

XXV. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE

A. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE (PROPER)

STRATEGIC OBJECTIVES

MANDATE

To serve as the premier arm of the Executive Branch in engaging and involving the citizenry and the mass media in order to enrich the quality of public discourse on all matters of governance and build a national consensus thereon.

VISION

The Presidential Communications Operations Office (PCOO) is the lead communications arm of the Government and a vehicle of understanding for a well-informed and enlightened citizenry, proud of its heritage and attuned to global realities.

MISSION

1. To serve as the primary vehicle for consciousness-raising, constituency-building, and social mobilization in support of the policies, programs and projects of the Presidency
2. To serve as a tool for informing, educating, enlightening the citizenry about matters of national importance for inspiring the citizenry to deepen their civic engagement

KEY RESULT AREAS

Anti-corruption/transparent, accountable, and participatory governance

SECTOR OUTCOME

Public information dissemination

ORGANIZATIONAL OUTCOME

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

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Convergence of Presidential Communications Operations Office (PCOO) and all its attached bureaus and agencies.
2. Close coordination with other department / agencies for joint efforts in information dissemination and development communication.
3. Maximize judicious use of available resources.
4. Continuously adjust to trends and modes of effective communication to be able to reach all sectors of society.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2015 TARGETS

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

Percentage of coverage arrangements for presidential visits rated good or better by the Malacañang Press Corps (MPC)

90% or more of coverage arrangements for presidential events rated good or better by MPC

Percentage of news and photo releases utilized by selected print media

85% or more of news and photo releases utilized by selected print media

GENERAL APPROPRIATIONS ACT, FY 2015

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)

2015 Targets

MFO 1: MEDIA OPERATIONS SERVICES

Coverage Arrangements Conducted for Presidential Events and Visits

Percentage of coverage arrangements conducted for Presidential events and visits	90%
Coverage arrangements for Presidential events and visits rated good or better	90%
Percentage of coverage arrangements completed one day before the event/visit	90%

News and Photo Releases Disseminated

Percentage of disseminated news and photo releases adopted/utilized	85%
Percentage of news and photo releases disseminated	95%
Percentage of disseminated news and photo releases within one hour after the event	95%