



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-Proper)

Societal Goal

Good Governance

Sectoral Goal

Public Information Dissemination

Organizational Outcome

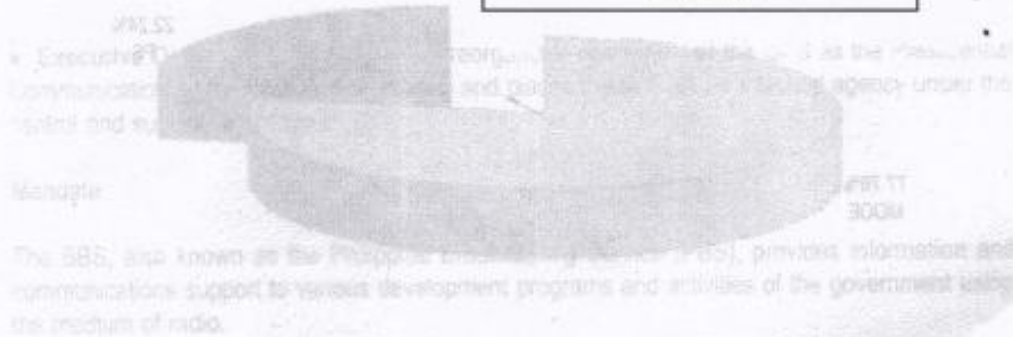
Enunciation of Presidential
Policy Decisions and Actions

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)

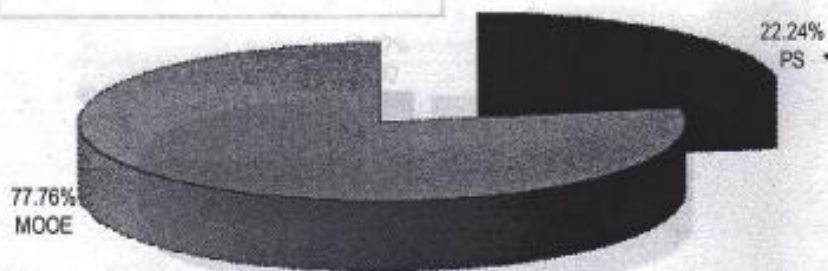
Particulars	FY 2009	FY 2010	FY 2011
	Actual/Amount	Target/Amount	Target/Amount
MFO			
Media Operations Services	P 190,073	P 107,817	P 99,137
- 90% accurate enunciation of presidential policies			
No. of press briefings	368	360	360
- News releases (80% publication ready) sent to target media entities	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
TOTAL	P 190,073	P 107,817	P 99,137

FY 2011 MFO BUDGET

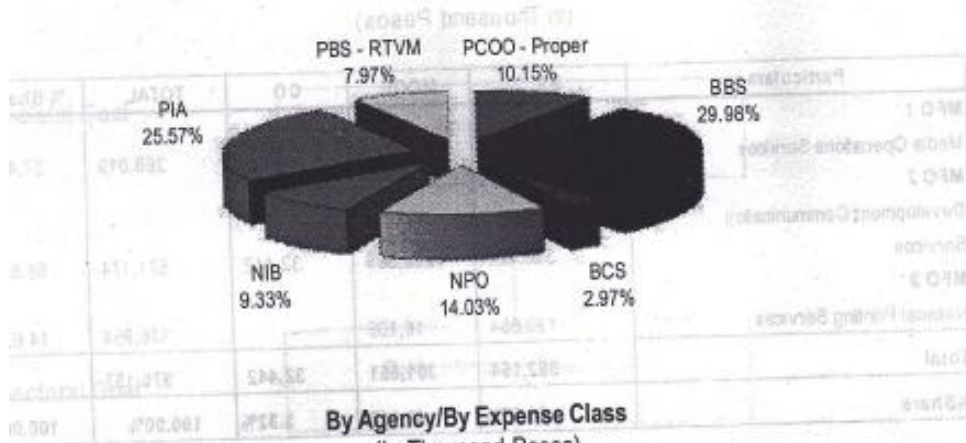
By MFO/By Expense Class
(In Thousand Pesos)

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

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



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



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%
TOTAL	552,164	391,551	32,442	976,157	
% Share	56.57%	40.11%	3.32%	100.00%	100.00%

