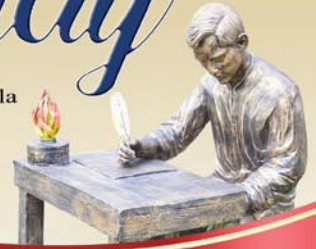




PLM Today

The Official Newsletter of the Pamantasan ng Lungsod ng Maynila



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February 2017

Fiesta fever sweeps PLM!

Local festivals showcase kicks off 50th anniversary celebration

The 50th anniversary celebration of the Pamantasan ng Lungsod ng Maynila (PLM) was kicked off to a rousing start by a lively competition that highlighted Philippine festivals through street dances and field demonstrations performed animatedly by teams from nine colleges and the PLM Senior High School.

Held last Feb. 8, 2017, the festivities began with a Eucharistic celebration held at the newly renovated PLM Chapel. In his homily, Monsignor Vicente D. Bauson who officiated the mass, congratulated the PLM community on the momentous occasion. He pointed out that the anniversary was a moment to reflect on PLM's history, to consider current actions, and to determine the future of the university. A highlight of the mass was an aria sang by Prof. Maribel Miguel Ararao.

Soon after the mass, the 10 participating squads, led by their team muses who were clad in elegant costumes that displayed the icons of the festival they represented, paraded around the Intramuros area. The members of the teams gamely danced to the music of the Ramon Magsaysay High School Marching Band to the delight of an enthusiastic crowd composed of students, PLM officials, management and staff, tourists and office workers in the area.



FESTIVAL OF COLORS. Colorful field demonstrations sends PLM's Golden Anniversary celebrations to a rocking start. *More photos on pages 4-5*

The 10 teams – and the festivals they represented – were the following: College of Architecture and Urban Planning (Maskara Festival), College of Engineering and Technology (Kadayawan Festival), College of Science (Panagbenga Festival), College of Nursing (Moriones Festi-

val), College of Education (Higantes Festival), College of Business and Management (Pahiyas Festival), College of Humanities, Arts and Social Sciences (Sinulog Festival), College of Physical Therapy (Pintados Festival), Senior High School (Ati-Atihan Festi-

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CN alumni take oath as registered nurses

By Dr. Mary Pauline V. Saquing

From board exam passers to registered nurses.

Graduates of the College of Nursing of the Pamantasan ng Lungsod ng Maynila who passed the most recent Nurse Licensure Examination (NLE) took their oath as professionals last Feb. 23, 2017 at the Justo Albert Auditorium.

Dr. Gloria B. Arcos, member of the Board of Nursing who graced the event as guest speaker, administered the oath. The new nurses also took the oath that formalized their membership in the Philippine Nurses' Association.

During the program, Mary Grace B. Polancos was awarded a Certificate of Distinction from the Professional Regulatory Board of Nursing for placing 10th among the November 2016 NLE passers. The certificate was handed to her by Dr. Arcos and PLM President Ma. Leonora V. De Je-



NEW NURSES. PLM College of Nursing graduates who passed the November 2016 board exams take their oath to formalize their entry into the nursing profession.

sus. They were assisted by Executive Vice President Nelson J. Celis, Vice President for Academic Affairs Gil C. Evasco, Vice President for Information and Communications Technology Jose A. Silerio, Vice President for Public Affairs Ibarra C. Gutierrez, and Vice President for Administration Carmelo B. Dela Cruz.

In addition, the university executives present during the program awarded Polancos monetary gifts totaling P35,000. She also received a cash award from the Kanlungan

ni Mary Vita Jackson Inc., an association composed of alumni of the College of Nursing. These are apart from the cash incentive given by PLM to board placers in accordance with the provisions of Board Resolution No. 3603.

Polancos paid a courtesy call to President De Jesus and the vice presidents after the ceremony. During her visit, a courtesy call by her and the other 42 PLM board passers on Manila Mayor Joseph Ejercito Estrada was set for March. ■



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PLM marks Valentine's Day with fun run

The Pamantasan ng Lungsod ng Maynila celebrated Valentine's Day this year with "Takbo Para sa Puso: PLM Fun Run 2017" to promote the importance of physical fitness among the members of the university community and extend help to the elderly clients of the Missionaries of Charity in Tayuman, Manila. The fun run was part of the year-long celebration of the university's 50th anniversary.

With three- and five-kilometer categories, the run was organized by the Supreme Student Council (SSC), College of Education Student Council (CED SC), College of Physical Therapy Student Council (CPT SC), and College of Science Student Council (CS SC) with

the support of the Office of Student Development and Services (OSDS) and the Office of the Vice President for Public Affairs (OVPPA). The run was conducted within the historic Intramuros district and participants were assisted by the Security Group, Health Clinic, and Physical Therapy Clinic of PLM, and the Philippine Red Cross.

Aside from promoting physical fitness, the event also showcased the importance of social responsibility, one of the core values of PLM, as it extended support to the abandoned and neglected elderly clients of the Missionaries of Charity. Upon registration, the participants donated toiletries, old clothes, slippers, and canned goods for the institution. ■

Mobile phone manufacturer joins list of PLM scholarship providers

For the Pamantasan ng Lungsod ng Maynila (PLM), Cosmic Technologies, Inc., the producer of the popular Cherry Mobile brand of cell phones, is more than just a mobile phone company. It is one of its newest corporate partners that provide scholarship grants to deserving PLM students.

Cosmic Technologies is the latest addition to the list of PLM scholarship providers that include the Alfredo M. Yao (AMY) Foundation, Buddhist Compassion Relief Tzu Chi, Charity First Foundation, Chinese Filipino Business Club, Inc., Department of Science and Technology – Science Education Institute (DOST-SEI) Scholarship Foundation, Ginebra San Miguel,

Global B2B, Japan Aviation Electronics (JAE) Phils. Inc., Luis Co Chi Kiat Foundation, Manila Mt. Lebanon Lodge, Megaworld Foundation, Miao De Bodhisattva Society Foundation, Security Bank Foundation, Simplicio Gamboa Sr. (SGS) Foundation, and SM Foundation.

Last Feb. 17, 2017, the company awarded scholarship grants to 11 PLMers, making them part of the Maynard S. Ngu (MSN) Scholarship Program, which aims “to hone the future leaders of the Philippines.” The program now has 15 scholars from PLM.

In addition to a monthly stipend, the grant offers MSN scholars the opportunity to attend seminars, train-

ings, and monthly meetings where they are taught life skills and volunteerism, and where their education and growth are monitored to ensure their holistic development.

The scholarship grants are extended as part of the company’s corporate social responsibility (CSR) program known as Cherry CaRES which stands for Customers, natural Resources, Employees and Society. Aside from PLM, the program has university partners all over the country.

“Cosmic Technologies Chief Executive Officer Maynard S. Ngu established the scholarship program to break the intergenerational cycle of poverty,” Relet A. Martobago the company’s CSR officer, said. “He wanted to invest in education to make a difference that is significant and sustainable.”

Students applying for scholarship are recommended by their schools and must be certified as indigents, with a grade of 2.5 upon admission and they have to maintain a grade not lower than 2. The students undergo an exam and an interview. As part of the selection process, Cosmic Technologies also visit the homes of the applicants.

“Should they decide to work with Cosmic Technologies once they graduate, MSN scholars are given priority in our hiring,” Martobago added.

Angeline Danica Mendoza, a third year Mass Communication student, was grateful for the financial support

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BRIEFING. Relet Atocador, CSR officer of Cosmic Technologies Inc., brief PLM students about the exam for applicants to the company’s scholarship program. The exam as well as the interviews were held at PRMEC.

JMA-PLM members bag multiple marketing awards

Members of the Junior Marketing Association (JMA) of the Pamantasan ng Lungsod ng Maynila (PLM) brought honor to their school as they won several awards from various marketing competitions conducted in different universities in Manila.

JMA-PLM, a student organization supervised by the Department of Marketing Management of the College of Business Management (CBM), finished second runner-up in the Blitz: Mind of Olympus competition held at the Colegio de San Juan Letran last Jan. 14, 2017. JMA-PLM was

represented by Hyacynth T. Andres, Patricia Bianca C. Arceleta, Joebert J. Balgame, Sharlitte Iza M. Cordero, and Jerry Jayson M. Nool.

An interscholastic Quiz Bee competition hosted by Letran-JMA, Blitz: Mind of Olympus was created to promote self-esteem and school pride among its participants. The contest tests students’ accumulation and retention of knowledge, promotes good communication among different schools, and develops and enhances the knowledge and skills of students.

In the Marketing Genius contest that tackled the theme “The Fantastic Goblet of Victory Interscholastic Marketing Competition,” Aria Johanna Navarro, Harry Osite, Balgame, and Cordero bagged the Best Marketing Plan-Group Category award. Cordero was also named Best Female Presenter for her exemplary performance during the group presentation of the event held at the Polytechnic University of the Philippines last Nov. 26, 2016.

Marketing Genius is an award-
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Fiesta fever sweeps PLM *From page 1*

College of Accountancy (Dinagyang Festival).

Members of the 10 teams wore colorful attires, festive garlands and leg and arm ornaments, and flowered and feathered headdresses and hats as they paraded and waved their festival flags along the streets of Intramuros.

After the parade, the teams returned to the PLM campus and gathered in front of the Tanghalang Bayan for the much-awaited field demonstrations contest.

PLM President Ma. Leonora V. de Jesus, assisted by Executive Vice President Nelson J. Celis, PLM Vice President for Information and Communications Technology Jose A. Silerio, and Vice President for Academic Affairs Gil C. Evasco, led the symbolic opening of the contest with the release of 50 golden balloons that was followed by the singing of the PLM hymn. Professor Ararao then regaled the crowd with a medley of Broadway and Disney songs.

The 10 competing teams then took to the field one after the other with exciting performances that be-

came more exciting after every number and sent the entire PLM campus rocking.

The College of Humanities, Arts, and Social Sciences took the championship trophy and the P15,000 cash prize with its excellent interpretation of the Sinulog Festival as it garnered 95 points based on the judges' criteria of orderliness, synchronization, execution, originality, and relevance to the theme.

The College of Physical Therapy went home with the first runner-up trophy and P10,000, while the College of Education was declared second runner-up and received P7,000 and a trophy.

Trophies and cash prizes were given to the College of Architecture and Urban Planning for Best in Costume, and to the College of Engineering and Technology for Most Active Contingent. The rest of the teams did not go home empty-handed as they received P3,000 each for their efforts.

The full street dance routines of each squad were evaluated by a board of judges made up of Jason Tionloc,

musician and PLM instructor; Carlo Yanesa, PLM alumnus and ABS-CBN staff currently connected with the entertainment program ASAP; Bro. Paul Andoy, campus minister; Dr. Santiago Yangco, flutist and artist in residence; Prof. Harold Galang, renowned pianist; and Domingo Cobarrubias, PLM consultant for events and chair of the board of judges, who announced the winners.

Upbeat performances were likewise provided by students of the College of Architecture and Senior High School, the PLM Iskolars Dance Incorporated, and the Magwayen Creative Scholars Guild to further rev up the competition and the crowd.

Conceived in 1951 under the term of Manila Mayor Arsenio H. Lacson, PLM officially opened its academic doors on July 17, 1967. The school initially welcomed 556 outstanding scholars who were carefully selected from the upper 10% of the various public high schools in Manila. Over the last 50 years, PLM has graduated thousands of students who have gone on to establish distinguished careers in various sectors of Philippine society. ■

PCACS Conservatory of Music holds first recital *From page 1*

Jocelyn Viana, Yashia Rose Cortez, Iommi Graziadei Basilio, Claudette Valderama, and Elaine Austria.

A ukulele ensemble then performed The Carpenter's "Close To You," a medley of "I'm Yours/The Show" by Jason Mraz Lenka, and

"Versace on the Floor" by Bruno Mars. The ensemble was composed of the Jeremy dela Cruz, Rozhane Gene Fernandez, Jemiamah Bautista, Althea Janelle Calixto, Francesca Mae Sojuaco, Ana Katherine Tobilla, Antonette Villarico Jaime and Rowena Marie Tacaso. They were tutored by Jason Tionloc, a specialist in Philippine rondalla ensemble.

Capping the recital's program were the students of Kristelle Herrera, a seasoned vocalist of the rock band Glass Onion. They sang solo numbers such as "Bubbly: by C. Calliat, "Tadhana" by UP Dharma

Down, "Hanggang" by Wency Cornejo, "Knocks Me Off My Feet" by Stevie Wonder, and ensemble pieces like "Oh Happy Day," an 18th century hymn, "Firework" by Katy Perry, and "Man in the Mirror" by Michael Jackson.

The recitalists were Jane Honey Reyes, Althea Calixto, Dembert Martinez, Erwin Mendoza, Rivatris Portillo, Kristel Kaye Adriano, Vincent Sarmiento, and Patricia Joy Galang.

The PLM Trio rendered an intermission number where they played the Beatle's "I Need You." The band is composed of Arch. Antonio Nudas III of the College of Architecture and Urban Planning on lead guitar and who also provides the vocals, Dave Ramos of the College of Nursing on bass guitar, and Maynard Nuguid of the Information and Communication and Technology Office on drums. ■



UKULELE ENSEMBLE. PLM students who took advantage of the free ukulele lessons offered by the Conservatory of Music show off what they learned from their tutor.

CET celebrates 47th founding anniversary

By Engr. Evangeline Lubao

Established in School Year 1969-1970, two years after the Pamantasan ng Lungsod ng Maynila opened its doors to its first batch of freshmen, the College of Engineering and Technology (CET) celebrated its 47th Anniversary on Feb. 20-22, 2017 with the holding of the annual College Recognition and Research Colloquium and numerous fun-filled activities.

A holy mass at the newly renovated University Chapel set off the three-day celebration of the college. Dean Clydelle M. Rondaris then officially opened and welcomed everyone to the festivities. This was followed by the parade of the students from the college's nine degree programs: Bachelor of Science in Chemical Engineering, Bachelor of Science in Civil Engineering, Bachelor of Science in Computer Engineering, Bachelor of Science in Electrical Engineering, Bachelor of Science in Electronics Engineering, Bachelor of Science in Manufacturing Engineering, Bachelor of Science in Mechanical Engineer-

ing, Bachelor of Science in Computer Studies major in Computer Science, and Bachelor of Science in Computer Studies major in Information Technology.

The participants yelled cheers and chants during the parade, and wore items that best represented their degree programs.

Competitions were also held to showcase the CET students' academic capabilities through the quiz bee *Tagisang Kabalyero* as well as their vocal talents in the *Knightingales* singing contest.

On the second day of the CET anniversary celebration, outstanding members of the CET family were recognized in the following categories: Academic Excellence, Excellent Faculty, Outstanding Staff, Special Awardee, Student Achiever, Alumni Achiever, and Most Outstanding Student.

Acting Vice President for Academic Affairs Arch. Gil C. Evasco, a former member of the CET's pool of dedicated faculty members, in his inspirational speech, congratulated everyone whom he labeled as "Tomorrow's Leaders, Today's Team Players."

CET's Most Outstanding Student, Adrian Vergel A. Viar, responded on behalf of the awardees and related the experiences and challenges that gave him strength and the inspiration to move forward.

The second day was capped by the Research Colloquium, where a number of faculty members, students, and alumni presented their research studies.

The third day was even more fun, not just for the CET family but the whole PLM community. The audience enjoyed comedic presentations from *D'Kilabots*, performances from different dance groups in the *Love Moves* dance battle, and the showcase of superb local talents in the *Talentadong Prof.*

Awards were given to champions and performers that included the Civil Engineering Department which took the *Most Active Contingent* award; the *Knightingales* and the *D'Kilabots*; Electronics Engineering Department which topped both the *Tagisang Kabalyero* and the *Love Moves* dance tilt; and the Computer Science Department which won the *Talentadong Prof.* ■

Mobile phone manufacturer joins list of PLM scholarship providers

From page 3

provided by Cherry Mobile. "*Sobrang mahalaga po ang scholarship na ito. Konting push na lang at makakatapos na ako* (This scholarship is very important. With just a little more push, I'll be graduating)," she said.

Her mother Elsa, an office messenger, added: "*Makakahinga ako ng maluwig kasi may katulong kami sa pag-aaral ng anak ko* (I can now breathe easy because we have someone helping us in my child's schooling)."

Diether Cunanan, a Social Work sophomore, echoed the same sentiments. "This is a privilege and will be very helpful to my studies, especially with regards to my school expenses," he said. "*Marami rin akong matutu-*

nan sa ibang activities sa scholarship program (I also expect to learn a lot from the other activities that are part of the scholarship program)."

His mother Lourdes expressed her gratitude, saying "*Masayang-masaya kami at malaking tulong ito sa amin* (We are very happy and this will be a big help to us)."

Jessie Maglente, a first year student taking up Education, specializing in Pre-School Education, said the scholarship grant will enable him to fulfill his dream of becoming a teacher. "*Gusto ko pong makapagturo sa pre-school kasi kaalaman lang ang maiiwan natin sa kabataan* (I want to be able to teach pre-school because knowledge is the only really valuable thing we can give the youth)," he noted. ■

JMA-PLM members bag marketing awards

From page 3

winning scholastic academic competition that targets the best participating groups consisting of sophomore, junior and senior students taking up marketing and business-related courses.

Cordero led JMA-PLM representatives Mediatrix Bantolinao and Mark Jason Balderobar in posting first runner-up honors in *The Next Top Marketeam*, an intercollegiate marketing competition organized and hosted by the Centro Escolar University (CEU) Marketing Society. The contest was held at the CEU last Feb. 15, 2017.

JMA-PLM members who participated in the competitions were trained by association adviser Prof. Anna M. Miranda under the guidance of CBM Dean Engr. Jose A. Silerio. ■

PCACS Conservatory of Music holds recital

By Prof. Harold Galang

The newly formed Conservatory of Music of the Presidential Committee for Arts, Culture and Sports (PCACS) held its first music recital last Feb. 28, 2017 at the Justo Albert Auditorium. The much-awaited musical event featured the first batch of graduates of the piano, guitar, ukulele, flute, pop music in solo voice and ensemble singing lessons that the conservatory offered for free to Pamantasan ng Lungsod ng Maynila (PLM) students and employees.

The conservatory, as well as the free musical lessons it offers, is another brainchild of PLM President Ma. Leonora V. de Jesus, an accomplished musician herself.

The music recital started with classical soprano diva Prof. Mabel M. Ararao singing the doxology "Lead Me Lord" by Arnel de Pano. This was followed by the maiden performance of the PLM Executive Chorale who sang the Philippine National Anthem and a special number "Minamahal Kita, Sinasamba Kita" by Tito Arevalo. The choir is composed of President De Jesus, the university vice presidents, assistant vice presidents, deans, and other officials.



FIRST RECITALISTS. The first batch of graduates of the free music lessons offered by the PCACS Conservatory of Music pose with top university officials and their mentors.



MAIDEN PERFORMANCE. The PLM Executive Chorale sings the national anthem to formally open the music recital held last February.

The music recital commenced with four featured flutists, all mentored by Philippine flute music icon

Dr. Santiago "Sonny" Yangco. The recitalists were Rhemy Ray Beroma, Camille Tala, Ronalyn Inot, and Dr. Mary Pauline Saquing.

This was followed by 14 students who played piano pieces that included Beethoven's "Für Elise," Pachelbel's "Canon," Paul de Senneville's "Ballade pour Adeline," and Clementi's "Sonatina in C." Tutored by concert pianist and currently PCACS' Vice Chair for Arts and Culture Prof. Harold Galang, the piano students were Brian Michael Balio, Michaelle Ericka Lim, Algeria Steven Quinto, John Carlo Marquez, Regime Cary dela Pena, Geovin Manimtim, Lou Allen Gomez, Laurence del Rosario, Jhon Jeremiah Nicanor, Kenneth Gregorio, Jemima Christabel Gorospe, Naomi Jhade Canete, and Nathanael John Ducay.

Six guitar students of Prof. Armando "Tabo" Derecho played solo and duet pieces with their teacher. They were Regina Mae San Pedro,

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FIRST BATCH OF ALUMNI. Top university officials, led by President Ma. Leonora V. de Jesus (fourth from the bottom, rightmost row), meet with the officers and members of Club '67, the organization of the members of PLM's Batch 1967, at the PRMEC. Representing the first batch of PLM alumni, Club '67 visited the campus last Feb. 6, 2017 and pledged their support for the celebration of the Pamantasan's Golden Anniversary.