

## 2 music industry icons perform at PLM

THE Presidential Committee for Arts, Culture and Sports (PCACS) recently staged two PLM Musikahan events that featured two well-known names in the music industry.

The first one was a songwriting lecture that was conducted in partnership with the Filipino Society of Composers, Authors and Publishers (FILSCAP). Held last June 30 at the jam-packed Justo Albert Auditorium, the event featured Kean Cipriano, a song writer and the frontman of Callalily, a popular local rock band.

A member of FILSCAP, a non-stock, non-profit association that administers the public performance and reproduction rights of music copyright owners, Cipriano talked about his experience as a song writer as well as his life as an artist. Saying that every song writer has his or her own unique way of coming out with a song, he told his audience – PLMayers who were thrilled to see their idol up close – that there are no hard and fast rules when it comes to song writing.

Even the inspiration for a song can come from a variety of things, he said, from the most sublime to the most common place. Citing an example, he said, “One of the more popular songs I wrote resulted from the loneliness I felt after my pet dog died.”

“Of course, a few years later, when my father died, some people said I wrote the song to express my grief over his death,” he added, chuckling.

Much to the delight of his audience, Cipriano also asked a few volunteers to sing songs they have written. Playing his guitar, he even tried to put into music a poem one excited PLM student wrote.

Admitting that his first attempts at song writing resulted in “really cheesy” numbers, he encouraged aspiring song writers in the audience to keep on writing. “Don’t be discouraged if the songs you write don’t turn out well,” he said. “Just keep on writing and keep on dreaming!”

The second PLM Musikahan featured Ryan Cayabyab, a widely acclaimed and highly respected Filipino musician, composer and arranger, whose works include theater musicals, choral pieces, pop music and even commercial recordings and musical scorings. Held at the Justo Albert Auditorium last July 20, the event served as one



**A CAPELLA SINGING.** Maestro Ryan Cayabyab explains some of the fine points of a capella ensemble singing to a group of PLM volunteers who joined him on stage during the workshop he conducted at the Justo Albert Auditorium, one of the highlights of the University’s week-long Golden Anniversary celebration.



**ROCK STAR.** Kean Cipriano, frontman of the Callalily rock band, engages PLM students in a lively discussion on songwriting during a workshop organized by PCACS in partnership with the Filipino Society of Composers, Authors and Publishers (FILSCAP).

of the highlights of the Pamantasan’s week-long celebration of its 50th anniversary.

Attracting another record crowd, Cayabyab, fondly known as “Mr. C,” conducted a shortened version of the Contemporary A Cappella Workshops that his music school holds regularly in various places around the country. His school also spearheads the annual Akapela Open, a competition for contemporary acappella ensemble singing.

Mr. C began the workshop with an entertaining demonstration of the basics of musical composition where he regaled his audience by playing “Bahay Kubo” on the piano in different styles – progressing from the usual folk song familiar to everyone all the way to a classical version that sounded like a Mozart sonata.

He then proceeded to a discussion of a cappella composition and performance. To demonstrate two different styles of a cappella ensemble singing, he brought

along two former Akapela Open winners, 10,000 and PhiSix who both performed to the great delight of the audience.

Not to be outdone, PLM students also gamely participated in the workshop. Two groups of volunteers were swiftly turned into budding a cappella singing teams after a few minutes of patient coaching by Mr. C. The two winners of Musicapella, the a cappella contest that was held the day before as part of PLM’s Golden Anniversary celebration, also performed. These were the Acaphonix group of the College of Business Management, the Musicapella champion, and Enomenos Harmonix of the Senior High School, the first runner-up. Cayabyab congratulated both groups and praised them for their unique a cappella signing style which he described as “tribal.”

“That’s a very interesting style so I’ll look into that deeper,” he said, giving his audience a glimpse of the source of his genius: Mr. C never stops learning. ■



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# Pamantasan turns 50!

THE big day that the Pamantasan ng Lungsod ng Maynila was preparing for over the last three years finally arrived. Last July 17, PLM celebrated its Golden Anniversary.

This was the day 50 years ago when the Pamantasan formally opened its doors to welcome 556 freshman scholars, all coming from the top 10% of the graduating class of Manila’s then 29 public high schools. This was the day when PLM started operating as the first tuition-free university in the Philippines and perhaps in Asia.

To celebrate this golden milestone, PLM lined up a week-long series of activities that was kicked off by a motorcade around the Intramuros area. Held in the morning of July 17, the motorcade was led by the Manila City Hall Marching Band and was participated in by the different PLM colleges.

(Photos on pages 4-5)

The week-long celebration was highlighted by the blessing of a new building and its turnover by the city government of Manila to the university. Built as a project of the city government, this three-storey structure was formally turned over to the Pamantasan in ceremonies led by Manila Mayor Joseph E. Estrada and PLM President Ma. Leonora V. de Jesus (see related story).

The groundbreaking for yet another building, the Center for Gender Equality, was also held. This building will house the classrooms for the Early Child Care and Development (ECCD) degree program, a new course that PLM will soon offer.

The week’s activities included various musical events: a Battle of the Bands, a



**RIBBON CUTTING.** PLM President Ma. Leonora V. de Jesus and Manila Mayor Joseph E. Estrada cut the ribbon to officially open the Gusaling Don Emilio Ejercito Sr., the newest addition to the Pamantasan’s skyline. Flanking them are (from left) Regent Bienvenido E. Laguesma, Regent Tessie Aquino-Oreta and BOR Chairman Benjamin I. Espiritu.

## Manila city government presents PLM with new 3-storey building

On its 50th anniversary, the Pamantasan ng Lungsod ng Maynila received a truly grand gift from the city government of Manila: a gleaming, brand new building.

Constructed as a project of the city government, the three-storey edifice was personally and formally turned over by Manila Mayor Joseph E. Estrada to the University officials led by Board of Regents Chairman Benjamin I. Espiritu and PLM President Ma. Leonora V. de Jesus last July 17.

As a way of thanking the mayor who spearheaded the project, the PLM administration, with the approval of the BOR, named the new building after his late father. The building is now known as the Gusaling Don Emilio Ejercito Sr.

Don Emilio was an engineer and although he was born in Pagsanjan, Laguna, he served Manila faithfully for many years like a true Manileño. “He was the first sanitary engineer of Manila,” Mayor Estrada told PLM Today after the inauguration and blessing of the new building.

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## 3 new awards given to outstanding graduating PLMayers



**AWARDEES.** President Ma. Leonora V. de Jesus (top photo) gives a congratulatory hug to Ian Sinfuego, the first recipient of the Justice Conrado M. Vasquez Sr. Gawad ng Kadakilaan award, while BOR Chairman Benjamin I. Espiritu (left bottom photo) presents the cash prize to Christina Romella N. Uy, the Atty. Erlinda Espiritu Gawad ng Karunungan awardee. The PLM vice presidents (right bottom photo) congratulate the Team Kimpossible members who were bestowed the Gawad ng Kaunlaran award.

The Gawad ng Kaunlaran was the second award that was given during the Baccalaureate Service. Created to honor the graduating PLM student who displayed outstanding creativity, passion and skill to come up with an innovative project that promotes progress, this new award, together with its cash prize of P20,000, was put up by the PLM vice presidents.

This year, however, the university Management Team, headed by President Ma. Leonara V. de Jesus and composed of all the PLM vice presidents, decided to give the award not just to one graduating student but to a team of graduating students: Team Kimpossible. Made up of Jan Kimberly J. Aquino, Jeissel Denise C. Flores, Alice T. Marasigan and Camille I. Soriano, all from the Computer Science Department of the College of Engineering and Technology, this four-man team used their knowledge of technology to create an application that made them National Grand Champion and a World Semifinalist in the Innovation Category of the 2016 Microsoft Imagine Cup.

The third award was the Justice Conrado M. Vasquez Sr. Gawad ng Kadakilaan that President de Jesus put up to honor the legacy of her father, a legal luminary who became a well-respected and widely admired member of the Bench. After serving as an Associate Justice of the Court of Appeals and then as an Associate Justice of the Supreme Court, he came out of retirement to become the country's first Ombudsman.

This new award was created to honor the graduating student who best personified "the indomitable will to overcome all odds, the unshakeable commitment to follow one's dreams whatever the cost, the spirit of kadakilaan that drives one to be the very best that one can be – undeterred by poverty, by age or even by physical disability."

This year, this award, together with its cash prize of P25,000, was given to Ian Sinfuego who, despite a disability that would have defeated most people, persevered to finish his studies. Over the entire five years of his computer engineering course, he was able to maintain his good standing as a PLM and a Department of Science and Technology scholar, and ended up as second best among the graduating batch of the BSCpE program. ■

IN line with the Pamantasan ng Maynila's commencement exercises theme of "Patuloy sa Pagtataguyod ng Karunungan, Kaunlaran at Kadakilaan," the university administration introduced three new awards that were conferred on outstanding members of the graduating Class of 2017. Given during the Baccalaureate Service that was held on April 19, the three awards carried with them cash prizes.

The first award, the Atty. Erlinda Espiritu Gawad ng Karunungan was put up by Dr. Benjamin I. Espiritu, chairman of the PLM Board of Regents, in honor of his late mother Atty. Erlinda Espiritu. The first woman to be accepted in the prestigious Harvard Law School where she earned her Master of Laws degree, Atty. Espiritu was an accomplished lawyer who used her learning – her karunungan – to serve others.

Given to the graduating PLM student with the most outstanding academic record, this award, together with its cash prize of P20,000, was bestowed on Christina Romella N. Uy, the valedictorian of the Class of 2017.

## 2017 Career Talks Successful PLM alumni share their work experiences



**CAREER TALKS.** Speakers of the 2017 Career Talks pose with their certificates of appreciation. They are (from left) Maria Fe. T. Rodriguez, Dr. Jayson R. Diaz, Emmerie de Guzman, and OGTS head Margielou Peralta.

ESTABLISHED professionals, including notable alumni of the Pamantasan ng Lungsod ng Maynila who have done well in their chosen careers, gave PLM students a glimpse of what it is like to compete in the real world as they shared their experiences, the lessons they have learned along the way, as well tips for work success during the series of career talks held on March 28-30, 2017 at the Justo Albert Auditorium. Meanwhile, PLM's annual job fair that was held simultaneously with the career talks attracted 28 companies that accepted applications from graduating students, many of whom were hired on the spot.

Emmerie de Guzman, an alumna of the College of Business Management from Batch 2015 who now manages her own online business, talked about her "Four Quadrants of Goals" and how a five-year plan can help young entrepreneurs like her succeed. Following such a plan, she managed to open her online business when she was only 18 years old.

To PLM students planning to open their own businesses after graduation, she gave this advice: "Do not settle for anything less than the best, stick to your plan and consistently drive yourself to reach your goals."

A prominent television producer and considered one of the broadcast industry's movers and shakers, Wilma Galvante, a member of PLM's Batch 1968, told would-be professionals to "follow your heart but do not follow the trend; set clear goals and work and work hard towards realizing them."

Erickson Quijano, a member of the Batch 2007 of the College of Accountancy who is currently working as a consultant of the Asian Development Bank, focused on how graduates should present themselves when applying for a job.

Emphasizing the importance of making a good first impression, he said: "If you do not have a prepared presentation, be the presentation!" ■

An engineer at the refining division of Petron Corporation, Oliver S. Santos drove all the way from the company's refinery in Limay, Bataan to Intramuros to inspire PLM students and tell them about the many job opportunities that await them in the corporate world.

Other PLM alumni who shared their work experiences with graduating PLMayers included Dr. Eufemia Collao, a Batch 1993 member and a PLM scholar who now teaches at the College of Medicine; Arch. Alnie Khayzer Hayudini from Batch 2014 who now works at the Muhibbah Engineering Phils.; and Dr. Jayson Diaz, from Batch 2016 who is now serving as administrator of the Luis Co Chi Kiat Foundation, one of PLM's scholarship providers.

The career talks were kicked off by a three-lecture program on labor laws that featured speakers from the Department of Labor and Employment (DOLE). In line with the program's theme of "Advancing Career Knowledge through a Better Understanding of Labor Rights," DOLE speakers Maria Fe Rodriguez, Zara Jane Cabrera and Jeremiah Carlos discussed basic labor laws, employees' rights, and administrative rules and policies such as the Anti-Violence against Women and Children Act of 2004.

A presentation by the Office of Guidance and Testing Services (OGTS) was also part of the career talks. Margielou Peralta, OGTS head, underscored the significance of Emotional Quotient (EQ) which she said is as important as Intelligence Quotient (IQ). Millennials have been tagged as a generation of short patience and are, therefore, often troubled by challenges that can be addressed by improving their EQs, she said, adding that the majority of those who stay longer in a company are those with high EQs.

Almost 2,000 students participated in the career talks and job fair. ■



**ALCU-AA GAMES CHAMPIONS.** Members of PLM's varsity teams pose with President Ma. Leonora V. de Jesus (fourth from right) during their courtesy call when they presented the medals they won in the 2017 Association of Local Colleges and Universities – Athletic Association Games held in Lipa City. PLM teams emerged as champions in both the men's and women's divisions in touch rugby, and won medals in swimming and arnis.

# Pamantasan turns 50! From page 1



**GROUND BREAKING.** Mayor Joseph E. Estrada gamely join PLM officials in the ground breaking rites for the Center for Gender Equality, another building that will soon rise in the University campus. With him are (from left) Regent Bienvenido E. Laguesma, BOR Chairman Benjamin I. Espiritu, PLM President Ma. Leonora V. de Jesus, Regent Tessie Aquino-Oreta, and ECCDC Executive Director Teresita G. Inciong.

dance competition, an a cappella ensemble singing tilt, a workshop on a cappella composition and performance conducted by Maestro Ryan Cayabyab (see story on page 8), and a Thanksgiving Rock Concert.

On July 19, three stagings of “Lili”, were held at the Justo Albert Auditorium. Written and performed by members of the Magwayen Creative Scholars Group, this play was about Lilosia Hilao, a PLMayer who was killed during the Marcos dictatorship. It focused on her heroism and its meaning for today’s youth.

Throughout the week, a university fair kept the PLM campus buzzing with activity. Spearheaded by the Supreme Student Council (SSC), the PLM University Fair 2017 proved to be a showcase of the creativity and entrepreneurial skills of nine college student councils, and a group of PLM alumni put up 45 booths on the grounds in front of the Tanghalang Bayan.

Smart Communications Inc., the fair’s major sponsor, provided most of the booths.

These booths served as recruitment stations for some of the campus organizations that participated, but for the most part – and to the great enjoyment of students, faculty members, employees and alumni – they functioned as kiosks that sold mouthwatering delicacies, Golden Anniversary memorabilia and other creative goods.

“It was an overwhelming experience for me to be a part of the 50th anniversary celebration of our beloved Pamantasan,” Hillary N. Baldera, the head organizer of the fair, said. “I would like to thank my fellow PLMayers as well as the PLM administration for supporting our week-long fair.”

To close the fair, the SSC gave out awards to the most artistic and most popular booths. The Biological Society was given the Most Creative Booth award

for their creative flower and plants-inspired design, while the Economics Society brought home the People’s Choice Award for garnering 2,000 plus “Wow” reactions in the social media contest conducted by the SSC.

“It was actually the first time that the Biological Society participated in this kind of event and it was an exciting and meaningful experience for all of us. Being awarded as the Most Creative Booth was unexpected,” Marian Boneo, Biological Society president, said. “We participated in the fair to get the opportunity to share our advocacy to the whole university which is environmental awareness and making a difference through supporting the use of reusable straws to reduce the use of plastic and save the turtles and other marine organisms.” – with notes from *Jasper Royce D. Dela Cruz* ■

## Manila city gov’t... From page 1



**GUSALING Don Emilio Ejercito Sr.**

“He served under four mayors: Valeriano Fugoso Sr., Manuel de la Fuente, Arsenio Lacson, and Antonio Villegas.”

Built as the replacement for the old Gusaling Villgas left wing which was demolished after it was declared unsafe by government engineers, Gusaling Don Emilio Ejercito Sr. has several classrooms, lecture rooms, laboratories and a well-equipped audio-visual room. It will also house PLM’s executive offices, frontline offices and the employees’ lounge.

According to the marker that was unveiled by Mayor Estrada and President De Jesus, it was built in line with the mayor’s vision “to provide the future leaders of his beloved city with a conducive place for study where they can imbibe the knowledge and values” that will make them worthy sons and daughters of Manila. ■



**LOYALTY AWARDEES.** PLM employees who have worked in the University for 10 years hold the certificates of appreciation given to them during the Loyalty Awards program held last July 21 as part of the University’s 50th anniversary celebration. Employees who have been in PLM for 15, 20, 25, 30 and 35 years were likewise honored.

# PLM holds 49th commencement exercises

“*G*OD will never give you a dream without giving you the ability to accomplish it. Own your dreams and be committed to attaining them.”

This was the message that Christina Romella N. Uy, the valedictorian of the Class of 2017, gave to her fellow graduates during the 49th commencement exercises of the Pamantasan ng Lungsod ng Maynila held last April 21 at the Philippine International Convention Center.

Now a holder of a Bachelor of Science in Accountancy degree, Uy led her batch made up of 2,393 graduates with whom she shared her story of struggles, perseverance and success.

“My life journey from being a black sheep – a batang lansangan – to class valedictorian is proof that we are the directors of our own lives,” she said in her valedictory address. “We may have committed irrevocable mistakes in the past, but we are also the ones responsible for steering our ships back to the right route.”

Citing Dale Carnegie, she said, “Most of the important things in the world are accomplished by people who keep on trying even when there seems to be no hope. And we PLMayers are living proof of this quote.”

This was echoed by PLM President Ma. Leonora V. de Jesus in her message to the graduates where she reiterated her admiration for PLM students who perform very well in academics, inter-school competitions and especially in board exams despite the fact that the school facilities, although continuously being upgraded, still fall short of the ideal.

“The willingness to work hard and the determination to overcome any obstacle that comes your way – attributes that were honed in you by your years at PLM – are the very things that will enable you succeed in your future endeavors,” the president said.

Congratulating the graduates, President De Jesus personally presented the medals of excellence to the 65 cum laude and six magna cum laude graduates of the Class of 2017 on which she bestowed the distinction of being PLM’s “Golden Batch” since 2017 is also the university’s 50th anniversary.

Retired Supreme Court Associate Justice Arturo D. Brion, who was the commencement speaker for the morning session of the graduation ceremonies, also congratulated the graduates. He likewise



**VALEDICTORY ADDRESS.** Christina Romella N. Uy, the valedictorian of PLM’s Class of 2017, shares her life story with her fellow graduates and tells them to persevere and follow their dreams.



**GRADUATION SPEAKERS.** The two guests of honor in PLM’s 49th graduation rites, Retired Supreme Court Justice Arturo D. Brion (left) and Budget Secretary Benjamin E. Diokno, congratulate the graduates and exhort them to contribute to the country’s development.

cited PLM for nurturing its students and preparing them to be productive citizens by inculcating in them the three core values of *karunungan*, *kaunlaran* and *kadakilalan*.

“I salute the Pamantasan and the City of Manila on this occasion as you have once more delivered and proven your capacity to prepare our youths to be useful citizens who will contribute to our city’s and our country’s *kaunlaran* and *kadakilalan*,” he said.

Budget and Management Secretary Benjamin E. Diokno, the commencement speaker for the afternoon session, told the graduates that they are “the fortunate ones – the less than one million Filipinos graduating from college this year.”

“A college degree is not something to be taken for granted,” the former chairman of the PLM Board of Regents, said.

“Many Filipinos, hindered by different circumstances, are unable to pursue higher learning. In fact, over 40 million Filipinos aged 17 years old

and above do not get to college. This is a despairing truth that cannot be ignored.”

Diokno however, reminded the graduates that earning their college degrees is not their achievement alone. “It is the fruit of your hard work, combined with the enormous support from many people,” he said. “Be thankful to them. And as scholars of the City of Manila, be thankful to the citizens who funded your education.”

In his message to the graduates, Manila Mayor Joseph E. Estrada said the same thing.

“I am confident that the education you received at PLM has prepared you well for the outside world. The knowledge, the values, the discipline and, above all, the work ethic that you learned there will provide you with all the advantages that you will need,” he said. “I have just one request: Please make today’s graduation ceremony a celebration of the fact that you are now ready to go out into the world to help transform our city and our country into a better place.” ■

