

PERFORMANCE MEASURES AND TARGETS

(Amount in Thousand Pesos)

DEPARTMENT/AGENCY: Presidential Communications Operations Office- NEWS AND INFORMATION BUREAU

Particulars	FY 2010	FY 2011	FY 2012
	Actual/Amount	Target/Amount	Target/Amount
MFO			
Media and Information Services	P 114,095	P 91,073	P 95,686
News stories submitted on presidential / government policies, pronouncement, directives, programs, activities, etc.			
photographs taken on presidential activities and state guests			
No. of Press and Photo releases	24,450	8,000	9,600
Speeches, press conferences, briefings, interviews transcribed.	10,127	3,500	4,300
News monitoring reports and clippings submitted	253,381	170,000	188,000
Media relations services rendered	6,044	5,500	6,500
Journalists accredited and assisted	113,862	90,000	94,000
Daily news stories, news photos and information gathered and disseminated	123,062	60,000	61,022
TOTAL	P 114,095	P 91,073	P 95,686

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