



"A window on the past to understand the present"

Donations Strengthen the Piñero Collection

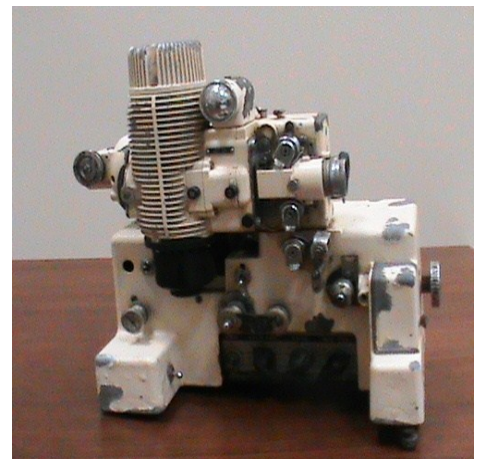
During the past few weeks two valuable and important donations have been made to the Piñero Collection at the Universidad del Este. In August, the projector that was the property of Governor Piñero and was used during his educational campaigns throughout the island of Puerto Rico was donated to the University. The projector is a Bell & Howell "Film sound Utility" model that was manufactured between 1936 and 1940. Originally the projector was protected by a wooden case. The passage of time and factors such as termites brought about the disappearance of this protective box. The Piñero Collection has plans to restore this machine and to include it in the permanent exhibition on the life and work of Governor Piñero, an exhibition that will be an important part of the future Piñero Library.

The Toste Mediavilla family has also made an important contribution to the Collection. In 1961, the well-known Puerto Rican artist Juan A. Rosado painted a remarkable portrait of Governor Piñero. The work reflects the nobility and serenity that characterized the life of "Don Jesús". Mrs. Nitza Mediavilla is a grand niece of the ex governor.

Juan A. Rosado was born in Toa Alta in 1891 and died in 1961. From his *atalier* in Puerta de Tierra Rosado had a major impact on the artistic world on the island. Although he was a very active and productive artist, many of his Works are not accounted for. Some his paintings can currently be found at the Institute of Puerto Rican Culture and the Museum of History, Art and Anthropology at the University of Puerto Rico in Río Piedras.



On September 11, the Toste Mediavilla family donated to the Piñero Collection the portrait of Governor Jesús T. Piñero creation of the Puerto Rican artist Juan A. Rosado in 1961. From left to right: Francisco Toste Santana, Nitza Mediavilla Piñero and Alberto Maldonado Ruiz, Chancellor of the Universidad del Este. (Photo: Leticia Delgado)



The Bell & Howell "Film sound Utility", projector used by Jesús Piñero during his educational campaigns in the Puerto Rican countryside. The projector was donated to the Collection by the ex governor's son, José E. Piñero Bou.

Books

The following are the titles of a few of the publications that have entered the Piñero Collection during the past weeks:

Fromm, George H. *Lecturas de Filosofía: Ensayos críticos*. Cayey: Mariana Editores, 2011.

Gamundi Cestero, Bartolomé. *Empresarismo: Buscando una sociedad de dueños*. Carolina: Universidad Del Este, 2011.

Hernández Colón, Rafael. *Retos y luchas: 24 años de Historia política puertorriqueña*. San Juan: Ramallo Brothers, 1991.

Nistal Moret, Benjamín. *Esclavos, prófugos y cimarrones: Puerto Rico, 1770—1870*. Río Piedras: Editorial de la Universidad de Puerto Rico, 2004.

Pérez, Ibrahim. *La salud no tiene precio*. 3ra edición. Santo Domingo: Editorial Deportiva, 2011.

Rosario Natal, Carmelo. *Ponce en su historia moderna 1945-2002*. Ponce: Secretaría de Cultura y Turismo del Municipio Autónomo de Ponce, 2003.

Vázquez Lazo, Nieve de los Angeles. *Meretrices: La prostitución en Puerto Rico de 1876 a 1917*. Hato Rey: Publicaciones Puertorriqueñas, 2008.

The Institute for Caribbean Studies, UPR-RP, invites the public to the continuing series:

Caribbean Conferences

“La sicología en Cuba: algunas reflexiones sobre su historia”. Dr. Fernando González Rey, jueves, 4 de octubre, 1:00—3:30 p.m.

“Violencia y seguridad democrática en la República Dominicana”. Dra. Lilian Bobsa, jueves, 11 de octubre, 1:00—3:30 p.m.

“La batalla del Caribe durante la Segunda Guerra Mundial: La Guayana francesa y la subalternidad de los puertorriqueños”. Dr. Humberto García Muñiz. jueves, 17 de octubre, 1:00—3:30 p.m.

The conferences will be held at the Social Sciences Amphitheater, Room 108, at the UPR in Río Piedras.

Piñero House Museum



Highway. #3,
Km. 15.4

Canóvanas
787-876-0562



Visits:

Tuesday thru Saturday
8:30 a.m. to 4:00 p.m.



Piñero
Reading Room
Hours:

Monday through
Friday
7:00 am to 5:00 p.m.

For more information about the
Jesús T. Piñero Collection
write to: bibliotecajtp@suagm.edu
or call: 787-257-7373 ext. 2523, 3025

Follow us on Twitter:
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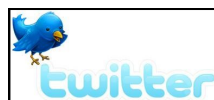
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Keep in touch with the
Piñero Collection
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Forum: Description and Preservation of Audio Visual Resources

Several factors combine to make the preservation of film an enormous challenge for those archives and collections who possess these creations. The medium itself, our tropical climate as well as the rapid pace of change in this medium demand that the individuals and institutions who work in the area of film preservation keep up to date with the latest technology and tendencies in this field

On September 14th, the Network of Archives of Puerto Rico (*Red de Archivos de Puerto Rico*, ArchiRED), with the collaboration of the UNE, sponsored a forum on this important topic. The four speakers who made presentations at the event talked about: the archival description of film material, the preservation of film, the organization and conservation of university audio visual collections, and the work being done in Latin America to preserve and make known the continent's film heritage. The Power Point presentations that were utilized can be viewed at the blog of [ArchiRED](#).

In the photograph above, Mr. Osvaldo Rivera explains to the forum participants part of the process being used to transfer films to different formats at the Audio Visual Archives of the University of Puerto Rico in Río Piedras.

ArchiRED's next activity will be a workshop on the: "Creation of cyber tools" from 8 am until noon on Friday, October 19th at the Municipal Electronic Library in Caguas. For additional information contact Yadira Tirado al 787-314-5308.

Public Relations and Electoral Processes in Puerto Rico: Past and Present

The fascinating history of the role of public relations in Puerto Rico's electoral processes was the principal topic of a lively conversation held in the Piñero Reading Room on the 26th of September. Dr. Nereidín Feliciano spoke about the many ways in which publicity and public relations have impacted the campaigns of individuals, political parties and other organizations during the 20th and 21st centuries.

Dr. Feliciano began her presentation with an analysis of the work of the young Luis Muñoz Marín as he entered the world of politics and journalism. His experiences, as the son of Luis Muñoz Rivera, his work at the newspaper *La Democracia*, his collaboration with Santiago Iglesias Pantín and the Socialist Party, all contributed to his profound knowledge of the strategies, pitfalls and possibilities of publicity and public relations.

During this extended conversation, the participants paid particular attention to the political campaigns of 1968. The innovative use of images, jingles, slogans and other devices made this electoral process a very unique experience in Puerto Rican political history. Several possible topics for future investigations were highlighted during the discussion. Part of the discussion was dedicated to contrasting the terms publicity and public relations as well as the public's perception of the work of the agencies in charge of the public image of political figures and parties.

The audio of this conference was digitally recorded and will soon be available on line.



"Las relaciones públicas y los procesos electorales en Puerto Rico: Pasado y presente"



La ciencia y la fe: secularización y exégesis en el surgimiento de la teoría social. Apuntes sobre los orígenes judíos de la ciencia social

Conferenciante:

Dr. Luis Pérez

Catedrático Asociado, Depto. de Ciencias Sociales,
Facultad de Estudios Generales, UPR-RP

Moderador: Dr. Manuel Almeida, Catedrático Auxiliar, Escuela de
Ciencias Sociales y Humanas, UNE

miércoles, 17 de octubre de 2012, 11:30am

Demo-Kitchen, ISHCA, Universidad del Este, Carolina

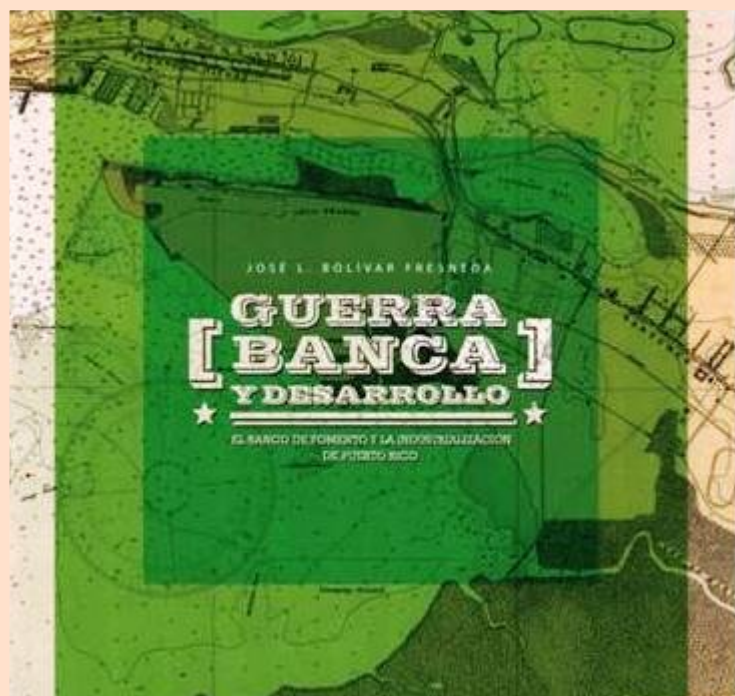
Auspicia: Sala Jesús T. Piñero, la Esc. de Ciencias Sociales y Humanas, y la revista

ámbito de
[encuentros]



*Annual Assembly
Puerto Rican Association
of Historians—APH
October 5—6, 2012
Centro de Estudios Avanzados
de Puerto Rico y el Caribe
San Juan*

**Carta Informativa
is the work of :
Norayma Celpa
Jaime Partsch
Leticia Delgado**



**The Jesús T. Piñero Collection
of the Universidad del Este
invites the public to the
presentation of
*Guerra, Banca y Desarrollo:
El Banco de Fomento y
la Industrialización
de Puerto Rico***

**by
Dr. José Bolívar Fresneda**

**Tuesday, October 16, 2012
1:30 p.m.
Piñero Reading Room, UNE**