

# Filipinas Heritage Library Operational Highlights

In line with its commitment to promote cultural literacy and become the leading source of information on Philippine culture and history, the Filipinas Heritage Library acquired a significant amount of new print and multimedia materials in 2007.

The library purchased 950 books to enrich and update its growing collection of Filipiniana materials, while 575 books on the Philippines during World War II were generously donated to the library by Roderick Hall.

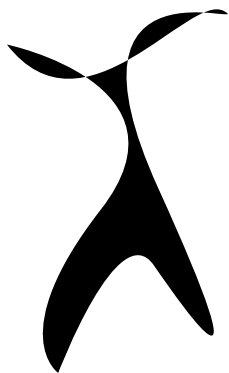
FHL also received a donation of 521 Filipino vinyl records, augmenting the number of original Filipino music titles in its Himig Collection. The library continues to digitize new acquisitions in this collection to preserve these vinyl records.



In 2007, the library completed the digitization of the papers of President Elpidio Quirino, a collection of post-war correspondences and papers that amount to over 200,000 pages of materials. The digital files of this collection will soon be placed in a database for the use of the library's researchers.

Aside from providing print and digitized resources to library users, FHL also accommodated photo orders from various publics. It provided approximately 2,000 photos from its Retrato photo collection for various activities and projects in 2007. It also successfully mounted three Filipiniana library exhibitions, namely, Myths and Legends, Kalye Flavors, and Threads of Culture.

FHL continued to manage the LibraryLink website, a convenient tool for online researchers which brings together the catalogs of various libraries from all over the country. LibraryLink posted monthly features online to entice more people to visit and explore the catalogs available in its network. As of December 2007, four new member-libraries were added to the 88 members





- |                        |                      |
|------------------------|----------------------|
| 1... Paloma de Ternate | 6... Batobato        |
| 2... Maya de Costa     | 7... Tagac           |
| 3... Pogo              | 8... Uac             |
| 4... Coleto            | 9... Pipit silvestre |
| 5... Loro de Joló      | 10... Funay o Paloma |

### PÁJAROS

- |                              |       |
|------------------------------|-------|
| 11... Loro de Joló           | 16... |
| 12... Pipit de siete colores | 17... |
| 13... Loro de Joló           | 18... |
| 14... Catichua               | 19... |
| 15... Maya papua             | 20... |

in 2006. Members of LibraryLink's online community, Talakayan, also increased in number as an estimate of 700 newcomers joined in 2007.



In an effort to provide public school teachers with alternative approaches to teaching Philippine history, FHL launched in 2007 a teacher-training program called Trade Roots. The program consists of seven modules on how to teach Philippine history from the perspective of trade, and allows for discussions on the effects of trade relations on Philippine history and local customs. For this project, FHL worked with the Department of Education and professors from the History Department of the University of the Philippines-Diliman. Asia Society is also a partner of the project.

FHL's The Alcove photo gallery continued to conduct photography classes, such as Digital 101 and Primer on Lighting. These classes have provided relevant information to companies and individuals who wanted to go beyond the basic point-and-shoot techniques in photography. Taking a step further, The

Alcove also began to venture into underwater photography by conducting an orientation class on the topic in 2007, with sessions on practical applications scheduled for 2008. The Alcove hosted four exhibitions, three lectures, and 22 workshops. These shows and activities were attended by a total of 524 participants in 2007.

FHL widened the reach of its reading campaign by teaming up with partners for two big events: the 11th Philippine Book Development Month and Teens Read, Too! 2007. Through its partnership with the National Book Development Board, FHL sponsored lectures and a panel discussion for community and school librarians in celebration of Philippine Book Development Month. This event also paved the way for a traveling exhibition, entitled Portrait of the City, which featured locales in Metro Manila that Philippine writers have described and discussed in their novels and short prose. The exhibit culminated with an actual tour of the city.

Teens Read, Too! 2007 was FHL's longest-running event in 2007, spanning the months of July to November. Together with Adarna House, Inc., the library spearheaded a reading campaign for young adults in a series of highly informative and engaging activities, such as a writing workshop and an interschool quiz bee.

In April 2007, Ayala Foundation, Inc. received the Wilmer Shields Rich Gold Award for its 2005 annual report, which was produced by FHL. The Council on Foundations, a US-based nonprofit membership association of more than 2,100 grant-making foundations and corporations, conferred the award on AFI.



To augment the library's funds for its literacy campaigns, the Libros Filipinos Bookshop of FHL created a project in 2007 called Libros on Wheels, a traveling bookstore which visited different Ayala offices in Makati. FHL also conducted storytelling activities in Ayala malls and solicited book donations for Isang Milyong Aklat, Isang Milyong Pangarap, a campaign to collect one million books for the students of 300 public elementary schools in various parts of the country.

The library continued to serve as the editorial office of *Ayala Now*, the bimonthly newsletter of the Ayala group of companies. *Ayala Now* is produced through the collaboration of FHL, and editorial consultants and correspondents

from Ayala companies. The publication is distributed to over 10,500 Ayala executives, employees, partners, and stakeholders. Furthermore, the library continued to manage *AFI Updates*, the online publication of Ayala Foundation.

Another service rendered by the library in 2007 is the FHL News Service, which provides updated news and information relevant to the companies within the Ayala group. Furthermore, the Photo Bank of FHL was able to upload 1,700 photos that capture milestones within the Ayala group. A website for the Photo Bank is set to be operational in 2008 for research and documentation purposes.

