

QUARTERLY PHYSICAL REPORT OF OPERATIONS  
For the Quarter Ending December 31, 2012

Department : PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE  
Agency : PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE - PROPER  
Fund : 101

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Program / Activity / Project (1)	Performance Measures (2)	Physical Target (3)	Accomplishment (4)	Variance (5)	Remarks (6)
1. Formulation and coordination of public information plans and programs					<p>The targets herein presented were based on historical data and therefore, actual accomplishments are affected by several factors, among which are the President's daily schedule, current issues and concerns, visiting dignitaries, etc., which are beyond the control of PCOO</p> <p>Issues clarified, policies explained and greater access to media Ensure unified pronouncements on current issues affecting the President and the Government Linkages with other departments/agencies established and strengthened</p>
	- Press statements issued	-			
	Production of media campaigns				
	Events produced	1	16	15	
	Campaigns conceptualized	1	0	(1)	
	AVPs produced	4	0	(4)	
	Maintenance of the official Facebook page of the President and other social networking sites				
	No. of followers:	1,000,000	3,899,016	2,899,016	
	NoyNoy Aquino (P-Noy)		2,647,956		
	Pilipinas Natin		4,000		
	Twitter		1,247,060		
	No. of e-mail received	4,800	8,239	3,435	
	NoyNoy Aquino (P-Noy)		4,639		
	Pilipinas Natin		3,600		
	No. of e-mail answered	300	2,060	1,760	
NoyNoy Aquino (P-Noy)		2,060			
Pilipinas Natin					
No. of e-mail forwarded for appropriate action	4,500	1,712	(2,788)		
NoyNoy Aquino (P-Noy)		1,712			
Pilipinas Natin					
No. of comments received	-	1,439,056	1,439,056		
NoyNoy Aquino (P-Noy)		1,432,556			
Pilipinas Natin		6,500			

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Program / Activity / Project (1)	Performance Measures (2)	Physical Target (3)	Accomplishment (4)	Variance (5)	Remarks (6)
	- News releases	600	429	(171)	News releases are dependent on the President's activities
	- Presidential foreign visits/press centers operated	4	4	0	Smooth and well organized tri-media coverage of various events Clear media scenario prepared, coordinated and implemented
	- Copies of news releases	40,000	28,400	(11,600)	The figures are dependent on the President's activities
	- Presidential local visits	35	7	(28)	Coverage arrangements dependent on the President's schedule
	- Visits of foreign dignitaries	2	3	1	
	- Interviews granted to media by PCOO officials	50	32	(18)	Additional media mileage for the President
	- Speeches delivered, personal/ television appearance made, forums attended, interpersonal media conducted (by PCOO Officials)	50	183	133	Issues clarified Brought Government closer to the people
	- Speeches written	3	19	16	
	- Letters received	500	1,649	1,145	
	- Letters processed	250	1,123	873	
	- Referral Endorsement	50	144	94	
	- Letters/responses written	75	83	8	
	- Message written	25	21	(4)	
	- Photo captions written	250	1,045	795	Photo releases are dependent on the President's activities
	- Press kits prepared	-	4	4	Normally prepared during Presidential visits while some are during visits of foreign dignitaries and special events

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	- Press briefings and press conferences	4,000	1,500	(2,500)	Average of 60 copies of each document/transcript reproduced for distribution to Tri-Media/NGO/Embassy, other government offices and other interested individual or parties The figures are dependent on the number of stories on President's activities and the number of tri-media and other recipients of the stories	
	- Speeches	2,500	1,300	(1,200)		
	- Presidential pronouncements	2,500	4,100	1,600		
	- Presidential statements	1,500	14,550	13,050		
	- Radio interviews		-	(2,500)		
	- President	2,500	-	(2,500)		
	- Other government officials					
	- E-mail received	150	62	(88)		
	- E-mail answered	75	62	(13)		
	- E-mail forwarded for appropriate action	75	-	(75)		
	- Website visitors	2,000,000	1,981,096	(18,904)		
	- Lead information/coverage role taken during major national events	1	1	-		Information and publicity campaigns provided, including tri-media coverage during Labor Day and Independence Day Celebration
	- ASEAN Committee on Culture and Information conferences/meetings/workshops attended and projects implemented	1	1	-		Seminar Workshop on ASEAN Community Building: New Perspective for Communication/Information, Quezon City, 3031 August
	- Gender and Development (GAD)	-	-			
	- Pilipinas Natin National/regional/provincial events staged	-	18	18		

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