


MFO ACCOUNTABILITY REPORT CARD (MARC-1)							
 PRESIDENTIAL COMMUNICATION DEVELOPMENT AND STRATEGIC PLANNING OFFICE	OUTPUTS	DEPARTMENT BUDGET FY 2013 (in million)	OVERALL RESULTS ASSESSMENT				
			SERVICE/ PRODUCT RESULTS				
			PERFORMANCE INDICATORS	FY 2012 ACTUAL ACCOMP	FY 2013 TARGET	FY 2013 ACTUAL ACCOMP	RATING
<p>The PCDSPO is mandated to provide strategic communication leadership and support to the Executive Branch, all agencies and instrumentalities of government; and to lead the strategic communication of government through the formulation and enforcement of National Communications Policy, which ensures coherence of messages, as well as open and extended channels of communication between the government and the people.</p>	MAJOR FINAL OUTPUTS						
	Message Crafting and Production		Crafting of Presidential statements and speeches to convey the platform of the Administration	139,033 crafted presidential statements and speeches	21,654 crafted presidential statements and speeches	34,499 crafted presidential statements and speeches	159%
			Creation of visuals and info graphics to explain complex public policies	500 info graphics	208 info graphics	1,253 info graphics	602%
				Utilization of various media and formulating the appropriate messages for each medium (i.e. TV, print, radio, internet)	1,006	1,200	111,775
	Media Monitoring and Research		Consistent monitoring of daily news and analysis of issues	10,845 news monitored and issues analysed	2,804 news monitored and issues analysed	4,416 news monitored and issues analysed	157%
			Production of briefers and timeliness to provide historical context to issues at hand	9,849	2,926	3,300	113%
	Preservation of the Institutional Memory of the Office of the President		Custodian of the institutional memory of the Office of the President	140	158	369	234%
	GASS						
	General Administration and Support Services		Budget Utilization Rate		100 percent	100 percent	100%
			Percentage of financial statement and reports and documents submitted to COA within the prescribed period		100 percent	100 percent	100%