B. NATIONAL BOOK DEVELOPMENT BOARD

STRATEGIC OBJECTIVES

MANDATE

The National Book Development Board (NBDB) formulates, adopts, and implements a National Book Policy and a corresponding National Book Development Plan that will serve as the basis for fostering the progressive growth and viability of the country’s book industry. It ensures an adequate supply of affordable, quality-produced books not only for the domestic but also for the export market.

VISION

It shall be the leading catalyst for building a culture of reading and authorship as well as an environment for the growth of the book publishing industry towards a globally competitive position.

MISSION

To promote the continuing development of the book publishing industry, with the active participation of the private sector, to ensure an adequate supply of affordable, quality-produced books not only for the domestic market but also for export.

KEY RESULT AREAS

Rapid, inclusive and sustained economic growth

SECTOR OUTCOME

Increased investment and global competitiveness

ORGANIZATIONAL OUTCOME

Local Book Publishing Industry developed

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Upliftment of quality standards of books and enhancing a competitive industry through importation benefits such as tax and duty-free exemptions, books and publishing fairs.
2. Priming the market to be more receptive to books towards the goal of instilling lifelong learning / readership, appreciation of culture, building of identity and looking towards the empowerment of creators through the conduct of literary festivals, seminars and fora.

<table>
<thead>
<tr>
<th>ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)</th>
<th>BASELINE</th>
<th>2015 TARGETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>% increase in the titles by NBDB registered authors</td>
<td>data is yet to be collected</td>
<td>2% increase annually</td>
</tr>
<tr>
<td>Locally (Filipino)-authored books published increased</td>
<td>data is yet to be collected</td>
<td>5% increase annually</td>
</tr>
<tr>
<td>Increase in book sales in both local and export market</td>
<td>data is yet to be collected</td>
<td>10% annual increase in book sales</td>
</tr>
</tbody>
</table>
MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)  

2015 Targets

MFO 1: TECHNICAL ADVISORY SERVICES

Number of technical advisory assignments undertaken  
% of stakeholders who rate services provided as good or better  
% of advisory requests that are acted upon within seven (7) days

22  
75%  
100%

MFO 2: MARKET DEVELOPMENT SERVICES

No of incentive awards  
% of awardees in the last two (2) years who publish within twelve (12) months of receipt of 
grant or award.  
% of awards distributed within twelve (12) hours of award ceremony.

22  
75%  
100%

C. NATIONAL COUNCIL FOR CHILDREN’S TELEVISION

STRATEGIC OBJECTIVES

MANDATE

The National Council for Children’s Television is responsible for the formulation of plans and policies for children’s television. It also conducts research on Filipino children’s TV viewing habits and sets the standards for children’s TV programs. Additionally, it monitors, reviews and classifies child-friendly TV programs, as well as conducts and facilitates orientation sessions and advocacy initiatives for media education, specifically television literacy, among other related functions.

VISION

NCCT ensures that quality TV programs are offered to Filipino children for their empowerment and holistic development.

MISSION

1. Promotes quality television programs that develop the moral values and strong sense of national identity of the Filipino child.
2. Formulates policies, sets standards for children’s TV, and ensures their implementation.
3. Resarches on the impact of TV on Filipino children.
4. Monitors and evaluates child-friendly TV.
5. Advocates media literacy among various stakeholders.
7. Strengthens linkages with the broadcast industry.

KEY RESULT AREAS

Transparency, accountability and open governance

SECTOR OUTCOME

1. Enhanced knowledge skills, attitude and values of Filipino children to live creative and productive lives that will positively contribute to his/her development
2. Societal - human development towards poverty reduction

ORGANIZATIONAL OUTCOME

Quality child-friendly and educational television programs promoted