


QUARTERLY PHYSICAL REPORT OF OPERATION
As of December 31, 2021

Agency: Presidential Communications Operations Office (PCOO)

Organization Code (UACS): < not applicable >

Particulars	UACS CODE	Physical Target (Budget Year)					Physical Accomplishment (Budget Year)					Variance	Remarks
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total		
1	2	3	4	5	6	7	8	9	10	11	12	13	14
PRESIDENTIAL COMMUNICATIONS PROGRAM	310100000000000												
OO : Public access, engagement and understanding of Presidential policies													
Outcome Indicator:													
1. Percentage of news and photo releases used by selected print media		94%	94%	94%	94%	0.94	100%	100%	100%	100%	100%	6%	
Output Indicators:													
1. Number of news and photo releases disseminated		638	838	837	857	3350	840	577	802	1,134	3,353	3	Presidential events were limited due to quarantine restrictions and strict COVID-19 protocols.
2. Percentage of Presidential events and visits provided with coverage arrangements		95%	95%	95%	95%	0.95	100%	100%	100%	100%	100%	5%	
Part B - Special Projects													
Formulation, coordination, and implementation of integrated public information plans and programs													
Outcome Indicator:													
1. Average annual growth of reach, views and engagements on communications campaigns and information dissemination materials		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	
Output Indicators:													
1. Number of photos, videos and shows released in various platforms		1,000	1,000	1,000	1,000	4,000	1,569	1,374	1,836	1,762	6,541	2,541	
2. Number of media placements in various platforms		100	100	100	100	400	-	-	-	1,018	1,018	618	Awaiting release of CI budget, thus no target achieved for 1st and 2nd quarters. Late CI approval and procurement process, thus no ads placed during the 3rd quarter
GOVERNMENT MEDIA SUMMIT													
Outcome Indicator:													
1. Average rating in Client Satisfaction Survey for Government Media Summits		95%	95%	95%	95%	95%	-	-	97%	98%	97.5%	2.50%	Awaiting release of CI budget, thus no target achieved for 1st and 2nd quarters
Output Indicators:													
1. Number of physical or virtual summits and caravans held		1	1	1	1	4	-	-	1	3	4	0	Awaiting release of CI budget, thus no target achieved for 1st and 2nd quarters
2. Number of printed information, education, and communication (IEC) materials or collaterals distributed		500	500	500	500	2,000	-	-	1,190	13,500	14,690	12,690	Awaiting release of CI budget, thus no target achieved for 1st and 2nd quarters
3. Number of government beneficiaries featured in communications materials		10	10	10	10	40	-	-	10	48	58	18	Awaiting release of CI budget, thus no target achieved for 1st and 2nd quarters
INTERNATIONAL COMMUNICATIONS CAMPAIGN													
Outcome Indicator:													
1. Percentage of engagements with foreign press		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	
Output Indicators:													
1. Number of foreign press briefings conducted		3	3	3	3	12	8	7	11	5	31	19	
2. Number of reporting events organized		1	1	1	1	4	0	1	0	0	1	-3	Limited conduct of reporting event due to pandemic (See attached justification)
3. Number of international media analyses		20	20	20	20	80	52	50	37	46	185	105	

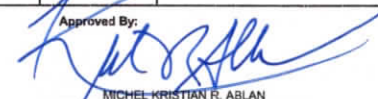
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