

# ASLP Newsletter

THE OFFICIAL NEWSLETTER OF THE ASSOCIATION OF SPECIAL LIBRARIES OF THE PHILIPPINES

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## ASLP Forum at the 34th MIBF

Joanna O. Siapno












In line with the 34th Manila International Book Fair (MIBF), the Association of Special Libraries of the Philippines, Inc. (ASLP) in partnership with Primetrade Asia, Inc., sponsored a forum entitled "Information and Media: the Role of the Library in the Re-shaping of Information" last September 12, 2013 at Meeting Rooms 4 & 5, SMX Convention Center, Pasay City.

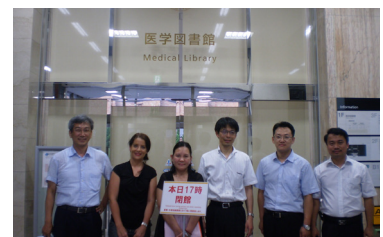
With the objective of enlightening librarians and information professionals and their relation to the media industry, Mr. Jose Javier Reyes, popularly known as Direk Joey was invited to be the resource speaker. Apart from being a well-known media personality and an acclaimed writer/director, he also teaches at De La Salle University, Manila.

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### Featured Photos!



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Direk Joey, in a very lively and engaging talk, shared valuable insights on how the media industry has affected the library and information field based on his personal observations and experiences in this digital age. According to him, media has become the most important institution in the Philippines since it is available and accessible anywhere and anytime. The digital age has brought voluminous information that media has 'synthesized, encapsulated, summarized.' With this, people became passive recipients of information mistaken to be knowledge. It is also unfortunate that media, given its social influence and role, does not provide sense of historical continuity. It has also affected Filipino culture and does not encourage education as evident in movies, drama series, and other TV shows.

While media is supposed to be non-partisan, it works differently in the country. There is the so-called 'media conditioning' to make people believe certain information. Public broadcasting, on the other hand, is not fully utilized to provide fair and balanced information. Instead, it has only become the campaign and promotions arm of the government.

Direk Joey also expressed disappointment on how the youth perceives the art of reading nowadays, i.e., it is only a class requirement or for shallow entertainment and not for personal enrichment. He also mentioned common perceptions on libraries and librarians. A library is just a place to hang around with Wi-Fi and that stereotyping of librarians still exists. To reach out to people, librarians should establish personal relationships and offer audio-visual experience. People should feel 'homey' in libraries and with librarians. More importantly, librarians and information professionals should get people to read to force them to think.

As Direk Joey said, "He who has access to information has the power. But he, who controls information, has more power." Both the media and library fields can control information. The media has already gained its ground in this context. It is time that libraries assert and use this power to educate the people. Most importantly, he also advised that librarians or people in general, should not just depend on the government. Everyone has a responsibility in the re-shaping of information and the country's situation as well.

Attended by more than 230 participants in a full house venue, the forum has successfully enlightened and inspired librarians, staff and students of the library and information profession. ASLP also extends its special thanks to the UP College of Engineering's *I Love My Library* campaign and Blue Silver Black Marketing for the prizes given out during the forum.

Cont. on page 3

## ..the forum



## ASLP President at DACUN



PHOTO CREDIT: DACUN LIBRARY COMMITTEE

Mr. Joseph Yap, ASLP President, was invited to speak at the 7th Philippine Book, Information Science and Technology (Phil-BIST) Conference and Fair. The conference theme is entitled "The Mindanao Summit on Excellence, Service, and Professionalism (ESP) in Philippine Librarianship: National Agenda and Global Realities after RA 9246 and Beyond." It was organized by the Davao Colleges and Universities Network (DACUN) in celebration of its 10th year Anniversary held last August 13-15 at the University of Southeastern Philippines (USEP) Gymnasium and Cultural Center, Bo. Obrero, Davao City.

The DACUN Library Committee invited the officers from different library associations such as, ASLP, PASLI, MAHLAP, and others, to share their associations' vision, mission, goals, objectives and plans. Mr. Yap presented the "Strategic Planning: Renewing/ Reviewing the Association's Vision."

## ASLP Board Member at the 2013 APAME Convention in Tokyo



Ms. Alma Mila D. Prosperoso, ASLP Board Member, participated in the 2013 Asia Pacific Association of Medical Journal Editors (APAME) Convention held from 2 to 4 August 2013 in Tokyo, Japan. It was hosted by the Japanese Association of Medical Journal Editors (JAMJE) in collaboration with the libraries of the World Health Organization (WHO) South East Asia and Western Pacific Regional Offices.

The convention aims to promote collaboration and exchange among editors, authors, researchers, librarians and publishers of academic medical journals and to upgrade the quality of scholarly publications in medicine and the health sciences in the Asia Pacific Region. Among the topics presented are the responsible conduct of research, open access, library services on e-journals and repositories, promotion of country journal publishing, publication ethics, editorial guidelines and research reporting. It also featured a short workshop on common mistakes for Asian medical writers. The details of the convention are accessible at <http://jams.med.or.jp/apame2013> and [www.wpro.who.int/apame](http://www.wpro.who.int/apame).

Ms. Prosperoso was also able to visit the Tokyo University Medical Library and collaborate with medical and health librarians and editors from Japan and other countries in the Asia Pacific Region.

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Since 1996, Filipinas Heritage Library (FHL) has aimed to be the one-stop electronic research center for Filipiniana. FHL believes that it is only now that this goal has been almost realized through its newest library offering: **Filipiniana Online**. For Filipiniana Online, an e-library of over 2,000 rare Filipiniana materials, FHL has partnered with Trade Channel Philippines to create an online facility where materials are initially scanned into PDF using a non-invasive book scanner and then converted into "flipbooks" (powered by Digizines). This platform allows the user to still have the experience of "flipping" the pages of the e-book when reading it albeit doing so virtually on a tablet or a laptop.

Furthermore, FHL has launched a corollary program to Filipiniana Online called the **LINK** (linang ng kultura) where government institutions/agencies; e.g., the Department of Education, CHED, and LGUs, will be invited to underwrite the annual subscription fees of public high schools or state universities and colleges. FHL believes that since a majority

of Filipinos are enrolled in the public education system, having access to primary sources on the culture, heritage, and history of the Philippines, will make them appreciate their Pinoy roots. Indeed, FHL thinks that Filipiniana Online is a hip and cool way for the Filipino to learn more about himself or herself as a Filipino.

## Call for Contributors

The ASLP Newsletter Editorial Board are inviting its members and associates to contribute articles regarding special libraries in the Philippines or any event related to the special libraries and librarianship. Below are some of the topics:

Overview of your institution including news, programs, services and various events

Different special libraries in the Philippines

Library management

Library personnel needs in a special library

LIS Education for special libraries

Current trends and development

Other topics reserved for LIS

Personal experiences such as attendance and new knowledge gained in a seminar or training are possible entries for the newsletter.

Interested contributors may submit their manuscripts to any member of the Editorial Board listed at the last page of the newsletter and send it to the ASLP's official e-mail address at [aslpboard@yahoo.com.ph](mailto:aslpboard@yahoo.com.ph).

**What are you waiting for? Submit your articles now!**

## **DOLE and NCMB establish Book Corners in MIMAROPA university libraries**

Maria Teresa Cabance

Labor and Employment Secretary Rosalinda Dimapilis-Baldoz yesterday lauded the Regional Conciliation and Mediation Board Region IV-B (NCMB-MIMAROPA) and the DOLE Library, a unit of the Labor Communications Office, for working together to establish Book Corners on employment, industrial relations, and productivity in selected libraries of educational institutions in the MIMAROPA Region.

“The establishment of Book Corners is a good strategy in information dissemination delivery,” Baldoz said after she received the report of NCMB-MIMAROPA Director Isidro Cepeda on the first book corner established at the library of the Divine World College of Calapan in Calapan City, Oriental Mindoro.

Director Cepeda said the aim of this latest DOLE-NCMB project is to raise the level of awareness of the library users and the academic community on DOLE mandates, programs, and services.

“It also aims to enhance their knowledge and understanding on the basic concepts, definitions, and policies to identify and address challenges in the world of work,” he added.

As envisioned, the Book Corners will be a repository of various DOLE publications, references, and reading materials on employment, alternative dispute resolution processes, labor-management cooperation schemes, livelihood, productivity, and other information pertaining to labor and employment and other labor-related issues.

“With the DOLE-NCMB Book Corners, library users and clients will have a wider and easy access to labor and employment information and other reference and/or reading materials which could broaden their knowledge and insights on various national and international labor and employment-related issues and on decent work,” Director Cepeda said.

The NCMB official and DOLE Librarian Maria Teresa M. Cabance led in the turnover of the first Book Corner at the Divine Word College of Calapan on 12 September. DOLE Regional Office No. 4-B Director Teodoro T. Delson and officials of the Oriental Mindoro Peace Advocates (ORMIPA), an NCMB partner, as well as other DOLE regional officials, attended the turnover. Father Anthony Ibarra B. Fabella, President of Divine Word College of Calapan received the books and other reading materials for the Book Corner. Other college officials witnessed the turnover.

Cepeda said more Book Corners are slated to be established in identified colleges and universities, namely, Southwestern Institute of Business and Technology (SIbTech) in Pinamalayan, Oriental Mindoro; Romblon State University, San Fernando and Odiongan Campuses, Romblon; and Palawan State University.

## 2013 ASLP Calendar of Activities

OCTOBER 24-25, 2013	<p><b>3RD NATIONAL CONGRESS OF SPECIAL LIBRARIES OF THE PHILIPPINES (NCSLP)</b></p> <p>THEME: THE MODERN STRATEGIST: ACCELERATING THE CAREER PATH OF AN INFORMATION PROFESSIONAL</p> <p>VENUE: HOTEL H20, LUNETTA, MANILA, PHILIPPINES 1000 (BEHIND THE QUIRINO GRANDSTAND)</p> <p>FEES:</p> <p>JULY 1 - AUGUST 31 (EARLY BIRD RATE) MEMBERS P3,000 ; NON-MEMBERS P3,500; STUDENTS P3,000</p> <p>SEPTEMBER 1 - OCTOBER 23 (ADVANCED REGISTRATION) MEMBERS P4,000; NON-MEMBERS P4,500; STUDENTS P3,000</p> <p>OCTOBER 24 - 25 (ON-SITE REGISTRATION) MEMBERS P4,500; NON-MEMBERS P5,000; STUDENTS P3,500</p>
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Come and join us in ASLP activities and be informed on the issues and trends in special libraries!



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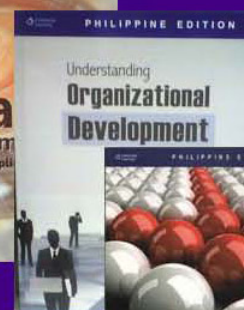
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2. Fill-out the downloaded form.
3. Deposit your payment for your membership fee. You may deposit it to our Land Bank Savings No. 1771-0359-70 at BSP Branch, Mabini St., Manila.

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4. Send the scanned copy of the deposit slip to claim official receipt from ASLP.

**Join us now!**

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