. of sheets	3,416,346	2,500,000	2,500,000
No. of books	9,072	16,478	16,478
Official Gazette printed and distributed			
No. of copies	26,960	21,600	21,600
Quantity of development information materials printed and delivered			
No. of booklets	33	500	500
No. of sheets	21,700	1,500	1,500
Quantity of special printing jobs (including Official Ballots and other election forms) printed and delivered			
No. of pads	171,691	450,000	290,000
No. of sheets	3,631,134	4,500,000	4,500,000
No. of books	68	50	50
No. of booklets	1,500	50	50
No. of sets	6,901,009	3,500,000	3,500,000
No. of boxes	490	25	25
No. of reams	150	40	40
<b>TOTAL</b>	<b>P 186,428*</b>	<b>P 131,678</b>	<b>P 136,964</b>

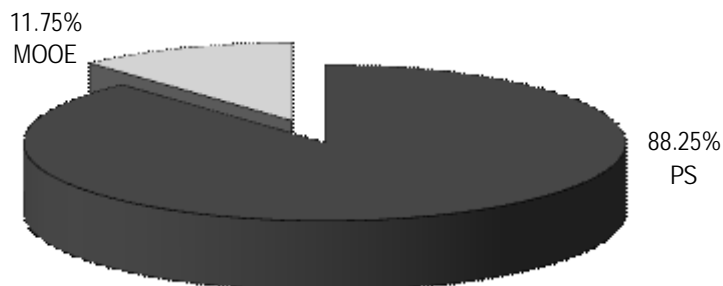
### FY 2011 MFO BUDGET

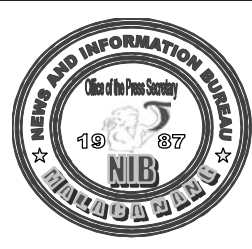
By MFO/By Expense Class

(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
National Printing Services	120,864	16,100	-	136,964	100%
<b>TOTAL</b>	<b>120,864</b>	<b>16,100</b>	<b>-</b>	<b>136,964</b>	
<b>% Share</b>	<b>88.25%</b>	<b>11.75%</b>	<b>0.00%</b>		<b>100.00%</b>

By Expenses Class  
(Total Budget = P136,964,000)





## News and Information Bureau

### Legal Basis

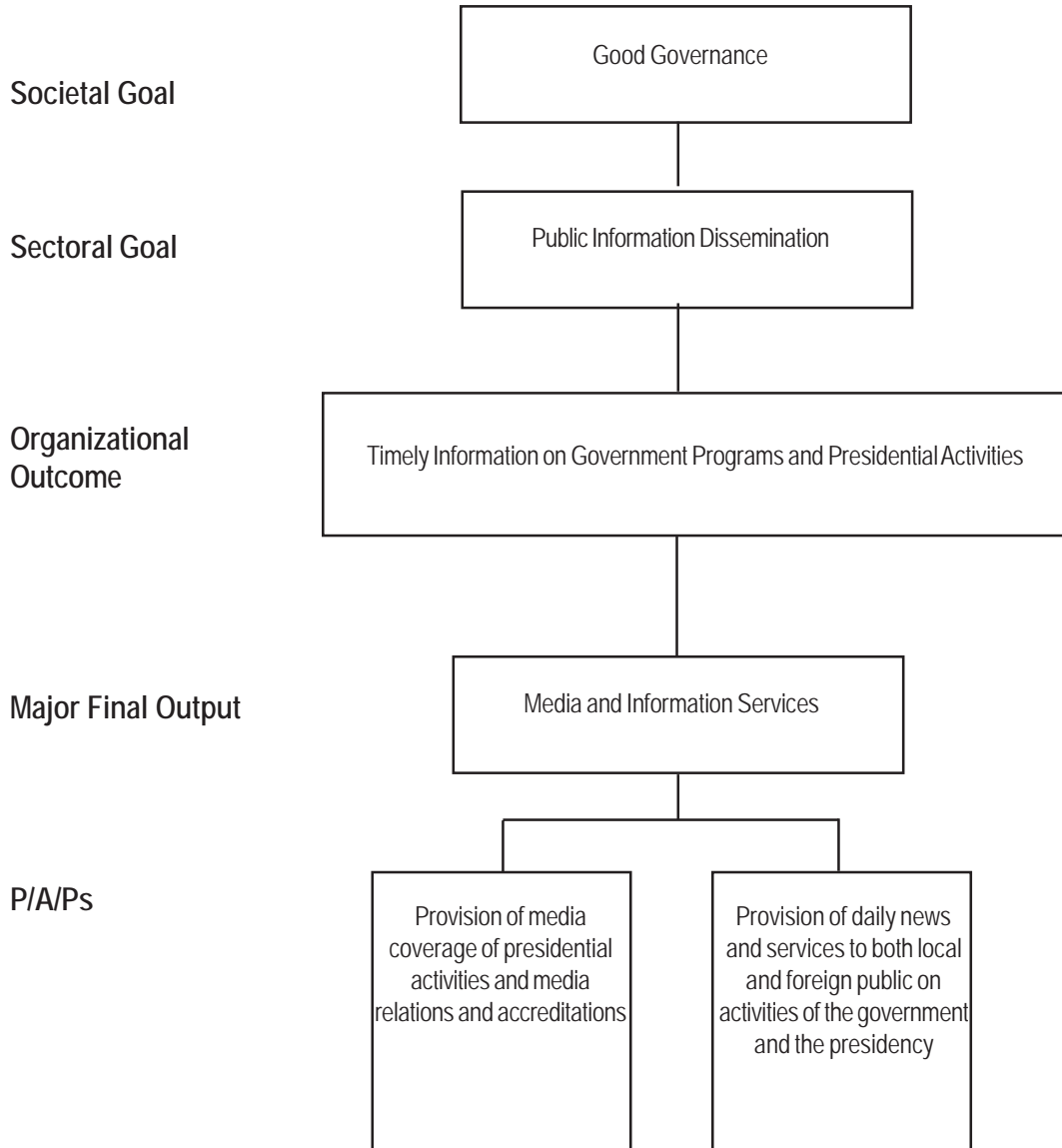
- **Executive Order No. 297** (July 25, 1987) created the News and Information Bureau (NIB) under the Office of the Press Secretary (OPS).
- **Executive Order No. 4** (July 30, 2010) reorganized and renamed the OPS as the Presidential Communications Operations Office (PCOO) and placed the NIB as an attached agency under the control and supervision of the PCOO.

### Mandate

The NIB provides efficient, effective, productive, and economical services relating to the development and formulation of a domestic and foreign information program for the Government in general, and the Presidency in particular, including the development of strategies for the dissemination of information on specific government programs.



## LOGICAL FRAMEWORK (NIB)



**PERFORMANCE MEASURES AND TARGETS**  
(Amounts in Thousand Pesos)

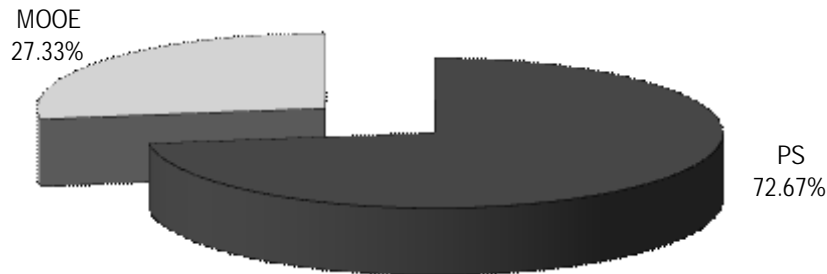
Particulars	FY 2009	FY 2010	FY 2011
	Actual/Amount	Target/Amount	Target/Amount
<b>MFO</b>			
<b>Media and Information Services</b>	P 97,959	P 93,129	P 91,073
News stories submitted on presidential/ government policies, pronouncements, directives, programs, activities, etc., photographs taken of presidential activities, including visits of states guests			
No. of press and photo releases	22,295	9,600	9,600
Speeches, press conferences, briefings, interviews transcribed	14,127	4,300	4,300
News monitoring reports and clippings submitted	227,443	188,000	188,000
Media relations services rendered	7,733	6,500	6,500
Journalists assisted and accredited	118,092	94,000	94,000
Daily news stories, news photos and information gathered and disseminated	114,568	61,022	61,022
<b>TOTAL</b>	P 97,959	P 93,129	P 91,073

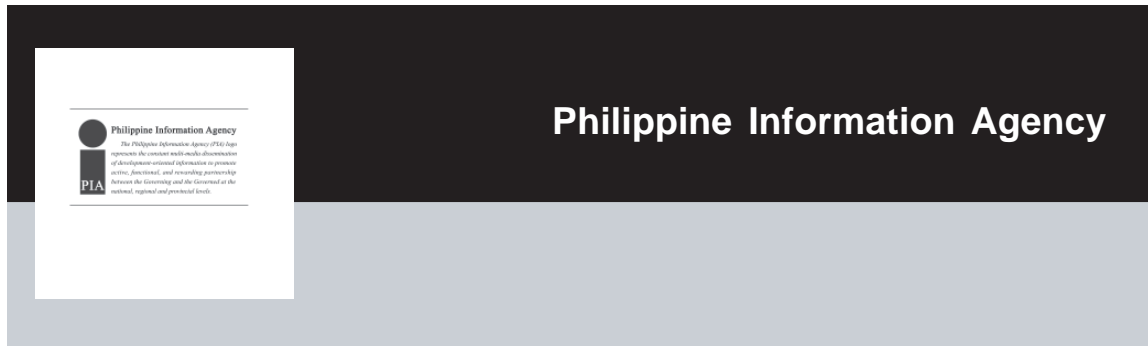
**FY 2011 MFO BUDGET**

**By MFO/By Expense Class**  
(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
Media and Information Services	66,180	24,893	-	91,073	100%
<b>TOTAL</b>	66,180	24,893	-	91,073	
<b>% Share</b>	72.67%	27.33%	0.00%		100.00%

**By Expense Class**  
(Total Budget = P91,073,000)





## Legal Basis

- **Executive Order No. 100** (December 24, 1986) created the Philippine Information Agency (PIA).
- **Executive Order No. 511** (March 6, 2006) rationalized the public information functions and duties of the Executive Branch with the PIA being a member of the newly created Communications Group (under the Office of the President) to integrate and supervise all public information dissemination activities of the government.
- **Executive Order No. 576** (November 7, 2006) abolished the Government Mass Media Group and empowered the PIA to have access to government media for the purpose of disseminating development-oriented information.
- **Executive Order No. 4** (July 30, 2010) reorganized and renamed the OPS as the Presidential Communications Operations Office (PCOO) and placed the PIA as an attached agency under the control and supervision of the PCOO.

## Mandate

The PIA provides accurate, timely, and relevant information to enable citizens to participate meaningfully in the democratic process, and technical assistance to other government agencies regarding the communications component of their programs through multi-media strategies. It plans and implements communication/information and advocacy programs of national scope.

## LOGICAL FRAMEWORK (PIA)

Societal Goal

Good Governance

Sectoral Goal

Public Information Dissemination

Organizational Outcome

Effective Presidential Communication and Advocacy  
of Government Programs

Major Final Output

Presidential Development Communication Services

P/A/Ps

Planning, policy  
formulation, research  
and development

Coordination, monitoring  
and evaluation

Statistical services

Information system  
development and  
maintenance

Public information  
services

Production of  
information program  
thru print/radio/  
television, films and  
special media

Dissemination of  
information materials  
thru radio/television,  
films and special  
media, including  
conduct of inter-  
personal  
communication

Processing and  
printing of films

Training of  
government  
information officers

## PERFORMANCE MEASURES AND TARGETS

(Amounts in Thousand Pesos)

Particulars	FY 2009	FY 2010	FY 2011
	Actual/Amount	Target/Amount	Target/Amount
<b>MFO</b>			
<b>Presidential Development</b>			
<b>Communication Services</b>	P 341,059	P 327,943	P 249,569
Number of print/radio/television materials developed and produced			
- billboards/posters/ brochures/print ads	12,574	8,000	10,000
- % of presidential branding caravans successfully mounted	100%	100%	100%
- kinds & copies of printed materials disseminated	46,849	50,000	50,000
- presidential visits assisted	634	530	530
Percentage result of audience surveys/FDGs	100%	100%	100%
Multi-media materials distributed/ disseminated with deadlines			
- special media activities conducted	10	30	30
- radio/television releases/interviews granted	97,436	55,000	55,000
<b>TOTAL</b>	P 341,059	P 327,943	P 249,569

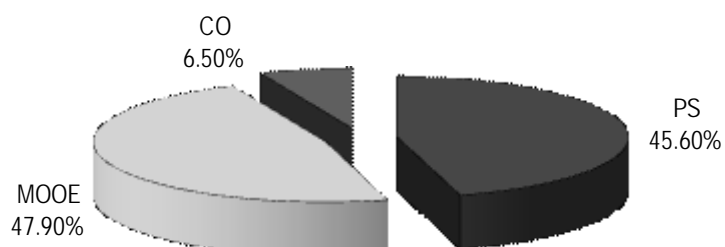
## FY 2011 MFO BUDGET

By MFO/By Expense Class

(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
Presidential Development					
Communication Services	113,811	119,537	16,221	249,569	100%
<b>TOTAL</b>	113,811	119,537	16,221	249,569	
<b>% Share</b>	45.60%	47.90%	6.50%		100.00%

By Expense Class  
(Total Budget = P249,569,000)





## Presidential Broadcast Staff (RTVM)

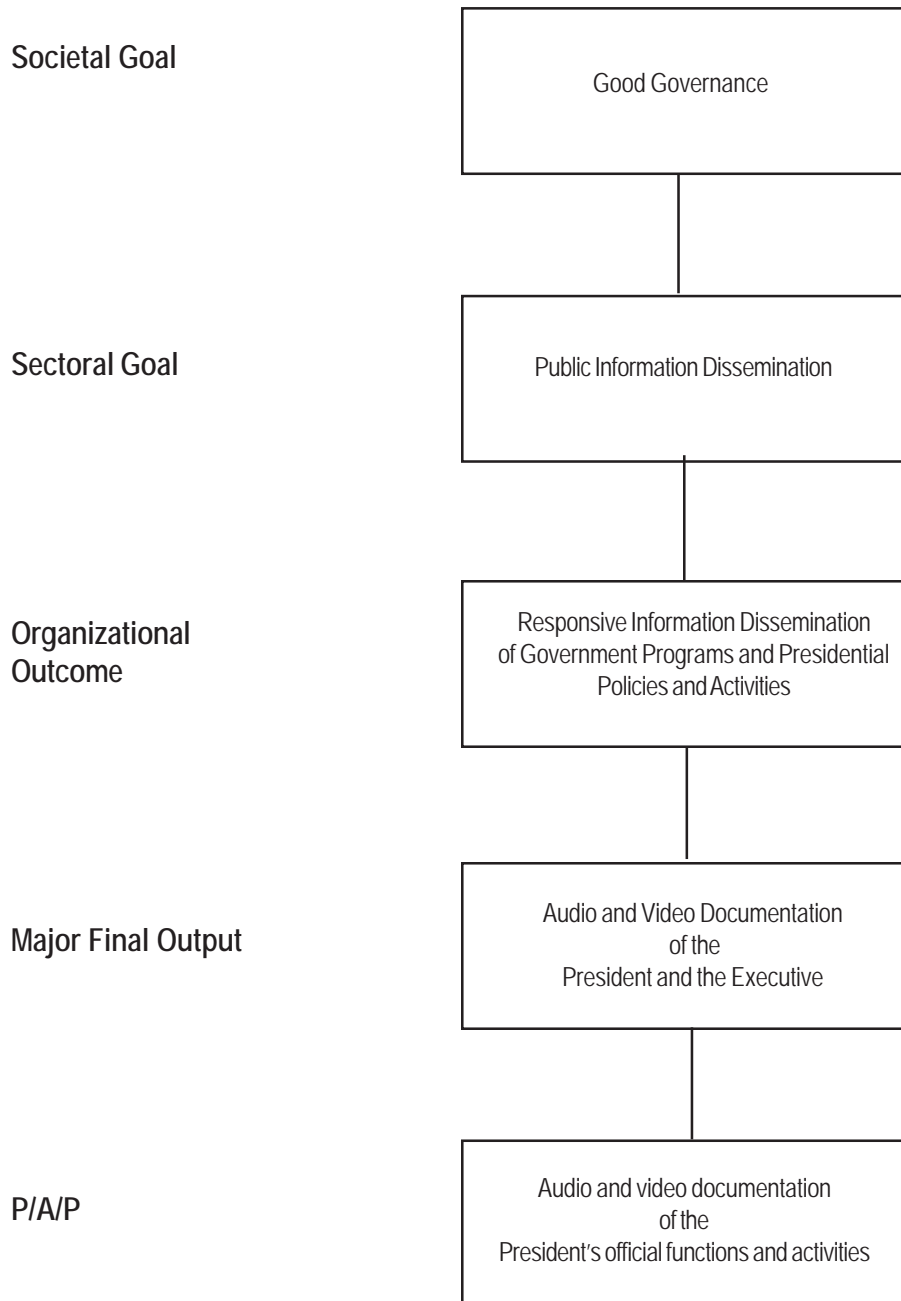
### Legal Basis

- **Executive Order No. 92** (December 17, 1986) expanded the scope of responsibility, authority, and accountability of the Office of the Press Secretary (OPS), incorporating under its control and supervision the Presidential Broadcast Staff-Radio Television Malacañang (PBS-RTVM).
- **Executive Order No. 297** (July 25, 1987) reorganized the OPS and provided for the PBS-RTVM to be an attached agency of the OPS.
- **Executive Order No. 4** (July 30, 2010) reorganized and renamed the OPS as the Presidential Communications Operations Office (PCOO) and placed the PBS-RTVM as an attached agency under the control and supervision of the PCOO.

### Mandate

The PBS-RTVM provides audio and video documentation of the President's official functions and activities, coverage and broadcast production of events of national significance, and special celebrations involving the President. It undertakes in-house production of broadcast materials for dissemination to public and private media networks and coordinates with members of the public and private broadcast sector for interaction between the President and various publics. It also produces broadcast materials in coordination with other government offices and entities to highlight programs and updates on development projects being undertaken by the government.

## LOGICAL FRAMEWORK (PBS-RTVM)



**PERFORMANCE MEASURES AND TARGETS**  
(Amounts in Thousand Pesos)

Particulars	FY 2009	FY 2010	FY 2011
	Actual/Amount	Target/Amount	Target/Amount
<b>MFO - Audio and Video Documentation of the President and the Executive</b>	<b>P 179,053</b>	<b>P 76,677</b>	<b>P 77,809</b>
Provision of audio and video documentation of the President and the Executive			
- events/activities covered and documented	7,613	6,000	6,800
- live broadcast and coverages aired	194	150	200
Production of communication materials for dissemination			
- television programs produced	50	52	52
- special documentaries produced	36	20	30
- newsfeed sent	1,753	1,200	1,500
- infomercials produced	19	12	16
- special events produced	0	20	30
Generation of audio/video materials and transcripts of presidential engagements and activities			
- video materials dubbed	3,507	4,000	3,000
- audio materials dubbed	349	240	240
- speeches/conferences/dialogues transcribed	233	200	300
Provision of technical support to government and private broadcast entities			
- agencies assisted/programs/projects	217	180	200
<b>TOTAL</b>	<b>P 179,053</b>	<b>P 76,677</b>	<b>P 77,809</b>

**FY 2011 MFO BUDGET**

**By MFO/By Expense Class**  
(In Thousand Pesos)

Particulars	PS	MOOE	CO	TOTAL	%Share
<b>MFO</b>					
Audio and Video Documentation of the President and the Executive	36,648	41,161	-	77,809	100%
<b>TOTAL</b>	<b>36,648</b>	<b>41,161</b>	<b>-</b>	<b>77,809</b>	
<b>% Share</b>	<b>47.10%</b>	<b>52.90%</b>	<b>0.00%</b>		<b>100.00%</b>

**By Expense Class**  
(Total Budget = P77,809,000)

