XIV. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE

A. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE (PCOO)

STRATEGIC OBJECTIVES

MANDATE

To serve as the premier arm of the Executive Branch in engaging and involving the citizenry and the mass media in order to enrich the quality of public discourse on all matters of governance and build a national consensus thereof.

VISION

The Presidential Communications Operations Office (PCOO) is the lead communications arm of the Government and a vehicle of understanding for a well-informed and enlightened citizenry, proud of its heritage and attuned to global realities.

MISSION

1. To serve as the primary vehicle for consciousness-raising, constituency-building, and social mobilization in support of the policies, programs, and projects of the presidency.
2. To serve as a tool for informing, educating, and enlightening the citizenry about matters of national importance for inspiring the citizenry to deepen their civic engagement.

KEY RESULT AREAS

Anti-corruption/transparency, accountable, and participatory governance

SECTOR OUTCOME

Public information dissemination

ORGANIZATIONAL OUTCOME

Responsive information dissemination of government programs and Presidential policies and activities

New Appropriations, by Program/Project

<table>
<thead>
<tr>
<th>Programs</th>
<th>Current Operating Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Maintenance and Other Services</td>
</tr>
<tr>
<td>General Administration and Support</td>
<td>P 31,171,000</td>
</tr>
<tr>
<td>Operations</td>
<td>2,174,000</td>
</tr>
<tr>
<td>MFO 1: Media Operations Services</td>
<td>2,174,000</td>
</tr>
<tr>
<td>Total, Programs</td>
<td>33,345,000</td>
</tr>
</tbody>
</table>

TOTAL NEW APPROPRIATIONS

P 33,345,000 P 154,294,000 P 249,056,000
New Appropriations, by Central/Regional Allocation

REGION

Regional Allocation

National Capital Region (NCR)

TOTAL NEW APPROPRIATIONS

Current Operating Expenditures

<table>
<thead>
<tr>
<th>Maintenance</th>
<th>Personnel Services</th>
<th>Operating Expenses</th>
<th>Capital Outlays</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>P 33,315,000</td>
<td>P 154,290,000</td>
<td>P 14,211,000</td>
<td>P 201,926,000</td>
</tr>
<tr>
<td></td>
<td>33,315,000</td>
<td>154,290,000</td>
<td>14,211,000</td>
<td>201,926,000</td>
</tr>
</tbody>
</table>

Special Provision(s)
1. Appropriations for Programs and Specific Activities. The amounts appropriated herein for the programs of the agency shall be used specifically for the activities in the amounts indicated under the details of the FY 2014 budget attached an Annex A (Volume 1) of this Act.

PERFORMANCE INFORMATION

KEY STRATEGIES
1. Maintain goal congruence between PCOO and attached agencies;
2. Close coordination with other agencies’ same goals for joint collaborative programs;
3. Maximize use of available resources of attached agencies to PCOO;
4. Be in sync with how the Filipinos want to communicate and be communicated with;
5. Devise a mechanism of how to reach the grass roots level to effectively get their sentiments and;
6. Local and foreign networking.

MAJOR FINAL OUTPUT (MFO)/PERFORMANCE INDICATORS

MFO 1: Media Operations Services
Coverage Arrangements Conducted for Presidential Events and Visits
- Percentage of coverage arrangements conducted for Presidential events and visits
- Percentage of coverage arrangements conducted for Presidential events and visits rated good or better
- Percentage of coverage arrangements conducted one day before the event/visit
- News and Photo Release Disseminated
- Percentage of news and photo releases disseminated
- Percentage of disseminated news and photo releases adopted/utilized
- Percentage of news and photo releases disseminated within one hour after the event

Targets
90%
90%
90%
95%
85%
95%