




**Presidential
Communications
Development and
Strategic Planning
Office**

MFO ACCOUNTABILITY REPORT CARD (MARC-1)

	OUTPUTS	DEPARTMENT BUDGET FY 2012 (in Million Php)	OVERALL RESULTS ASSESSMENT				
			SERVICE/ PRODUCT RESULTS				
			PERFORMANCE INDICATORS	FY 2011 ACTUAL ACCOMP	FY 2012 TARGET	FY 2012 ACTUAL ACCOMP	RATING
Presidential Communications Development and Strategic Planning Office							
<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 Development and Production (Text and Visual)	Php53.30	Message Development	3,281 development	29,207 development	139,033 development	476%
			Message Crafting	450 crafting	460 crafting	500 crafting	109%
			Message System	11 system	340 system	1,006 system	296%
	Media Monitoring and Research	Php0.00	Formulation of New Media Strategies	8,767 strategies	10,624 strategies	10,845 strategies	102%
			Market Research	3,459 researches	3,620 researches	3,824 researches	106%
			Market Analysis	1 analysis	6 analyses	6 analysis	100%
	STO and GASS						
	General Administration and Support Services	Php0.00	Coordination with COA, DBM, CSC, and other Government Agencies	18 coordinations	18 coordinations	96 coordinations	533%
			Trainings and seminars	5 trainings/ seminars	24 trainings/ seminars	29 trainings/ seminars	121%

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