

**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**

Responsive information dissemination of government programs and Presidential policies and activities

**New Appropriations, by Program/Project**

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		<u>Current Operating Expenditures</u>			
		<u>Personnel</u>	<u>Maintenance</u>	<u>Capital</u>	<u>Total</u>
		<u>Services</u>	<u>and Other</u>	<u>Outlays</u>	
			<u>Operating</u>		
			<u>Expenses</u>		
<b>PROGRAMS</b>					
100000000	General Administration and Support	P 31,171,000	P 18,699,000	P	P 49,870,000
300000000	Operations	2,174,000	135,591,000	14,291,000	152,056,000
	MFO 1: Media Operations Services	2,174,000	135,591,000	14,291,000	152,056,000
	<b>Total, Programs</b>	<b>33,345,000</b>	<b>154,290,000</b>	<b>14,291,000</b>	<b>201,926,000</b>
	<b>TOTAL NEW APPROPRIATIONS</b>	<b>P 33,345,000</b>	<b>P 154,290,000</b>	<b>P 14,291,000</b>	<b>P 201,926,000</b>

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New Appropriations, by Central/Regional Allocation

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Current Operating Expenditures

	Personnel Services	Maintenance and Other Operating Expenses	Capital Outlays	Total
<b>REGION</b>				
Regional Allocation	P 33,345,000	P 154,290,000	P 14,291,000	P 201,926,000
National Capital Region (NCR)	33,345,000	154,290,000	14,291,000	201,926,000
<b>TOTAL NEW APPROPRIATIONS</b>	<b>P 33,345,000</b>	<b>P 154,290,000</b>	<b>P 14,291,000</b>	<b>P 201,926,000</b>

Special Provision(s)

1. Appropriations for Programs and Specific Activities. The amounts appropriated herein for the programs of the agency shall be used specifically for the activities in the amounts indicated under the Details of the FY 2014 Budget attached as Annex A (Volume 1) of this Act.

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Maintain goal congruence between PCOO and attached agencies;
2. Close coordination with other agencies' same goals for joint collaborative programs;
3. Maximize use of available resources of attached agencies to PCOO;
4. Be in sync with how the Filipinos want to communicate and be communicated with;
5. Devise a mechanism on how to reach the grass roots level to effectively get their sentiments; and,
6. Local and foreign networking.

MAJOR FINAL OUTPUT (MFO)/PERFORMANCE INDICATORS

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Targets

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