



MFO ACCOUNTABILITY REPORT CARD (MARC-1)

PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE

OUTPUTS

DEPARTMENT BUDGET
FY 2012

OVERALL RESULTS ASSESSMENT

SERVICE/ PRODUCT RESULTS

PERFORMANCE INDICATORS

FY 2011 ACTUAL ACCOMP

FY 2012 TARGET

FY 2012 ACTUAL ACCOMP

RATING

MAJOR FINAL OUTPUTS

Presidential Communication Operations Office - Proper

Production of media campaigns

Number of Events Produced, Campaigns conceptualized and AVPs produced	media campaigns	24	47	196%
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Maintenance of official Facebook page of the President and other networking site.

Number of followers (Noynoy Aquino, Pilipinas Natin)	followers	1,000,000	3,899,016	390%
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Email Received (Noynoy Aquino, Pilipinas Natin)	emails	19,200	16,941	88%
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Email Answered (Noynoy Aquino, Pilipinas Natin)	emails	1,200	5,734	478%
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Email forwarded for appropriate action (Noynoy Aquino)	emails	18,000	3,339	19%
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Comments Received (Noynoy Aquino, Pilipinas Natin)	comments	-	2,891,936	met
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News releases sent to target agencies	news release	2,400	1,648	69%
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Presidential foreign visits/press centers operated	foreign visit	-	8	met
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Copies of news releases disseminated	news release	160,000	109,100	68%
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Presidential local visits coordinated and covered	local visit	130	41	32%
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Other coverage and documentation of presidential activities

Visits of foreign dignitaries coordinated	visits	8	10	125%
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Interviews granted to media by PCOO officials	interviews	200	114	57%
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Speeches delivered, personal/ television appearance made, forums attended, interpersonal media conducted (by PCOO officials)		200	420	210%
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Speeches written		12	59	492%
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Letters received		2,000	4,145	207%
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Letters processed		1,000	2,566	257%
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Referral Endorsements made		200	777	389%
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Letters/responses written		300	374	125%
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Messages written		100	79	79%
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Preparation of other information materials

Photo captions written		1,000	2,929	293%
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Press kits prepared		-	8	met
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MEDIA OPERATIONS SERVICES

Php138,741,000

The Presidential Communications Operations Office (PCOO) formulates and implements an integrated program of information and developmental communication that will present the work of the Presidency; develop public understanding of activities and policies; and enhance public trust and support at the national, regional and barangay levels.



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<p>The Presidential Communications Operations Office (PCOO) formulates and implements an integrated program of information and developmental communication that will present the work of the Presidency; develop public understanding of activities and policies; and enhance public trust and support at the national, regional and barangay levels.</p>	MEDIA OPERATIONS SERVICES		Reproduction and dissemination of other information Transcript of press briefing and press Speeches, Presidential pronouncement Presidential statements. Radio interviews (President,	information materials	62,000 information materials	87,660 information materials	141%
		On-line PR-related transactions					
		Email received Email answered Email forwarded for appropriate action PCOO website visitor	- transaction	8,001,200 transaction	7,240,442 transaction	90%	
		Lead information/coverage role taken during major national events	events	6 events	6 events	100%	
		Asean Committee on Culture and Information conferences/ meetings/workshops attended and projects implemented		3	6	200%	
		Gender and Development (GAD)		1	1	100%	
		Pilipinas Natin (National/regional/ provincial/ events staged)		-	79	met	
		Presidential Broadcast Staff - Radio Television Malacañang					
		Number of Programs produced and aired.	138,000 programs	320,926 programs			
		Satisfaction rate of Malacañang Press Corps of coverage and broadcast arrangements for Presidential events and visits					
	Percentage of documented coverage and broadcast arrangements completed one day before the event/visit						
	Bureau of Communications Services						
	Number of copies of communication materials developed, produced and distributed to specific target audience		53,000	79,721	150%		
	Number of audio-visual materials including photo exhibits staged		10	15	150%		
	Number of special events conducted		2	2	100%		
	Development Communication Services	Php0.00	Philippine Information Agency				
			Number of materials with devcomm content produced/aired/disseminated	materials	246,775 materials	248,768 materials	101%
			Print/ SMS News Releases/ online PIA website	0 0	0 0	160,404 0	met
			Interpersonal communication services/ network alliances/ interagency partnership	0 0	0 0	49,351 0	met
			Radio/TV Plugs	0 plugging	0 plugging	39,013 plugging	met
Utilization rate of information materials			0 percent	90 percent	92.1 percent	102%	
24/7 operation of PIA			0 percent	95 percent	96 percent	101%	



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			Accountable Forms Printed in stock	0 pads	900,000 pads	842,960 pads	94%		
			Non-accountable Forms printed in stock	0 pads	2,634,500 pads	1,733,799 pads	66%		
			Official gazette and distributed to respective government offices.	0 gazette	21,600 gazette	16,232 gazette	75%		
			Direct information materials	0 materials	1,000 materials	1,125 materials	113%		
	Special printing job	0 jobs	13,790,165 jobs	60,646,665 jobs	440%				
	Support to Operations	Php0.00	Philippine Information Agency						
			HR development activities	0 activities	117 activities	120 activities	103%		
			Number of trainings/ briefings/ seminars conducted	0 percent	90 percent	90 percent	100%		
			General Administration and Support Services	Php100.00	Philippine Information Agency				
					On time delivery of all administrative and financial services	0 0	90 percent	90 percent	100%
	Percentage of external/ internal stakeholders concerns appropriately responded to 90%	0 0	90 percent	90 percent	100%				