

XXVI. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE

A. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE (PROPER)

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Public information dissemination

ORGANIZATIONAL OUTCOME

Public access, engagement and understanding of Presidential policies and government programs achieved

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Convergence of Presidential Communications Operations Office (PCOO) and all its attached bureaus and agencies.
2. Close coordination with other department / agencies for joint efforts in information dissemination and development communication.
3. Maximize judicious use of available resources.
4. Continuously adjust to trends and modes of effective communication to be able to reach all sectors of society.

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)

BASELINE

2017 TARGETS

Public access, engagement and understanding of Presidential policies and government programs achieved

Percentage of coverage arrangements for presidential visits rated good or better by the Malacañang Press Corps (MPC)

90% or more of coverage arrangements for presidential events rated good or better by MPC

Percentage of news and photo releases utilized by selected print media

85% or more of news and photo releases utilized by selected media

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)

2017 Targets

MFO 1: MEDIA OPERATIONS SERVICES

Percentage of coverage arrangements conducted for Presidential events and visits	95%
Percentage of news and photo releases disseminated	95%
Coverage arrangements for Presidential events and visits rated good or better	90%
Percentage of disseminated news and photo releases adopted/utilized	90%
Percentage of news and photo releases disseminated within one hour after the event	95%
Percentage of coverage arrangements completed one day before the event/visit	95%