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*Off-air educational television program as a motivating tool for elementary students to use their school library: an experimental study**

This study aims to determine the effectiveness of off-air educational television program viewing as a motivating tool in promoting the use of school library. Grades 2 and 3 students, ages 8 to 9 years old of the Saint Mary's Angels School of Valenzuela consisted the subject of the study. Treatment, which is the off-air educational television program viewing sessions, was given to Grade 2-St Andrew and Grade 3- St. Jose Maria classes as experimental groups, Grade 2-St. Mark and Grade 3-St. Peter were treated as control groups. Using SPSS, the paired samples t-test was used to analyze the data statistically. The significance level was set at 0.05. The study revealed the following major findings: (1) Grade 2-St Andrew students were motivated to visit their school library; (2) Grade 2-St. Andrew students were encouraged to browse and/or borrow values education books and other related library collections; (2) Grade 3-St. Jose Maria students' library visit increased; and (4) Grade-St Mark and Grade 3-St. Peter students showed no change in their library visits and browsing/borrowing behaviors. The researcher recommends that: (1) librarians-in-charge of school libraries in the country should take initiatives in establishing off-air educational television program viewing sessions in their respective schools; (2) Off-air educational television viewing must be used to supplement the information needs of the lower grade school students.

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