LibRadio: Librarians sa Radyo
Library Marketing from Online to On Air

Marian S. Ramos-Eclevia
University Library, University of the Philippines Diliman

Abstract. This paper describes the marketing initiatives taken by the University Library to promote its resources and services to UP Diliman community and to the rest of the world. It focuses on the LibRadio: Librarians sa Radyo, a radio program aired at DZUP 1602 as marketing tool of the University Library. It further examines the librarians' attitudes towards marketing concept and LibRadio.

Introduction

During the last four years, the University of the Philippines (UP) Diliman University Library has taken big steps forward in developing smarter and bold marketing programs, which sends a strong message that Head Librarians have considered the relevance and importance of marketing to the success of library operations (Kaur & Rani, 2008). Promotion of library resources and services has been an integral part of librarians' duties and responsibilities. Traditionally, they do it by displaying posters on bulletin board, providing suggestion boxes, and distribution of pamphlets, brochures, flyers and other promotional materials.

With the proliferation of Web 2.0 applications and growth of digital libraries, there has been an increasing use of the Internet for marketing. New information and communication technologies (ICTs) in the new millennium present not only new challenges but also more opportunities for library marketing. As Xia (2009, p. 470) put it, the use of the Internet has expanded the "horizon of finding new ways of advertising library services." Through the library websites and Web 2.0 tools, e.g. social networking sites, Wikis, podcasts, etc., academic libraries become more visible on the Web.

Aside from Web 2.0 tools, university libraries abroad are also using Internet radio show for library advertising. In the Philippines, there are two AM radio shows for libraries: (1) *Marikina City First Library Hour* and (2) *LibRadio: Librarians sa Radyo*. The *Marikina City First Library Hour* is a radio program over *Radio ng Marikina*, dzBF 1674 kHz. Hosted by a librarian, the *First Library Hour* includes on-air library orientation, storytelling, and "Book Talk" segments (Marikina City Library, 2011). On the other hand, the *LibRadio: Librarians sa Radyo* is a one-hour DZUP-sponsored radio show for the UP Diliman University Library. Currently, there has been no research about Philippine library radio shows. This paper describes the marketing initiatives taken by the University Library to promote its resources and services to UP Diliman community and to the rest of the world. It focuses on the *LibRadio*: Librarians sa Radyo as marketing tool of the University Library. It further examines the librarians' attitudes towards marketing concept and *LibRadio*.

Literature Review

Numerous studies have been conducted on library marketing (Smith, 1995; Nkanga, 2002; Breweron, 2003; Henderson, 2005; Mi & Nesta, 2006; Gragasin, 2007; Enache, 2008; Kaur, 2009; Xia, 2009; Baker, 2010; Vasileiou & Rowley, 2011; Anbu K. & Mavuso, 2012; David & Sagun, 2012) and librarians' attitudes toward marketing (Shontz, Parker & Parker, 2004; Singh, 2005; Singh, 2009; Kaur & Rani, 2008). Literature on library marketing acknowledges that dwindling budgets, increasing user needs, complexity of information requirements, and growth of client-centered services are forcing the librarians to adopt marketing concepts within the library environment (Henderson, 2005; Kaur & Rani, 2008; Kaur, 2009). According to Smith (1995), "marketing is a stance and an attitude that focuses on meeting the needs of users." Since the patron is the focus of marketing, it gives the librarians an opportunity to evaluate the usage of the information products, justify the production cost, and determine which products are to continue/discontinue so as not to waste resources in meeting user's information needs (Kaur & Rani, 2008, p. 520). A study of Spalding and Wang (2006) identified the challenges and opportunities of marketing of academic libraries. Marketing efforts by the library resulted in gaining visibility and institutional supports from its community.

Latest information technologies were effectively utilized in marketing information services and products. Kaur (2009) interviewed Malaysian university library managers to determine their level of awareness and perception of the library website as a marketing tool. Findings show that library websites were not fully exploited as a marketing tool to reach a wider range of clients. Social networking sites, such as *Facebook* were also used to announce new library services and events and feature newly acquired resources; thus, librarian organizers of *Facebook* Groups have created a new means of connecting users to the library and discovering their information needs (Xia, 2009). On the other hand, Anbu K. and Mavuso (2012) looked at how Short Message Service (SMS) technology can be effectively used in marketing library services. Results reveal that the library users can be successfully motivated to use the resources through SMS messaging. Hence, it has enormous potential of advertising library services.

As concluded in the studies of Shontz, et al. (2004) and Kaur & Rani (2008), librarians have positive attitudes towards library marketing. Kaur & Rani (2008) further argued that marketing concept will not succeed if librarians are not positive and enthusiastic toward it. Singh (2009) identified three kinds of libraries based on market-oriented behavior: strong, medium and weak. His findings show that strong market oriented libraries exhibited the most positive attitudes towards various aspects of marketing, while weak market oriented libraries showed no specific attitudes toward marketing. Although librarians have positive attitude with marketing concept, Nkanga (2002) found out that few of them have a formal marketing plan. Kanaujia, as cited in Kaur & Rani (2008, p. 517), notes that there was "less evidence of systematic and planned use of marketing in the service design, pricing and delivery of information products/services."

Today's libraries are not just using e-mail, telephone, websites, and *Facebook* to communicate with patrons, but they have also set up their own AM or Internet radio show. Baker (2010) shared her experience in managing and hosting "*The Law Librarian on Blog Talk Radio*," an online law library radio show of the University of Nebraska College of Law (http://www.blogtalkradio.com/thelawlibrarian). According to her, "Blog Talk Radio is a web-based, live radio internet service that includes free or basic services for individual users… Users can listen to shows without registering but they will appear as guests…" (Baker, 2010, p. 14). Baker gave few tips on setting up an online library radio show, such as finding a good name, setting a schedule and be consistent, and promoting the show.

Methodology

The research data were collected through survey questionnaires and examination of available documents including annual reports, usage statistics, and messages posted on the wall of *UP Diliman University Library Facebook* fan page. The questionnaire consists of two parts: (1) librarians' attitudes about concept of marketing and (2) attitudes towards *LibRadio* as marketing tool. Statements about marketing concept were adopted from Shontz, et al. (2004) and Kaur & Rani (2008). A total of 39 questionnaires with a response rate of 76% (n=30) were distributed to Head/College Librarians of the University Library.

Results and Discussion

Librarians' Attitude towards Concept of Marketing

Respondents were asked to indicate their level agreement with eight items on attitudes toward concept of marketing. Similar with the findings of Shontz, et al. (2004) and Kaur & Rani (2008), results show that majority of the respondents (80%) have a positive attitude about the concept of marketing. Table 1 exhibits that librarians tend to disagree with negative statements about marketing concept, which indicates a positive attitude among them. Furthermore, the respondents strongly agreed that marketing is important, relevant, and applicable to libraries.

Librarians' Attitude towards *LibRadio*

All respondents were also asked to rate their level of agreement with a set of statements to determine their attitude toward *LibRadio* as marketing tool. Majority of them (18, 60%) showed a positive attitude. Eleven (36.7%) librarians exhibited a strongly positive attitude toward *LibRadio* as marketing tool (see Table 2). Of the respondents, 56.7% strongly believe that libraries should market themselves more like businesses do in a radio program. Majority of the respondents think that *LibRadio* can be effectively utilized in promoting library resources and services. Only one respondent has a mixed feeling concerning *LibRadio* as marketing tool.

Table 1 Librarians' attitude about the concept of marketing

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Attitude
Marketing is mostly hype and hustle.*	1 (3.3%)	5 (16.7%)	7 (23.3%)	12 (40.0%)	5 (16.7%)	Positive
The concept of marketing is applicable not only to business organization but to library also	26 (86.7%)	4 (13.3%)	0	0	0	Strongly Positive
It is more difficult to apply marketing techniques to libraries than to businesses.*	4 (13.3%)	11 (36.7%)	4 (13.3%)	9 (30.0%)	2 (6.7%)	Mixed
Marketing is primarily about providing better products and services to the customer.	10 (33.3%)	16 (53.3%)	2 (6.7%)	2 (6.7%)	0	Positive
Marketing is too costly for most libraries.*	0	5 (16.7%)	12 40.0%)	10 (33.3%)	3 (10.0%)	Positive
Good public relations activities are important for a library.	26 (86.7%)	4 (13.3%)	0	0	0	Strongly Positive
Marketing is primarily used to persuade people to buy things they don't really need.*	3 (10.0%)	3 (10.0%)	1 (3.3%)	20 (66.7%)	3 (10.0%)	Positive
Marketing is relevant to the needs of libraries.	26 (86.7%)	4 (13.3%)	0	0	0	Strongly Positive

* Negative statements

Table 2 Librarians' attitude towards *LibRadio* as marketing tool

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Attitude
Libraries should market themselves more like businesses do in a radio program.	17 (56.7%)	11 (36.7%)	2 (6.7%)	0	0	Strongly Positive
I think effective promotion of library services and resources can also be done through *LibRadio*.	19 (63.3%)	9 (30.0%)	2 (6.7%)	0	0	Strongly Positive
I have been personally involved in marketing library services through *LibRadio*.	10 (33.3%)	14 (46.7%)	4 (13.3%)	1 (3.3%)	1 (3.3%)	Positive
Knowing more about marketing techniques would be helpful to me so that I can utilize the *LibRadio* in promoting library services.	18 (60.0%)	11 (36.7%)	1 (3.3%)	0	0	Strongly Positive
Because of *LibRadio*, it is now easier for me to inform the UP community about upcoming library activities.	8 (26.7%)	12 (40.0%)	7 (23.3%)	3 (10.0%)	0	Positive
LibRadio is a marketing tool to increase the use of libraries.	10 (33.3%)	9 (30.0%)	3 (10.0%)	1 (3.3%)	0	Mixed
I believe *LibRadio* helps clients to become more knowledgeable and more familiar with library services and resources.	10 (33.3%)	11 (36.7%)	7 (23.3%)	2 (6.7%)	0	Positive
To promote the services and resources of my library, I want to be more involved in the *LibRadio*.	7 (23.3%)	16 (53.3%)	5 (16.7%)	1 (3.3%)	1 (3.3%)	Positive

Bold Marketing Initiatives

The UP Diliman University Library, a networked of one Main Library and 39 college and unit libraries, is one of the largest academic libraries in the Philippines in terms of size of the collection (1,055,612 volumes of print and non-print resources and 55,000 titles of print and online journals); size of user population (approximately 26,000 students, faculty and staff); and seating capacity (accommodate 4,530 readers at a time).The libraries are open

Monday to Saturday, closed on Sundays and public holidays. The General Reference Section of the Main Library maintains extended library services until 12:00 midnight, Monday through Friday since 2000. In 2011, a total of 10,352 users visited the Main Library from 5:00PM to 12:00AM.

The University Library's mission is to provide access to and deliver information services and resources to students, faculty, and staff in support of teaching, learning, research, extension and creative functions of the UP Diliman through the utilization of ICTs. Some of the information services and products being offered by the University Library are as follows: digital reference services, such as chat reference, SMS reference, *Listen and Learn @ Your Library*, and Web-based and podcast instructional materials; Learning Commons, *Integrated Library System* (iLib); *Index to Philippine Newspapers*; access to more than 30 online databases; *Philippine eLib*; *eUARD*, an institutional repository of the University Archives; *Kapihan sa Aklatan*, an annual library orientation for new Engineering faculty members; *Research Made Easy @ Your Library*, an information literacy program; *RoBook* Book Scanner; extended library services until 12:00 midnight, Mondays to Fridays; and many more.

Many good library services are sometimes invisible to its target market. In this premise, the University Library applied marketing principles in promoting its products and services in order to increase visibility, maximize use of good services, and satisfy the user's needs. The targeted customer(s) of the University Library are divided into categories, namely: (1) UP members, such as students, faculty, researchers, and staff of the University and (2) non-UP members, e.g. alumni, students and faculty from other schools, and government/private researchers.

Starting 2009, the following strategies were employed to promote new information services and products:

a) Creation of the *UP Diliman University Library Facebook* fan page.
b) Design of library badge (@ D. University Library) and brand statement ("Discovering Connections, Connecting Discoveries").
c) Design and development of library teasers in collaboration with the LIS 158 (Marketing of Library and Information Centers) students of Prof. Salvacion M. Arlante, professorial lecturer at the UP School of Library and Information Studies (SLIS).
d) Creation of library wiki page in the *UP IskWiki!,* wiki page of the University.
e) Design and distribution of a colorful library brochures.
f) Development of library vodcast, which are uploaded in the YouTube.com.
g) Design and development of "i need. i value. ILOVEMYLIBRARY" awareness campaign (Initiated by the UP College of Engineering Libraries)
h) Installation of Electronic Bulletin Board (EBB) at the UP College of Engineering Libraries

LibRadio: Librarians Sa Radyo

Background

On 2 September 2010, a letter of agreement was signed between the UP College of Mass Communication (CMC), the University Library, and DZUP 1602 to formally launch the *LibRadio*: *Librarians sa Radyo*, the first radio program for Philippine academic libraries. *LibRadio* is aired every Wednesday (12:00NN to 1:00PM) at DZUP 1602 kHz AM radio and via live streaming at www.dzup.org. DZUP 1602 kHz is the UP's official community radio station that "envisions serving the University where the voice of students, faculty and administration was heard on the air" (www.dzup.org). *LibRadio*'s tag line is "*Matinong usapang pang-aklatan para sa maunlad na bayan*" (Relevant library discussions toward a progressive nation). *LibRadio* aims to promote the information services and products of the University Library as well as libraries of other Constituent Units throughout the UP System. Through *LibRadio*, librarians offer on-air library instructions to help students, faculty and staff develop their information literacy skills.

LibRadio Team

Rodolfo Y. Tarlit, is presently the University Librarian and at the same time the program producer of *LibRadio*. Anchors are registered librarians and accredited broadcasters of the Kapisanan ng mga Brodkaster ng Pilipinas (KBP), namely: Eimee Rhea C. Lagrama, Elvira B. Lapuz, and Marian S. Ramos-Eclevia. In 2010 and 2011, former University Librarian Prof. Salvacion M. Arlante (program producer) and UP College of Engineering Libraries Head Librarian Sharon Maria S. Esposo-Betan (co-host) were also members of the *LibRadio* team. During the first year of

the show, DZUP 1602 assigned student interns to provide professional and technical assistance in the preparation of broadcasting materials, such as teasers, podcasts, etc.

Planning and Managing

Setting up a library radio show in AM band can seem complicated and intimidating. Fortunately, officials and staff of DZUP 1602 were very approachable, accommodating, and helpful whenever the anchors need assistance. Before setting up the *LibRadio*, the team members met for several days to plan the first six months of the show. Basic steps in planning a radio program involve the following:

a) Pick a good title/name. The title of the show, *LibRadio,* was coined by Elvira B. Lapuz. *Librarians sa Radyo* was included to briefly describe the show.

b) Draw the reasons for creating a library radio show. The main objectives of the *LibRadio* are to promote the resources and services offered by University Library and to provide information literacy services to identified target market. Specifically, it aims to:
   - increase usage of electronic resources by at least 10%
   - increase sessions and attendance to library orientations by at least 10%
   - increase readers admitted by at least 10%
   - increase usage of discussion room by at least 5%
   - increase reference transactions by at least 10%

c) Define the target audience. Primarily, the target listeners are the students, faculty and staff of the University. Interestingly, *LibRadio* has regular listeners who are librarians not only from other libraries in the National Capital Region (NCR) but also as far as Iloilo, Baguio, Japan, Australia, Singapore, and Canada through live streaming.

d) Determine the program format. Basically, *LibRadio*'s format includes call-in, talk/discussion, and library news segments/feeds.

e) Describe the program content. Each episode runs at 45 minutes, excluding 15 minute commercial break. One-hour episode of *LibRadio* may include but not limited to the following: playing of library jingle, *Tara na sa Aklatan*; anchors' greetings; introduction of the topic and guest resource person; talk/discussion about the topic; announcements of library events, trial databases, updates, etc.; playing of *Listen and Learn @ Your Library* podcast; information resource of the day; and, library trivia and quotes. Episodes aired during holidays and Christmas vacation were pre-recorded.

f) Prepare broadcasting materials. One of the important materials developed for the *LibRadio* is the OBB (Opening Break Bumper)/CBB (Closing Break Bumper). The anchors wrote the scripts for the OBB/CBB which was later recorded at the Recording/Editing Room of the UP CMC. To produce the jingle, the University Library collaborated with Skinijins KABOOM, led by Orly Putong and other undergraduate students from the UP SLIS. For each episode, the anchors prepare a guide questions to be forwarded to guest resource person(s). In some episodes of the Season 1, anchors and guests were also asked to prepare their scripts to avoid dead air time on radio. Sometimes, they both need to rehearse the show. Eventually, as anchors become more comfortable conversing with guests and radio listeners, they no longer need to prepare a script and rehearse ahead of their live show.

g) Prepare topics for the next six months and identify the prospect guests of each show.

Episodes

The first episode of the *LibRadio* aired on 8 September 2010 with Prof. Salvacion M. Arlante as guest and Eimee Rhea C. Lagrama as host. Since then, a total of 99 episodes aired on-air. As shown in Table 3, the top five most discussed topics are: (1) college/unit libraries with 15 episodes; (2) sections of the Main Library, 11 episodes; (3) special topics, 11 episodes; (4) library staff, 8 episodes; and, (5) online subscriptions, 8 episodes. All college and unit libraries of UP Diliman were featured in the *LibRadio*, wherein Head Librarians were invited to talk about their resources and services. Rare collections and unique services of the college/unit libraries were featured to make these known to the targeted audience. Special topics included library events, associations, National Book Week, Manila International Book Fair, licensure examinations, Academic Booksellers Association of the Philippines (ABAP), etc. Previous of episodes of the *LibRadio* are uploaded online via SoundCloud (http://soundcloud.com) and then embedded in the *UP Library Bulletin Online* and *UP IskWiki!*

Guests

Guest resource persons are from various academic institutions. Majority of them are librarians in UP Diliman. Ten (10) faculty members, 12 UP students, three non-UP students, and 12 non-UP librarians were also invited as guest.

Table 3 *LibRadio* Topics, September 2010- July 2012

Topics	Number of Episodes	Topics	Number of Episodes
College/unit libraries	15	Reference services	4
Main Library Sections	11	Research ethics	4
Special topics, e.g. National Book Week, MIBF, etc.	11	Special collections	4
Library staff	8	Children and young adult library services	3
Online subscriptions	8	Collection management	3
Research writing	8	Disaster preparedness and recovery	3
University Library of other campuses	7	Digitization project	3
Use of WebOPAC, indexes and other bibliographic tools	7	University Archives	3
Filipiniana information resources	5	Customer relations and services	2
Non-UP libraries	5	Librarianship	2
Library users	4	Library rules and regulations	2

Price

The total production cost of the *LibRadio* is approximately Php15,000 per annum to cover transportation, production of promotional materials and tokens for invited guests. Anchors of the *LibRadio* who are permanent college librarians of the University Library perform this function pro-bono. No honorarium is given to a guest resource person. Only tokens of appreciation were awarded to them.

Promotion

The University Library promotes the *LibRadio* through its *Facebook* fan page, website, *UP Library Bulletin Online* http://uplibrarybulletin.wordpress.com, other DZUP radio programs, posters, stickers, jingle, teasers, library orientation, and word of mouth.

Results of Marketing Initiatives

The result of the marketing initiatives was positive. Key performance indicators for marketing campaign include the following:
- Increase usage of electronic resources by 13%. The UP System yielded a total of 1,073,408 full-text retrievals or downloads in 2011 while 1,213,486 download in January- July 2012;
- Increase sessions of library orientations by 92% (from 1,052 individuals in 49 batches in 2011 to 2,020 individuals (86 batches) in January-July 2012)
- Increase readers admitted by 13% (1,398,150 in 2010; 1,580,259 in 2011)
- Increase usage of discussion room by 24% (3,047, 2010; 3,806 students, 2011)
- Increase reference transactions via *Ask-a-Librarian*. The General Reference Section received a total of 463 reference queries in 2011, a significant increase of 50.3% from the 308 transactions received in 2010.

Suggestions for Improvement

Head/College Librarians suggested the following ways of improving the radio show: (1) a better time slot between 8:00AM to 12:00NN; (2) more interesting topics and guests; (3) increased use of social media to further promote the show; (4) include more music; and, (5) phone patch for library clients with reference queries.

Conclusion

The success of academic libraries in digital age is dependent on getting the users to continuously use its resources and services. There is a saying that libraries without users are useless. And these libraries will eventually become extinct. For them not to become fossilized there is a need for marketing and promotion. Marketing plays a significant role in making users aware of the services and resources of the library and their value. Marketing is not just about selling the library to users. It's about convincing the students, faculty, and staff that library remains to be the best place for scholarly communications and a space of discovery and collaborative learning. Likewise, it's about keeping in touch with the users and informing them on the available information services and products that match their needs and interests. Therefore, communication is one of the key factors in library marketing (David & Sagun, 2012). Channels of communication between librarians and users must be open and convenient in order to build relationship marketing. In this regard, library radio show can be an effective communication channel to promote resources and services. Further, marketing through a radio show offers opportunities to break stereotypes about libraries and librarians and to uphold their relevance in the academic community.

Acknowledgement

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About the Author

Marian S. Ramos-Eclevia is the Head Reference Librarian of the University Library, University of the Philippines Diliman's General Reference Section. She's one of the *LibRadio*'s anchors. Her eleven-year experience in the field of reference and information service ushered her into teaching the same course in the University's School of Library and Information Studies. She has been a speaker in various seminars and conferences for information professionals in the Philippines specializing reference and information services, electronic resources and access to information. Ms. Ramos-Eclevia has earned her Bachelor and Master Degrees in Library and Information Science from the University of the Philippines.