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*Instructional media: Factors that affect the teachers' and students' preference of use in Paco Catholic School**

The availability of instructional media for use in the classroom environment has strongly influenced the teaching trends in the Philippines. Paco Catholic High School has not been left behind and has its own Instructional Media Center (IMC) dedicated to providing the needed instructional media to its student and teacher population. A questionnaire was used to determine the preferred instructional media of the teachers and students using the library; to verify which demographic variables, instructional media variables/characteristics and/or library policies influence the preference of teachers and students the most in using instructional media; and to identify whether one's awareness of available instructional media plays a factor in the students' or teachers' preference. This study was limited to determine factors that include age, gender, educational background, employment status, tenure (length of teaching experience), subject area/s taught, teaching level, and training/s and seminars attended that affect teacher's use of instructional media. Student factors that include age, gender, and year level were considered. Other factors such as school/library policies on borrowing instructional media, ease of use, physical state and number of instructional media that are available were also taken into consideration. This study also recommends possible options to further improve the library's services in terms of providing adequate and preferred instructional media primarily based on the clientele's comments and suggestions.

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