

Republiks ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON AT KULTURA
(DEPARTMENT OF EDUCATION AND CULTURE)
Manila

October 19, 1977

DEPARTMENT MEMORANDUM
No. 234, a. 1977

BOOK BANK (~~SHARE-A-BOOK~~) PROJECT

To: Bureau Directors
Regional Directors
Chiefs of Services and Heads of Units
Schools Superintendents
Heads of Private Schools, Colleges and Universities

1. To help the government provide public elementary schools in rural areas with more textbooks and teaching aids, the Marketing Direction (Philippines), in cooperation with the Department of Education and Culture, will launch "The Book Bank" Project in June, 1978.
2. This project shall gather books not being used by elementary school pupils in the urban areas and deposit them in the "Book Bank." Regional directors assisted by schools superintendents shall pinpoint the depressed areas where the books will be "loaned out" to needy schools.
3. A fund raising campaign will also be launched for the "Book Bank" Project. "Share-A-Book" savings cans will be placed in convenient locations in schools, banks, supermarkets, and other public places into which money contributions may be dropped by anyone who desires to do so. The funds collected will be deposited in local banks and shall be managed by a Committee headed by the different DEC regional directors. Disbursements of the funds will be for the procurement of second-hand textbooks, supplementary readers, and general reference books for distribution to less privileged schools. A portion of the funds will also be used for the production of teaching aids which will be given free to these schools.
4. The "Book Bank" shall have the campaign theme "~~Share-A-Book and Spread Knowledge~~". ~~Inclosed is the mechanics of the project.~~

5 Regional directors, schools superintendents, heads of private schools, and other school officials, are enjoined ~~to extend full support and assistance to this project.~~

(SGD.) JUAN L. MANUEL
Secretary of Education and Culture

Incl.:
as stated

References:

None

~~Allotments: 1-2-3-4 (D.O. 1-76)~~

~~To be indicated in the Perpetual Index
under the following subjects:~~

BOOKS
CAMPAIGNS

(Inclosure to Department Memorandum No. 234, A, 1977)

MECHANICS OF THE BOOK BANK
(SHARE-A-BOOK) PROJECT

1. "Book Banks" shall be established in all regions of the country preferably in the population centers where most schools, colleges, and universities are located. It shall be administered by a Committee composed of the DEC regional Director as Chairman, the schools superintendents of participating provincial and city divisions, an independent Auditor, and a representative of the Marketing Direction (Philippines), as members.
2. Second-hand or used books of elementary pupils will be tapped through the "Book Bank". Schools will be invited to sign up as affiliates of the bank where their pupils become automatic depositors. To encourage mass participation a regular book drive will be conducted in selected private schools to dramatize the textbook situation in the country as well as to encourage public support and cooperation for the project. The campaign slogan "Share-A-Book" will be utilized.
3. To tap other sectors, i.e., companies, adults, students, and even housewives, a call-in telephone number will be published for speedy pickup. Likewise, drop-boxes will be installed in high traffic streets in the city for a convenient way for motorists to donate books and at the same time serve as reminders to the public of the project. The drop-boxes will be constructed in book form and design.
4. The public may also send their donations through the mail. A special Post Office Box will be secured for this purpose. Arrangements will be made with the Bureau of Post for a special mailing rate.
5. All books collected through paragraphs 3, 4, and 5 will be deposited in "The Book Bank." With the coordination of the DEC regional directors and schools superintendents, these books will be distributed to the rural elementary schools. The remotest rural schools will be given priority in book distribution.
6. A fund raising campaign to capture loose change from individuals will also be initiated in banks, supermarkets, restaurants, moviehouses, offices, and other establishments. For this purpose, "Share-A-Book" saving cans will be manufactured. These cans can be made by elementary and high school boys during work education classes. Similarly, the

funds collected through these saving cans will be deposited in an authorized government or private bank under the strict supervision of the Committee. Disbursements of the funds will be for the purchase of books and/or production of teaching aids.

7. Printed advertisements in major local dailies will be used for widespread public awareness. Posters, direct mail, and appeal letters will be sent to specific targets, like schools, business establishments and civic organizations. This will be complemented with a sustained publicity program. Talk shows in television and radio broadcasts will be availed of to explain the campaign objectives and to appeal for public support.

8. To ensure the success of this project, official endorsements will be requested from the Governor, the Mayor, the Barangay Captain, and other local officials.

9. Reports on the progress of the project will be submitted to the Committee which in turn will be forwarded to the Secretary of Education and Culture for evaluation.