

PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE - PROPER
 Physical Performance Report
 As of December 31, 2013

Key Programs/Activities/Projects (P/A/Ps) (P/A/Ps)	Performance Indicators	Physical Targets		Actual	Percentage (%) of Accomplishment	Reason for Under/Over Performance (Variance)
		FY 2013 (Annual)	October-December	As of December 31, 2013		
(1)	(2)	(3)	(4)	(5)	(6) = 5/4	(7)
MEDIA OPERATIONS SERVICES:						
Press statements issued						The President is the main client of the PCOO, which supports him through proper media coordination and coverage, enunciation and dissemination of presidential policies and directives. PCOO is therefore client-driven to a large extent and outputs are dependent on the presidential activities. Thus variances in targets vs actual accomplishments occur.
Production of media campaigns						
Events produced		4	1	15	1500%	
Campaigns conceptualized		4	1	9	900%	
AVPs produced		16	4	-		
Maintenance of the official Facebook page of the President and other social networking sites						
No. of followers		1,000,000	1,000,000	5,228,555	523%	
E-Mail received		19,200	4,800	12,807	267%	
E-Mail answered		1,200	300	10,863	3621%	
E-Mail forwarded for appropriate action		18,000	4,500	3,134	70%	
Comments received			-	44,998		
News releases sent to target agencies		2,400	600	631	105%	
Presidential foreign visits/press centers operated		16	4	-		
Copies of news releases disseminated		160,000	40,000	29,500	74%	
Presidential local visits coordinated and covered		130	30	8	27%	

Final 3/13

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OTHER OUTPUTS						
Other coverage and documentation of presidential activities						
	Visits of foreign dignitaries coordinated	8	2	1	50%	
	Interviews granted to media by PCOO officials	200	50	250	500%	
	Speeches delivered, personal/television appearance made, forums attended, interpersonal media conducted (by PCOO Officials)	200	50	215	430%	
	Speeches written	12	3	15	500%	
	Letters received	2,000	500	1,523	305%	
	Letters processed	1,000	250	1,373	549%	
	Referral Endorsements made	200	50	200	400%	
	Letters/responses written	300	75	50	67%	
	Messages written	100	25	25	100%	
Preparation of other information materials						
	Photo captions written	1,000	250	971	388%	
	Press Kits prepared		-	4		
Reproduction and dissemination of other information materials						
	- Transcripts of: Press briefings and press conferences	16,000	4,000	3,500	88%	

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- Speeches		10,000	2,500	1,500	60%	
- Presidential pronouncements		10,000	2,500	3,000	120%	
- Presidential statements		6,000	1,500	16,500	1100%	
- Radio interviews:						
- President		10,000	2,500	-		
- Other government officials		10,000	2,500	-		
On-line PR-related transactions						
E-mail received		600	150	94	63%	
E-mail answered		300	75	94	125%	
E-mail forwarded for appropriate action		300	75	-		
PCOO website visitors		8,000,000	2,000,000	2,792,775	140%	
Lead information/coverage role taken during major national events		6	1	1	100%	
ASEAN Committee on Culture and Information conferences/meetings/ workshops attended and projects implemented		3	1	2	200%	
Gender and Development GAD			-	-		
Pilipinas Natin National/regional/provincial events staged			-	18		

Approved By:


HERMINIO B. COLOMA, JR.
 Secretary

Certified Correct By:


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 Director III


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