

**XXVII. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE****A. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE (PROPER)**

## STRATEGIC OBJECTIVES

## SECTOR OUTCOME

People-centered, innovative, clean, efficient, effective, and inclusive delivery of public goods and services

## ORGANIZATIONAL OUTCOME

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

## PERFORMANCE INFORMATION

<u>ORGANIZATIONAL OUTCOMES (00s) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2021 TARGETS</u>
Public access, engagement and understanding of Presidential policies and government programs achieved		
<b>PRESIDENTIAL COMMUNICATIONS PROGRAM</b>		
Outcome Indicator		
1. Percentage of news and photo releases used by selected print media	90%	94%
Output Indicators		
1. Number of news and photo releases disseminated		
2. Percentage of Presidential events and visits provided with coverage arrangements	2,507 95%	3,350 95%

**B. BUREAU OF BROADCAST SERVICES**

## STRATEGIC OBJECTIVES

## SECTOR OUTCOME

People-centered, innovative, clean, efficient, effective, and inclusive delivery of public goods and services

## ORGANIZATIONAL OUTCOME

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

## PERFORMANCE INFORMATION

<u>ORGANIZATIONAL OUTCOMES (00s) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2021 TARGETS</u>
Public access, engagement and understanding of Presidential policies and government programs achieved		
<b>PUBLIC RADIO BROADCASTING PROGRAM</b>		
Outcome Indicator		
1. Total number of listeners and percentage of market	17.5M	300,000 (1.7%)
Output Indicators		
1. Total number of radio broadcasting hours and percentage increase from previous year	126,100 hrs	126,100 hrs (0%)
2. Number of Cities and Municipalities reached and percentage to total	145 Cities 1,489 Municipalities	120 Cities (82.76%) 1,110 Municipalities (74.55%)