

CY 2013 PHYSICAL PLAN

Department/Agency: Presidential Communications Operations Office (PCOO)

BED No. 2

MAJOR FINAL OUTPUTS (MFOs)/ PROGRAMS, ACTIVITIES and PROJECTS (PAPs)	PERFORMANCE INDICATORS (PIs)	PREVIOUS YEAR		CY 2013 PHYSICAL TARGETS	CY 2013 QUARTERLY PHYSICAL TARGETS			
		ACCOMPLISHMENTS (CY 2012)			1st	2nd	3rd	4th
		ACTUAL Jan. 1 - Nov. 30	ESTIMATE Dec. 1 - Dec. 31					
1	2	3		4	5			
<p>II Operations</p> <p>a. Formulation and coordination of Public Information Plans and Programs</p> <p>The Presidential Communications Operations Office mission is the formulation and implementation of a comprehensive communication plan detailing the information/media plans and strategies, resources and channels to be able to clearly report on the Presidency and the Government</p> <p>The Programs and projects, therefore, of PCOO are carried out by its bureaus and attached agencies. The other programs/projects of PCOO are merely incidental with its mission and policy</p>	<p>MEDIA OPERATIONS SERVICES</p> <p>90% accurate enunciation of presidential policies</p> <p>Press statements issued</p> <p>Production of media campaigns</p> <p>Events produced</p> <p>Campaigns conceptualized</p> <p>AVPs produced</p>	<p>29</p> <p>9</p> <p>9</p>	<p>1</p>	<p>24</p> <p>12</p> <p>32</p>	<p>6</p> <p>3</p> <p>8</p>	<p>6</p> <p>3</p> <p>8</p>	<p>6</p> <p>3</p> <p>8</p>	<p>6</p> <p>3</p> <p>8</p>



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		ACTUAL	ESTIMATE		1st	2nd	3rd	4th	
		Jan. 1 - Nov. 30	Dec. 1 - Dec. 31						
1	2	3		4	5				
	Maintenance of the official Facebook page of the President and other social networking sites								
	No. of followers:	12,130,112	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
	NoyNoy Aquino (P-Noy)	9,771,695							
	Pilipinas Natin	11,000							
	Twitter	2,347,417							
	No. of e-mail received	13,660	1,600	8,000	2,000	2,000	2,000	2,000	2,000
	NoyNoy Aquino	7,360							
	Pilipinas Natin	6,300							
	No. of e-mail answered	4,889	100	6,000	1,500	1,500	1,500	1,500	1,500
	NoyNoy Aquino	3,389							
	Pilipinas Natin	1,500							
	No. of e-mail forwarded for appropriate action	2,353	150	4,000	1,000	1,500	1,500	1,500	1,500
	NoyNoy Aquino	2,203							
	Pilipinas Natin	150							
	No. of comments received	2,712,186							
	NoyNoy Aquino	2,704,686							
	Pilipinas Natin	7,500							

MAJOR FINAL OUTPUTS (MFOs)/ PROGRAMS, ACTIVITIES and PROJECTS (PAPs)	PERFORMANCE INDICATORS (P1s)	PREVIOUS YEAR ACCOMPLISHMENTS (CY 2012)		CY 2013 PHYSICAL TARGETS	CY 2013 QUARTERLY PHYSICAL TARGETS				
		ACTUAL	ESTIMATE		1st	2nd	3rd	4th	
		Jan. 1 - Nov. 30	Dec. 1 - Dec. 31						
1	2	3		4	5				
	News releases (80% publication-ready) sent to target media entities								
	News releases	1,530	100	2,000	500	500	500	500	
	100% of presidential foreign visits coordinated/press centers operated								
	Presidential foreign visits/ press centers	9	0	12	3	3	3	3	
	90% of news releases disseminated								
	Page copies of news releases	99,100	8,300	100,000	25,000	25,000	25,000	25,000	
	Coverage arrangements for presidential local visits								
	Presidential local visits	39	10	60	15	15	15	15	

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		ACTUAL Jan. 1 - Nov. 30	ESTIMATE Dec. 1 - Dec. 31		1st	2nd	3rd	4th	
		3			5				
1	2	3		4	5				
	OTHER OUTPUTS								
	Other coverage and documentation of presidential activities								
	Visits of foreign dignitaries	10	0	8	2	2	2	2	
	Interviews granted to media by PCOO officials	104	17	200	50	50	50	50	
	Speeches delivered, personal/ television appearance made, forums attended, interper- sonal media conducted (by PCOO Officials	336	17	200	50	50	50	50	
	Speeches written	52	1	20	5	5	5	5	
	Letters received	3,465	170	2,000	500	500	500	500	
	Letters processed	2,058	83	1,000	250	250	250	250	
	Referral Endorsement	702	17	600	150	150	150	150	
	Letters/responses written	349	25	300	75	75	75	75	
	Message written	72	8	100	25	25	25	25	
	Preparation of other information materials								
	Photo Captions written	2,512	83	2,200	550	550	550	550	

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		Jan. 1 - Nov. 30	Dec. 1 - Dec. 31						
1	2	3		4	5				
	Press kits prepared	9	0						
	Reproduction and dissemination of other information materials								
	Transcripts of -								
	- Press briefings and press conferences	6,050	1,167	120,000	30,000	30,000	30,000	30,000	
	- Speeches	3,650	667*	30,000	7,500	7,500	7,500	7,500	
	- Presidential pronouncements	7,650	667*	7,000	1,750	1,750	1,750	1,750	
	- Presidential statements	44,100	458	6000*	1,500	1,500	1,500	1,500	
	- Radio interviews								
	- President	2,500	667	100,000	25,000	25,000	25,000	25,000	
	- Other government officials	19,510	667	100,000	25,000	25,000	25,000	25,000	
	On-line PR related transactions								
	E-mail received	206	35	400	100	100	100	100	
	E-mail answered	206	23	200	50	50	50	50	
	E-mail forwarded for appropriate action		23	200	50	50	50	50	
	Website visitors	5,258,896	583,333	6,000,000	1,500,000	1,500,000	1,500,000	1,500,000	

* discontinued as of 2nd Sem

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1	2	3		4	5				
	Special projects								
	Lead information/coverage role taken during major national events	5	1	6	1	2	2	1	
	ASEAN Committee on Culture and Information conferences/ meetings/workshops attended and projects implemented	5	1	3		1			2
	Gender and Development (GAD)	1	0	1	1				
	Pilipinas Natin National/regional/provincial events staged	70		24					

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