End-of-Term Report  
University of the Philippines Press

By Dr. J. Neil C. Garcia  
Director

Background

The University of the Philippines Press, founded in 1965, is the premiere academic publishing house in the country. It has published around 1,000 books, hewing only to the strictest editorial standards in its selection of titles—literary and creative works, anthologies and works in Philippine studies, and research in the various academic disciplines.

Organizational Setup

Aside from the Administrative section, UP Press has an Editorial and a Marketing division, each headed by a deputy director. The tasks of these divisions are, in brief, to select and process manuscripts into finished books, and to distribute and sell these efficiently and optimally to both local and translocal readers.

Editorial

UP Press implements the highest academic standards in its selection of new titles. Other than this task, the Press endeavors to reprint “classics” that remain relevant or of interest to today’s readers.

Since the middle of 2011, the Press has also started publishing electronic books, in partnership with Flipside Digital Content. UP Press is also actively seeking partnerships with foreign academic presses in the reprinting of excellent books on Philippine Studies.
The reprinting of classics was begun during the UP Centennial Year of 2008, during the directorship of Dr. Ma. Luisa Camagay, with the works that had been out of print and unavailable for several years: the two volumes of Leopoldo Yabes’s *Philippine Short Stories*, the two volumes of O. D. Corpuz’s *Roots of the Filipino Nation*, Cesar Majul’s *Muslims in the Philippines*, and F. Landa Jocano’s *Sulod Society*, among others. At present, UP Press is continuing to identify other “classics” for reprinting.

In line with the University’s thrust toward greater internationalization, UP Press has begun to publish works by foreign presses that are relevant to the Philippines. The Press is in the process of cooperating with more and more foreign academic presses, in order to bring their books to a Philippine audience. Obviously, priority is given to works that focus on the Philippines.


UP Press is looking forward to entering into other forms of copublishing agreements with international academic presses. In
2009, J. Neil C. Garcia’s *Philippine Gay Culture: Binabae to Bakla, Silabis to MSM* was bought by Hong Kong University Press, which has been distributing this book internationally as part of its *Queer Asia* series. In 2015, the United States-based Soho Press reprinted the second edition of F. H. Batacan’s crime novel, *Smaller and Smaller Circles*, first published by UP Press in 2002. The National University of Singapore Press will be issuing its own edition of *Traditional Medicine in the Colonial Philippines, 16th to the 19th Centuries* by Ma. Mercedes G. Planta, which is a forthcoming title of UP Press.

While the Press, from the time of its founding, has never really been in the business of publishing text books (given the freedom the university famously and admirably affords its departments and colleges, as well as its professors and instructors, to determine their own reading and instructional materials), over the last couple of decades a number of its titles have, in fact, been used as reference books in classes in Philippine literature (English and Filipino), creative writing (fiction, nonfiction, and poetry), mathematics, and a few other disciplines, both inside and outside the University. UP Press recognizes the value of this function, and it has commenced with the publication of even more basic reference texts in various academic disciplines. Recent and forthcoming titles with textbook applications are those on the subjects of chemistry, statistics, calculus, medicine, business mathematics, botany, theater and performance studies, mass media studies, among others.

To further this objective, the Press shall continue to actively seek publishable manuscripts from the university’s own outstanding teachers and scholars, as they are identified and evaluated by the members of its Editorial Board. In this regard, the Press is continuing to cooperate with existing offices and campuses in the University (such as UP Diliman’s Office of the Vice-Chancellor for Research and Development and UP Open University), in the quest for reference and supplementary materials that can and should be published. As things stand, the Press has already entered into partnership with UP Los Baños for a book on climate change; with the Cordillera Studies Center of UP Baguio, for an ethnographic book on the traditional art of
tattooing in the northern Philippines; and with the College of Public Health of UP Manila, for a book on medical parasitology, the only one of its kind in the country. The Press currently has a multi-volume co-publishing agreement in place with the College of Mass Communication, in regard to the publication of its series of “introductory” books on Philippine mass media culture, to be used in its classrooms. A dozen such titles have already been published. Needless to say, the Press is looking forward to entering into more arrangements of this sort. Finally, since 2013, the Press has been publishing, one volume at a time, the sugidanon, the complete thirteen-book epic corpus of the Panay Bukidnon people, as the team of UP Visayas researchers headed by Professor Emeritus Alicia P. Magos has painstakingly documented, transcribed, and translated it.

Marketing

In the area of marketing, UP Press is positioning itself to further strengthen already established traditional marketing strategies and distribution channels, while simultaneously expanding to incorporate the opportunities presented by digital and online media. The goal is two-pronged: to enhance UP Press’s presence in the local book market while at the same time also breaking into the international market.

There are three major fields that UP Press is working in: print promotions and distribution, online promotions and distribution, and e-books and digital and new media.

In the area of print promotions and distribution, the Press is seeking to: enhance its presence in bookstores; establish new distribution channels with small bookstores as well as large chains; create links with reading communities (such as bloggers and book clubs); market directly to schools and teachers; maintain and increase presence in major local book fairs and library networks; and explore alternative venues for selling print books such as author launches and talks, events, and other promotional activities. The Press has already started working on these goals, as can be seen in its participation in local, national, and more recently international academic book fairs, as well as
in its sustained marketing forays into various local academic and book-selling institutions.

In regard to the business of online promotions and distribution, the Press has revamped its online sales system, through its Online Shop, which maximizes ease of use by buyers locally and globally. The Press has also redesigned and re-launched its website, which is now more attractive and user-friendly. This website has links to reviews, blogs, and social media pages that provide readers with regular updates and information, and keep them informed about a variety of publishing issues.

UP Press is continuing to increase its social media and social networking presence, with its online catalogue being updated regularly and posted on its website and social media accounts. It is also currently in the process of making book samplers available to readers before the print or digital versions are released, primarily as a means to generate interest. Needless to say, the Press is determined to become a substantial presence in the various social networking sites, whose audiences are potential readers of its books.

In the middle of 2011, UP Press began to publish e-books, in partnership with Flipside Digital Content. UP Press e-books are now available in international e-book stores like Amazon, the iTunes store, and Barnes & Noble. The decision of the Press to provisionally enter into a partnership with a digital distribution company is precisely what a report from 2011, *Sustaining Scholarly Publishing: New Business Models for University Presses*, prepared by the Association of American University Presses, recommends for its member academic presses. It’s entirely fortunate that, in 2011—even without the benefit of this report—UP Press already decided to pursue alternative formats for a selection of its titles. On a different but related note, recent studies have also revealed the continuing viability, globally, of print books, especially for academic titles. This bodes well for UP Press, then, which remains a staunchly traditional book publisher, by and large.

UP Press is also in the process of pursuing greater distribution networks by creating and/or enhancing international awareness
of its titles. It continues to fortify its presence in national book fairs, festivals, and conventions, as well as to set in place a research and development system that will study and analyze new media as it comes out—to better understand its nature and effects, and to ensure that UP Press will be ready to interact with and utilize such novel forms of information technology.

Featured Projects

I. Publications

A. New Titles, 2011-2016

The mission of the University of the Philippines Press, founded half a century ago, is to publish and make available the best books in Philippine Studies—literary and scholarly—and to cultivate a social and a critical life for them. Since 2011, it has published more than 200 excellent books in the humanities, as well as the social and natural sciences. Some of these have been converted into e-books, which are being marketed globally in partnership with the all-Filipino digital distribution company, Flipside Digital Content. The national significance and impact of UP Press are such that the history of higher education in the Philippines would be starkly incomplete without many of these books. Penned by our country’s foremost literary and scholarly minds, over the past fifty years they have been published and disseminated by UP Press in pursuit of its mandate to promote the interest of our country’s one and only national university.


2011 Titles

1. Almeda, Josefina V. et al. / Elementary Statistics (Reprint)
2. Añonuevo, Roberto T. at Romulo P. Baquiran Jr. / Sawikaan 2010: Mga Salita ng Taon
3. Aprieto, Virginia L. / Philippine Tuna Fisheries: Yellowfin and Skipjack (Reprint)
4. Bolipata-Santos, Rica / Lost and Found and Other Essays
5. Casocot, Ian Rosales / Beautiful Accidents: Stories*
6. Ceña, Resty Mendoza and Ricardo Nolasco / Gramatikang Filipino: Balangkas an
7. Danao, Rolando / Mathematical Methods in Economics and Business
9. Eugenio, Damiana L. / Philippine Folk Literature: The Folktales
10. Eugenio, Damiana L. / Philippine Folk Literature: The Legends
11. Eugenio, Damiana L. / Philippine Folk Literature: The Riddles
12. Fuller, Ken / A Movement Divided: Philippine Communism 1957-1986
13. Garcia, Ester A. / Managing a Modern University in the Philippines (Reprint)
14. Hidalgo, Cristina P. / Six Sketches of Filipino Women Writers
15. Javier, Carljoe / Geek Tragedies
16. Lopez, Mellie Leandicho / A Handbook of Philippine Folklore
17. McFerson, Hazel M. / Mixed Blessing: The Impact of the American Colonial Experience on Politics and Society in the Philippines
18. McMahon, Jennifer M. / Dead Stars: American and Philippine Literary Perspectives on the American Colonization of the Philippines
19. Ocampo, Nilo S. (Tagasalin) / Rizal: Makabayan at Martir ni Austin Coates (Reprint)
20. Ortiz, Will P. / Bugtong ng Buwan at Iba Pang Kuwento
21. Pe-Pua, Rogelia / Sikolohiyang Pilipino
22. Pinzon, Mary Jannette / The Rhetorics of Sin
23. Rodriguez, Rommel B. / Lagalag ng Paglaya
24. Siy Robert Y. Jr. / Community Resource Management (Reprint)
25. Tadiar, Neferti X. M. / Things Fall Away: Philippine Historical Experience and the Makings of Globalization
27. Tan, Samuel K. / The Filipino-American War, 1899-1913 (Reprint)
28. Tiatco, Sir Anril Pineda / Miss Dulce Extranjera o ang Pagbahanap kay Miss B (dulang may dalawang yugto)
29. Tolentino, Rolando B. / Almanak ng Isang Aktibista
30. Tolentino, Rolando B. / Likhaan 5: The Journal of Contemporary Philippine Literature
31. Torres-Yu, Rosario / Balagen: Edukasyong Pangkapayapaan at Panitikang Pambata
32. Torres-Yu, Rosario / Welgang Bayan: Empowering Labor Unions Against Poverty and Repression
33. Vera, Rody / Tatlong Dula
34. Woods, Damon L. / Interrogating Bayan: From Wilderness to Nation
35. Yabes, Criselda / Below the Cyring Mountain

2012 Titles

3. Abad, Gémino H. / Likhaan 6: The Journal of Contemporary Philippine Literature
4. Agabin, Pacifico A. / The Political Supreme Court*
5. Arao, Danilo Araña / Hay, Buhay! Reklamong Todo-todo Mula sa Nag-aalboroto
7. Baytan, Ronald / The Queen Lives Alone
8. Cañete, Reuben Ramas / Sacrificial Bodies: The Oblation and Political Aesthetics of Masculine Representations in Philippine Visual Cultures
9. Cioranescu, Diona et al. / Introduction to Classical and Variational Partial Differential Equations
11. Cruz-Lucero, Rosario / La India, or Island of the Disappeared
12. Del Villar, Carmencita P. / Mind-Body Communication Technique (Reprint)
13. Fajardo, Kale Bantigue / Filipino Crosscurrents: Oceanographies of Seafaring, Masculinities, and Globalization
14. Garcellano, Edel E. / Vanishing History and Other Poems
15. Landicho, Domingo G. / Supremo: Dulang Pampelikula at Sarsuwela Ukol kay Andres Bonifacio
16. Lapeña, Jose Florencio F. Jr. and Christopher Malorre E. Calaquian (Editors) / Self-Instructional Learning Modules for Year Level III Medical Students on Hearing and Balance, Olfaction and Gustation, Phonation and Facial Expression (Reprint)
17. Madrid, Carlos / Flames Over Baler: The Story of Siege of Baler, Reconstructed from Original Documentary Source
18. Magno, Marcelita Coronel / Foundation Course in College Chemistry (Teacher’s Guide)
19. Magno, Marcelita Coronel / Foundation Course in College Chemistry (Textbook)
20. Ofreneo, Rene O. / Green Jobs and Green Skills in a Brown Philippine Economy
21. Ragragio, Andrea Malaya M. / Archaeology and Emerging Kabikolan
22. Reyes, Jun Cruz / Ka Amado
23. Reyes, Jun Cruz / Tutubi, Tutubi, ‘Wag Kang Magpahuli sa Mamang Salbahe (Reprint)
24. Tan, Michael / History of the Philippines (Reprint)
26. Tiongco, Ting / Surgeons Do Not Cry: On Becoming a Doctor in the Philippines (Student Edition)

2013 Titles

1. Abad, Gemino H. / All Our Nameable Days: Poems Revisited
2. Alfar, Dean Francis and Kenneth Yu / Horror: Filipino Fiction for Young Adults
3. Alfar, Dean Francis and Joseph Frederic F. Nacino / The Farthest Shore: An Anthology of Fantasy Fiction from the Philippines
4. Alfar, Dean Francis and Nikki Alfar / The Best of Philippine Speculative Fiction 2005-2010
5. Almeda, Josefina V. et al. / Elementary Statistics (Reprint)
6. Ambrosio, Dante / Balatik (Reprint)
7. Atienza, Maria Ela L. / Introduction to Philippine Politics: Local Politics, the State, Nation-Building, and Democratization
9. Carreon, Shane / Travelbook: Poems
10. Cayanan, Mark Anthony / Except You Enthrall Me
13. De La Cruz, Khavn / Shockbox: Ang Butas na Kabon ni Kulas Talon
14. De Mesa, Karl R. and Joseph Frederic F. Nacino / Demons of the New Year: An Anthology of Horror Fiction from the Philippines
15. Donoso, Isaac / Islamic Far East: Ethnogenesis of Philippine Islam
17. Flores, Emil M. and Joseph Frederic F. Nacino / Diaspora Ad Astra: An Anthology of Science Fiction from the Philippines
18. Frago-Marasigan, Perlita M. and Teresita S. Encarnacion Tadem / Comparative Politics and Government: (Re)Democratization and Development
19. Gomez, Nikki Rivera / Mindanao on My Mind and Other Musings
20. Guillermo, Ramon / Ang Makina ni Mang Turing
21. Guillermo, Gelacio / Mga Tula
22. Lumbera, Bienvenido / Likhaan 7: The Journal of Philippine Contemporary Philippine Literature
23. Mayuga, Sylvia L. / Virtual Nation: Insights into Contemporary Philippines
25. Pabuayon, Isabelita M., Salvador P. Catelo et al. / Agricultural Policy: Perspectives from the Philippines and Other Developing Countries
26. Pinzon, Mary Jannette L. / The Rhetorics of Sins (Reprint)
27. Salvador-Amores, Analyn V. / Tapping Ink, Tattooing Identities: Tradition and Modernity in Contemporary Kalinga Society North Luzon, Philippines (Softbound)
29. San Diego, Rafael Antonio C. / The Second World: Poems
30. Tiongson, Nicanor G. / The Urian Anthology 2000-2009
2014 Titles

2. Abad, Gemino H. and Alfred A. Yuson (Editors) / One
   Hundred Love Poems: Philippine Love Poetry Since 1905 (Reprint)
3. Cañete, Reuben Ramas / Masculinity, Media, and Their Publics in
   the Philippines: Selected Essays
4. Castillo, Erwin E. / The Firewalkers (Reprint)
5. Castro, Irma Remo / A Guide to Families of Common Flowering
   Plants in the Philippines (Reprint)
6. Chua, Jonathan and Rosario Cruz-Lucero / A Reader in
   Philippine Theater History and Criticism: Essays in Honor of Nicanor G.
   Tiongson
7. Chua, Jonathan, Rosario Cruz-Lucero and Rolando B.
   Tolentino / A Reader in Philippine Film History and Criticism: Essays
   in Honor of Nicanor G. Tiongson
8. Comiso, Josefino C. et al. / Changing Philippine Climate: Impacts
   on Agriculture and Natural Resources (Hardbound)
   on Agriculture and Natural Resources (Softbound)
10. Coroza, Michael M. and Galileo S. Zafra / Ambagan 2011:
    Mga Salita Mula sa Iba’t Ibang Wika sa Filipinas
11. Corpuz, Rina Angela / Dance and Other Slippages: Critical
    Narratives on Women, Dance, and Art
12. Cruz-Lucero, Rosario / Likhaan 8: The Journal of Philippine
    Contemporary Philippine Literature
13. De los Reyes, Isabelo Florentino / History of Ilocos Volumes I
    and II (A translation into English by Maria Elinora Peralta-Imson)
14. Fres-Felix, Maria L.M. / Boy in the Platinum Palace and Other
    Stories
15. Francia, Luis H. / Tattered Boat
    Contemporary Philippine Culture Volume I
    Contemporary Philippine Culture Volume II
18. Gulle, Ramil Digal / Poisonostalgia: Poems
19. Hamid, Jamaliah Abdul and Narcisa Paredes Canilao / Educational
    Leadership and Leadership Education in Asia
21. Hidalgo, Cristina Pantoja / *Creative Nonfiction: A Reader* (Reprint)
22. Magos, Alicia P. / *Tikum Kadlum: Sugidanon (Epics) of Panay Book 1*
24. Ordoñez, Elmer A. / *Snows of Yesteryear: A Family in War and a Sentimental Education*
25. Parfan, Ned / *The Murmur Asylum: Poems*
26. Rosario, Teresita L. / *Fragrant Ornamental Plants in the Philippines* (Reprint)
27. San Juan, E. Jr. / *Kundiman sa Gitna ng Karimlan: Piniling mga Tula*
28. Sicat, Gerardo P. / *Cesar Virata: Life and Times Through Four Decades of Philippine Economic History*
29. Sugbo, Victor N. / *Taburos Han Dagat*
30. Teodoro, Luis V. / *Vantage Point: The Sixth Estate and Other Discoveries*
31. Tolentino, Rolando B. / *Contestable Nation-Space: Cinema, Cultural Politics, and Transnationalism in the Marcos-Brocka Philippines*
32. Tolentino, Rolando B. and Josefina M. C. Santos / *Media at Lipunan* (Bookprint)
33. Tolentino, Rolando B. and Josefina M. C. Santos / *Media at Lipunan* (Newsprint)
34. Tolentino, Rolando B. et al. / *Communication and Media Theories* (Newsprint)
35. Tolentino, Rolando B. et al. / *Communication and Media Theories* (Bookprint)
36. Tolentino, Rolando B. and Rommel B. Rodriguez / *Transfiksyon: Mga Kathang In-Transit*

**2015 Titles**
1. Abad, Gemino H. / *A Wanderer in the Night of the World: The Poems of NVM Gonzalez*
2. Abad, Gemino H. / *Past Mountain Dreaming: New Essays*
3. Abad, Gemino H. / *The Likhaan Anthology of Philippine Literature in English from 1900 to the Present* (Reprint)
4. Acosta, Ericson / *Mula Tarima Hanggang at Iba Pang Mga Tula at Awit*
5. Alunan, Merlie M. / *Sa Atong Dila: Introduction to Visayan Literature*
6. Baldoz, Rick / *The Third Asiatic Invasion: Empire and Migration in Filipino America, 1898-1946*
7. Banzon, Isabela / *Maybe Something*
8. Bayuga, Mayette M. / *Sa Amin, Sa Dagat-dagatang Apoy*
12. Coroza, Michael M. / *Ambagan 2013: Mga Salita Mula sa Iba’t Ibang Wika sa Pilipinas*
13. Dalisay, Jose Y. Jr. / *Edgardo J. Angara: In the Grand Manner*
14. De Ungria, Ricardo M. / *Habagatanon: Conversations with Six Davao Writers*
15. Dela Cruz, Mar Anthony Simon / *Isang Gabi sa Quezon Avenue at Iba Pang Kuwento*
16. Doyo, Ma. Ceres P. / *Macli-ing Dulag: Kalinga Chief, Defender of the Cordillera*
17. Francia, Luis H. / *RE: Recollections, Reviews, Reflections*
18. Fuller, Ken / *The Lost Vision: The Philippine Left 1986-2010*
19. Haskell, Dennis / *What Are You Doing Here? Selected Poems*
20. Hau, Caroline S. / *Recuerdos De Patay and Other Stories*
21. Magos, Alicia P. / *Derikaryong Pada: Sugidanon (Epics) of Panay Book 3*
22. Magos, Alicia P. / *Amburukay: Sugidanon (Epics) of Panay Book 2*
23. Martinez, Cris / *Last Order sa Penguin* (Reprint)
25. Namuco, Leon / *Fruit and Plantation Crop Production in the Philippines* (Reprint)
26. Ortiz, Will P. / *Ang Pagbabalik ni Maria Makiling: Unang Aklat*
27. Pacho, Arturo, G. / *Discovering Tuba*
28. Pambid, Manny / *Canuplin at Iba Pang mga Akda ng Isang Manggagawang Pangkultura*
29. Peña-Reyes, Myrna / *Memory’s Mercy: New and Selected Poems*
30. Pe-Pua, Rogelia / *Sikolobiyang Pilipino: Teorya, Metodo at Gamit* (Reprint)
31. Rosca, Ninotchka / *Twice Blessed: A Novel*
32. San Juan, E. Jr. / *Between Empire and Insurgency: The Philippines in the New Millennium: Essays in History, Comparative Literature, and Cultural Politics*
33. Sicat, Gerardo P. / *Cesar Virata: Life and Times Through Four Decades of Philippine Economic History* (Reprint)
34. Sicat, Rogelio / *Dugo sa Bukang Liwayway* (Reprint)
35. Sigua, Ricardo G. / *Fundamentals of Traffic Engineering* (Reprint)
36. Tiatco, Sir Anril Pineda / *Entablado: Theaters and Performances in the Philippines*
37. Topacio-Aplaon, RM / *Lila ang Kulay ng Pamamaalam*

**2016 Titles**

1. Acosta, Ericson / *Mula Tarima Hanggang at Iba Pang Mga Tula at Awit* (Reprint)
2. Alfar, Dean Francis and Kenneth Yu / *Science Fiction: Filipino Fiction for Young Adults*
3. Almeda, Josefina V. et al. / *Elementary Statistics* (Reprint)
5. Bautista, Cirilo F. / *Selected Poems* (Hardbound)
6. Bautista, Cirilo F. / *Selected Poems* (Softbound)
7. Belizario, Vicente and Winifreda de Leon / *Medical Parasitology in the Philippines* (Reprint)
8. Campos, Patrick F. / *The End of National Cinema: Filipino Film at the Turn of the Century*
9. Capili, Jose Wendell P. / *Migrations and Mediations: The Emergence of South Asian Diaspora Writers in Australia, 1972-2007*
10. Constantino, Pamela at Monico Atienza / *Mga Piling Diskurso sa Wika at Lipunan* (Reprint)
11. Enriquez, Virgilio / *From Colonial to Liberation Psychology* (Reprint)
12. Eugenio, Damiana L. / *Philippine Folk Literature: The Proverbs* (Reprint)
13. Festin, Rowena / *Banayad*
16. Guda, Kenneth Roland / Peryodismo sa Bingit
Translated by Ofelia Ledesma Jalandoni (Reprint)
18. Jose, F. Sionil / Selected Stories
19. Lambio, Angel L. / Poultry Production in the Tropics (Reprint)
20. Lim, Jaime An / The Axlolol Colony: Stories
22. Magos, Alicia P. and Anna Razel Limoso Ramirez / Pahagunong: Sugidanon (Epic) of Panay Book 4
23. Magos, Alicia P. and Anna Razel Limoso Ramirez / Kalampay: Sugidanon (Epic) of Panay Book 5
24. McCarty, Weldon M. / Bamboo Bed
27. Navarro, Raul C. / Musika sa Kasaysayan ng Filipinas: Panapahabong Diskurso
28. Ong, Charlson / Of That Other Country We Now Speak and Other Stories
29. Ortiz, Will P. / Bugtong ng Buwan at Iba Pang Kuwento (Reprint)
30. Parfan, Ned / The Murmur Asylum: Poems (Reprint)
31. Pascual, Chuckberry J. / Pagbasok sa Eksena: Ang Sinetan sa Panitikan at Pag-aaral ng Piling Sinehan sa Recto
32. Reguyal, Trixie Alano / Bohemian Rhapsody in Two Places and Other Essays
34. Rodriguez, Rommel B. at Rolando B. Tolentino / Wagi / Sawi: Mga Kuwentong Luwalhati at Pighati
35. Samson-Lauterwald, Helen / Music in the Zarzuelas of Severino Reyes (“Lola Basyang”)
36. Sanchez, Louie Jon A. / Pagkahaba-baba Man ng Prusisyon: Mga Pagtatapat at Paahayag ng Pananampalataya
37. Sicat-Cleto, Luna / Typewriter Altar (Translated from the Filipino edition by Marne L. Kilates)
38. Taleon-Sonza, Jorshinelle / Haiyan and Other Plays About the Homeland
39. Teodoro, John Iremil / Hasang: Mga Kuwento ng Pag-ibig
40. Teodoro, Luis V. / Divide by Two
41. Tiatco, Sir Anril Pineda / Performing Catholicism: Faith and Theater in a Philippine Province
42. Toledo, Joel / Fault Setting
43. Tolentino, Rolando B. / Araw/Gabi: mga Aporismo ng Pagkautal at Pagkaulol
44. Tolentino, Rolando B. et al. / Communication and Media Theories (Reprint)
45. Torres-Yu, Rosario / Balagen
46. Villagracia, Bobby / Selda Dos (Manila City Jail)

Updated online catalogue:

B. E-books

Since its launch in September of 2011, UP Press’s e-book program has released 36 titles for digital download, with more in the process of being converted into e-book format and made available for online sale. Working with co-publisher and leading e-book company Flipside Digital Inc., UP Press is the country’s first university press to publish e-books and to offer them on leading storefronts worldwide such as the iBookstore, Amazon Kindle store, Barnes & Noble, Kobo, and the Philippine storefront Flipreads.

UP Press E-books

1. Beautiful Accidents: Stories by Ian Rosales Casocot
2. A History of the Philippines by Samuel K. Tan
3. Revisiting, Usog, Pasma, Kulam by Michael Tan
4. Surgeons Do Not Cry by Ting Tiongco
5. Damaged People: Tales of the Gothic-Punk by Karl R. De Mesa
6. Fourteen Love Stories edited by Jose Y. Dalisay Jr. and Angelo R. Lacuesta
8. The Gaze: poems by Arvin Abejo Mangohig,
9. Hairtrigger Loves: 50 Poems by Alfred A. Yuson
10. *Geek Tragedies* by Carljoe Javier
12. *Sundays in Manila* by Robert H. Boyer
13. *Defiant Daughters* by Rina Angela P. Corpus
15. *Forcing the Pace (The Partido Komunista ng Pilipinas: From Foundation to Armed Struggle)* by Ken Fuller
17. *The Sky Over Dimas* by Vicente Garcia Groyon
18. *Five Years in a Forgotten Land* by Cristina Pantoja Hidalgo
19. *An Embarrassment of Riches* by Charlsong Ong
20. *Philippine Studies: Have We Gone Beyond St. Louis?* edited by Priscelina Patajo Legasto
21. *Ten Super Natural Stories* by April Timbol Yap and Lara Saguisag
22. *Pinoy in America (An Isteysayd Life)* by Lorenzo Paran III
23. *Mind-Body Communication Technique* by Carmencita P. Del Villar
24. *Life Before X and Other Stories* by Angelo R. Lacuesta
25. *The True and The Plain* by Kerima Polotan
26. *Letting Go and Other Stories* by Susan S. Lara
27. *Recuerdo* by Cristina Pantoja Hidalgo
28. *Reconnaissance* by Tara FT Sering
29. *Dangerous Liaisons* by Ruth Jordanana Piso
30. *Lost and Found and Other Essays* by Rica Bolipata Santos
31. *Oldtimer and Other Stories* by Jose Y. Dalisay, Jr.
32. *Jungle Planet and Other Stories* by Lakambini A. Sitoy
33. *Below the Crying Mountain* by Criselda Yabes
34. *Sarena’s Story* by Criselda Yabes
35. *Introduction to Classical and Variational Partial Differential Equations* by Diona Cioranescu et al.
36. *Virtual Nation Insights into Contemporary Philippines* by Sylvia L. Mayuga

Link to Flipreads:

[www.flipreads.com](http://www.flipreads.com)

**II. Novel Marketing and Promotions Activities**

**A. The new UP Press website**
UP Press’s website was revised in 2012, to become more user-friendly, graphically dynamic, and visually interesting. It now also has a search engine, which allows for easier access to book information and other data. The site is linked to the UP Press Online Store.

The new site has been designed to reach more clients not only nationally but also overseas. And with the installation of its online shopping facility, UP Press can more efficiently serve global clients. With this new website, the Press hopes to further strengthen its position as the country’s foremost academic publisher—providing readers with relevant content and more convenient ways to purchase UP Press books.

Link to website:
http://press.up.edu.ph

B. Online Store
With the help of the UP Information Technology Development Center, which opened a digital payment account for UP Press with the Development Bank of the Philippines, the UP Press Online Store is now up and running. Using their Visa Credit Cards, buyers are now able to view the latest UP Press Catalogue and shop for their chosen UP Press titles, that are fully searchable in terms of subject, title, author, and availability.

Link to UP Press Online Store: https://press.up.edu.ph/store/

C. Interviews with Authors and other YouTube Videos

Because readers respond to authors, UP Press has sought to cultivate author personae, by building their online presence through video interviews as well as promoting their personal appearance at talks and other venues where readers can meet them. The Press also seeks to get its authors featured in books, magazines, and online journals. The idea is that marketing authors via media builds author loyalty; this will, eventually,
increase sales. Its YouTube channel also features video documentations of its other programs and activities, especially those that were held during the year of its golden anniversary.

Link to UP Press’s YouTube channel: https://www.youtube.com/channel/UC7T89sTlMdw8jmEq-OPn3GA

D. Facebook, Twitter, and Instagram

Aside from its regular Website and Online Store, UP Press maintains a variety of social media accounts, all of which regularly feature content emerging out of its latest editorial and marketing activities and events—author interviews, readings from books, launchings, interviews, parties, etc.
E. Literary and Book Forums

For three days in August, from 2014 to 2016, UP Press participated in a series of national literary festivals, sponsored by National Book Store, held at Raffles Makati. It invited a selection of its authors to panel discussions focused on the themes of literary tradition and innovation and the conflict between realistic and speculative modes of writing.

Links to posters:

F. Interdisciplinary Book Forums

The UP Press has an existing arrangement with the Likhaan: UP Institute of Creative Writing for the co-sponsorship of book forums featuring its titles, that will showcase interdisciplinary panels of expert speakers all reacting to and sharing their opinions on the books in question. The first such forum took place in the third quarter of 2016, and the featured book was a UP Press title from 2013, *Tapping Ink, Tattooing Identities: Tradition and Modernity in Contemporary Kalinga Society, North Luzon, Philippines*, penned by Dr. Analyn V. Salvador-Amores. The next book forum is scheduled to take place in May 2017, and it will feature the anthologies of Philippine science fiction that UP Press has been putting out over the last five years.
Links to interdisciplinary book forum poster and pictures:


G. Book Reviews

UP Press has been giving review copies to local and international academic journals with a special interest in Philippine Studies, as well as publishing reviews of its titles on its website.

Link to the latest book reviews:

http://press.up.edu.ph/?post_type=post&s=review&search-option=post
III. Traditional Marketing and Promotions Activities

A. Re-opening the UP Press Bookstore in UP Baguio

In August of 2013, UP Press, in partnership with the University of the Philippines Baguio, re-launched the UP Press bookstore, strategically sited inside the UP Baguio campus. Because of its favorable location in the country’s summer capital, this bookstore makes UP Press titles available to the students, faculty, and staff of UP Baguio, as well as those coming from other schools and institutions in the northern Philippines.

Link to article on the reopening of the UP Press store in UP Baguio:
B. Participation in Major Regional and National Book Fairs

In pursuit of its mandate to disseminate its scholarly, creative, and scientific titles, UP Press continues to take part in major book fairs in the country. This helps assure the visibility and sale of its titles in Luzon, Visayas, and Mindanao. Among the major book fairs the Press takes part in are the annual Philippine Academic Book Fair and Manila International Book Fair held in Metro Manila, the ALBASA, Inc. Book Fair in Cebu City, and the DACUN/ Phil BIST Book Fair in Davao City.
Links to some posters and pictures from the fairs:

C. Participation in the Frankfurt Book Fair of 2016

The Frankfurt Book Fair is the world’s biggest and best-known annual event of its kind, gathering participants from nearly 200 countries, and is participated in by publishers, booksellers, editors, literary agents, and printing industry representatives.

In 2016, with the support of the National Book Development Board, UP Press was able to participate, for the first time, in this event, which lasted from October 19 to 23. It was represented by UP Press author Dr. Sir Anril Pineda Tiatco, whose latest title, *Performing Catholicism: Faith and Performance in a Philippine Province*, was launched there, and by Deputy for Editorial Prof. Gerardo Los Baños, who was able to meet with representatives of several international presses and publishers, including Oxford University Press, Fordham University Press, University of Sao Paulo Press, McGill-Queen’s University Press, University of Toronto Press, Universiti Sains Islam Malaysia, Scitus Academics, Blue Ocean Press, and the Straits Times Press. UP Press is presently making arrangements so that it may serve as the local distributor of Oxford University Press’s publications. A representative of Max Planck Institute for Comparative Public Law and International Law Library also expressed interest in Philippine books. To strengthen its international presence, it is recommended that the UP System continue to support UP Press, so that it can participate in and distribute its catalogues, brochures, and other promotional materials at this and other major international fairs and festivals. With this increased international exposure, the Press shall hopefully also be able to market translations of its titles into languages other than English, that will expand the global readership of its books.
Link to events and pictures from the Frankfurt Book Fair of 2016:

http://press.up.edu.ph/category/events-and-promos/


D. Book Launches

Since 2011, the Press has been organizing group book launches or Paglulunsad (two to three times a year), during which its latest titles are sold at specially discounted rates.

Links to picture albums on the latest Paglulunsad:

E. Membership in Booksellers’ Organizations

UP Press, through its Marketing division, plays an active role in the activities of the Academic Booksellers Association of the Philippines (ABAP) and the Book Development Association of the Philippines, Inc. In these activities, the Press is able to gain information regarding the current status of the book industry in the country, and piece together strategies for improving the quality of its service to its clients, at the same time that it seeks
innovative ways to boost its sales. UP Press is also a regular partner of the National Book Development Board.

IV. Nominations and Wins in Book Awards

The Press facilitates the submission of nominated titles to the National Book Development Board, the Book Development Association of the Philippines, Inc., and other award-giving bodies. A number of UP Press titles have won in these awards (around 25 from 2011 to 2016), including the Gintong Aklat and the National Book Awards. The UP Press was adjudged Publisher of the Year at the National Book Awards of 2016, sponsored by the Manila Critics Circle and NBDB. Its titles won in nine different categories: short fiction in English, essay in English, anthology in English, Poetry in English, poetry in Filipino, literary criticism in English, translation, journalism, and language studies.
Links to Gintong Aklat and National Book Awards 2016 pictures:

V. UP Press Fiftieth Anniversary Activities

A. Golden Anniversary Book Sales

To commemorate its 50th anniversary, in 2015 UP Press held three special one-day anniversary sales.

Link to pictures from the sales:
https://www.facebook.com/pg/UniversityofthePhilippinesPress/photos/?tab=album&album_id=10154470760137178
B. Roundtable on Myth and Writing

In honor of the memory and the legacy of the late Professor Emeritus Damiana Eugenio—whose folklore anthologies are still the best-selling titles of UP Press—a roundtable discussion on the subject of the creative appropriation of mythological material was held in March of 2015. It featured a selection of recent UP Press authors—including speculative fictionists Dean Francis Alfar, Nikki Alfar, Karl De Mesa and Emil Flores, and playwright Rody Vera—who all shared their experiences about the intricacies of their respective mythopoetic practices.

Link to picture of album of the roundtable:
https://www.facebook.com/137328977177/photos/?tab=album&album_id=10153718804532178
C. Symposium on Philippine Studies

As part of its golden anniversary celebration, and as an affirmation of its vital role in the development of this area of inquiry, UP Press sponsored a symposium, *Philippine Studies: the State of the Knowledge*, which was held at the Manila International Bookfair, SMX Mall of Asia, on September 17, 2015. For this forum, six UP Press authors gave reports on the state of their respective disciplines’ knowledges: National Artist Bienvenido Lumbera and Professor Emeritus Gemino H. Abad, for literature; Professor Ferdinand Llanes, for history; Professor Raul Pertierra, for sociology; Chancellor Michael L. Tan, for anthropology; and UP Vice-President Gisela Padilla-Concepcion, for science. Important issues and questions about the provenance, relevance, and future of Philippine Studies were raised during the presentations, and an audience of mostly college-level teachers engaged in lively discussions with these esteemed experts from the University, in varied fields in the humanities and the social and natural sciences.
Links to poster and pictures from the Philippine Studies symposium:

D. Critical Essay Writing Contest

Aside from its website, and to help create a social life for its titles, UP Press maintains important social media accounts—Facebook, Twitter, and YouTube—in order to expand the reach of its marketing campaigns as well as encourage interactivity with its readers. To help build a critical life for these books, however, UP Press sponsored a Critical Essay Writing Contest early in 2016, and its goal was to promote UP Press titles and contribute to the continued growth of critical literature in and about Philippine Studies. The contest was a success, and the nine winning essays—in both the Filipino and English divisions—are in the process of being compiled into a substantial scholarly anthology—titled Bright Sign, Bright Age: Essays in Philippine Studies—which will be published by UP Press in the first quarter of 2017.
E. Tribute to National Artists

In 2015, UP Press turned half-a-century old. It was only fitting that it should celebrate and share this milestone with its authors. On February 5, 2016, in what was the last major university-wide activity to be held in the Claro M. Recto Hall of the ill-fated Bulwagang Rizal (Faculty Center), the Press sponsored Pagpupugay as an expression of its gratitude to the thirteen National Artists who had entrusted their books to its care. UP Press prepared installations and short video documentaries for each of them, which were posted online and made available during a week-long exhibit that culminated in a tribute program for the five living National Artists who are its authors: Virgilio Almario, Cirilo Bautista, Francisco Sionil Jose and Bienvenido Lumbera (for Literature); and Ramon Santos (for Music). Consummate “rememberers” and translators between the oral and textual realms, our county’s National Artists stand as the vanguards of our people’s steadfast march toward the kind of profound and moral literacy underlying the grand and aspirational abstraction that is the Filipino nation.

Links to Pagpupugay pictures and videos:


F. “Eco-friendly” bags, Fiftieth Anniversary Souvenirs

UP Press has produced a new set of “ecobags,” to serve as promotional material and also to encourage clients to use re-useable bags when purchasing UP Press books. This is in compliance with Quezon City Ordinance SP-2013, S-2011, which discourages the use of plastic in business establishments. To help mark and celebrate its golden anniversary, UP Press in 2015 issued commemorative bags, tumblers, pens, and bookmarks.

Links to pictures:
VI. Other Activities

A. Sagip-Guro

The Faculty Center fire that completely gutted the offices, audiovisual rooms, and five departments of the College of Arts and Letters—and four departments of the College of Social Sciences and Philosophy—saw the loss not only of personal and collective mementoes and souvenirs but also of collections and archives of books and manuscripts, which constituted a
substantial chunk of the University’s intellectual repository. Spearheaded by UP Press, a consortium of local publishing houses—composed of Anvil Publishing, as well as the publishing houses of De la Salle University, the Ateneo de Manila University, and the University of Santo Tomas—immediately mounted the *Sagip-Guro Campaign*, that offered the victims of this terrible accident a variety of discount packages. The UP Press component lasted until the end of 2016. For the duration of this campaign, affected CAL and CSSP faculty availed themselves of a 75 percent discount on all UP Press titles.


**B. Upper Shelf**

Sometime in 2017, UP Press will be opening its first commercial bookshop, *Upper Shelf*, in the Urban Turf wing of the UP Town Center. This is a timely development, since commercial
bookstores are increasingly becoming averse to the idea of selling books, and are quickly transforming into convenience shops or supermarkets. It is envisioned that Upper Shelf will serve not only as UP Press’s first off-campus store but also as a literary and cultural venue for Metro Manila-based book clubs, small podcast concerts, readings, and individual book launchings, that will help raise public consciousness about its titles and promote their sale to the general public. It will also serve as a “one-stop shop” not only for UP Press books but also for a selection of other UP products.

Link to design perspectives of Upper Shelf: https://www.facebook.com/UniversityofthePhilippinesPress/photos/pb.137328977177.-2207520000.1485516878./10155838778087178/?type=3&theate

C. Participation in the First UP Knowledge Festival

To highlight its achievements and share these with the University community, UP Press put up two booths showcasing
its offerings in the first UP Knowledge Festival, held at the Taal Vista Lodge in April of 2016.

Link to pictures from the UP Knowledge Festival: https://www.facebook.com/137328977177/photos/?tab=album&album_id=1015487069077178

VII. Book Production and Financial Reports

A. Sales Income

The total income from the sales of UP Press books, over the last six years, has been around Php 58,000,000.00
SALES INCOME

FOR FY 2011 TO 2016

<table>
<thead>
<tr>
<th>YEAR</th>
<th>AMOUNT</th>
</tr>
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<tbody>
<tr>
<td>2011</td>
<td>PhP 9,806,576.81</td>
</tr>
<tr>
<td>2012</td>
<td>PhP 8,812,786.83</td>
</tr>
<tr>
<td>2013</td>
<td>PhP 7,808,822.38</td>
</tr>
<tr>
<td>2014</td>
<td>PhP 10,970,816.30</td>
</tr>
<tr>
<td>2015</td>
<td>PhP 10,273,238.30</td>
</tr>
<tr>
<td>2016</td>
<td>PhP 10,345,588.76</td>
</tr>
<tr>
<td>TOTAL</td>
<td>PhP 58,017,829.38</td>
</tr>
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</table>

B. Printing Cost

The total printing cost of UP Press books, from 2011 to 2016, is around Php 19.5 million.

PRINTING COST

FOR FY 2011 TO 2016

<table>
<thead>
<tr>
<th>YEAR</th>
<th>AMOUNT</th>
</tr>
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<tbody>
<tr>
<td>2011</td>
<td>PhP 3,678,180.00</td>
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<td>2012</td>
<td>PhP 2,205,010.00</td>
</tr>
<tr>
<td>2013</td>
<td>PhP 3,039,060.00</td>
</tr>
<tr>
<td>2014</td>
<td>PhP 2,913,245.00</td>
</tr>
<tr>
<td>2015</td>
<td>PhP 3,334,950.00</td>
</tr>
<tr>
<td>2016</td>
<td>PhP 4,370,489.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>PhP 19,540,934.00</td>
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</table>

C. Status of Funds

Over a six-year period, the balance of the UP Press Trust fund grew by Ph17,634,771.00—from Php11,121,185.00 in 2011 to Php 28,755,956.00, as of October 2016. That’s an increase of around 160 percent.
STATUS OF FUNDS
FOR FY 2011 TO 2016

<table>
<thead>
<tr>
<th>Beginning Balance for the Year</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>Jan. 1, 2011</td>
<td>PhP 11,121,184.45</td>
</tr>
<tr>
<td>Jan. 1, 2012</td>
<td>PhP 13,285,642.95</td>
</tr>
<tr>
<td>Jan. 1, 2013</td>
<td>PhP 16,861,650.97</td>
</tr>
<tr>
<td>Jan. 1, 2014</td>
<td>PhP 15,150,749.12</td>
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<tr>
<td>Jan. 1, 2015</td>
<td>PhP 20,777,191.17</td>
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<tr>
<td>Jan. 1, 2016</td>
<td>PhP 26,366,354.86</td>
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<tr>
<td>Oct. 31, 2016</td>
<td>PhP 28,755,956.00</td>
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</table>

D. Book Production

UP Press printed more than 200 books from 2011-2016.

EDITORIAL, BOOK PRODUCTION, 2011-2016

<table>
<thead>
<tr>
<th>Year</th>
<th>New Titles</th>
<th>Reprints</th>
<th>Number of Books Produced</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>21</td>
<td>14</td>
<td>35</td>
</tr>
<tr>
<td>2012</td>
<td>21</td>
<td>5</td>
<td>26</td>
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<tr>
<td>2013</td>
<td>26</td>
<td>4</td>
<td>30</td>
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<tr>
<td>2014</td>
<td>27</td>
<td>6</td>
<td>33</td>
</tr>
<tr>
<td>2015</td>
<td>30</td>
<td>7</td>
<td>37</td>
</tr>
<tr>
<td>2016</td>
<td>33</td>
<td>12</td>
<td>45</td>
</tr>
<tr>
<td>TOTAL</td>
<td>158</td>
<td>48</td>
<td>206</td>
</tr>
</tbody>
</table>

E. Academic Distribution of UP Press Titles

The 206 UP Press titles, published from 2011 to 2016, may be classified and broken down into the following: Literature, 97; Humanities, 35; Social Sciences, 40; Natural Science/Science and Technology, 19; Economics and Management, 11; Biography, 2; and Journalism, 2.
Marketing and Administration: Sales Income, Printing Cost, Status of Funds, 2011-2016
Editorial: Book Production, 2011-2016
VIII. Recommendations/Future Projects

A. Digital Inventory and Point-of-Sale System

UP Press seeks to study the possibility of digitizing its inventory system. For many years now, the counting of books is done manually. Only by the end of the year can data on the actual (remaining) copies of the books be determined.
Once digitized, the Press can more readily ascertain the actual number of existing stocks— at any time. Comparative studies on fast and slow-moving titles can be made more accurately and optimally. Digitization will also include a comprehensive computerized checkout system that will feature a bar-code scanner, receipt printer, cash drawer, credit and debit card scanner, monitor, and inventory management software. Needless to say, a point-of-sale system will track sales and identify inventory levels in real time.

B. The Marketing Brief

The Press seeks to facilitate increased collaboration between its editorial and marketing divisions, and to accomplish this goal it seeks to allow the marketing team to become more actively involved in the preparation of a book’s back cover text, its front cover, as well other relevant design and content considerations.

The Press’s marketing team now possesses some knowledge of books that are in production, so that it can prepare promotions and other marketing initiatives and build up interest in the book well before its release. In the future each book-in-process will have its own marketing brief, prepared by representatives from both the editorial and marketing divisions. The brief gives the marketing team a quick reference guide for every book. It can be used to identify when marketing efforts can be initiated, how the book can best be promoted, etc.

C. Niche Marketing

UP Press will continue to concentrate (micro)marketing efforts directed at small but specific and well-defined segments of the reading population. Niches do not “exist” but are “created” by identifying needs, wants, and requirements that are being addressed poorly (or not at all) by other presses, and developing book packages/reading collections and optimally delivering these.
The Press has already come up with “book packages” (with attractive discounts, as such may be deemed appropriate), that are marketed to prospective target audiences. Examples are the folklore series of Damiana Eugenio, the Sawikaan series, the literary series (grouped according to genre, theme, or both), and the Student Edition books, all of which can bought at a special rate. It is currently assembling brochures that will feature its titles that can be used as supplementary readings in the newly instituted Grades 11 and 12. UP Press will seek to get these titles endorsed by the relevant professional and governmental bodies, so that senior high schools may be able to avail themselves of these quality reading materials.

D. UP Press Foundation

Because other units in the University of the Philippines move faster and are better able to address pressing needs because they have a foundation that they can draw funds from, UP Press hopes to have its own foundation in the near future.

E. Subsidiary Textbook Press

The recent massive reforms in the national educational system offer new opportunities for the University of the Philippines to intervene more directly in uplifting the quality of secondary education in the country through the participation of its faculty in the crafting of pedagogical materials, specifically those relating to the classroom needs of the newly established Senior High School (Grades 11 and 12). Already, a number of UP professors are involved in this endeavor, but with commercial presses and not the University’s official publishing house. In order to at once lend prestige to the project and protect its status and reputation as a university press, UP Press seeks to establish a subsidiary press that will be devoted to publishing textbook materials, both in the advanced secondary and tertiary levels. It will need to coordinate and cooperate with such relevant agencies in the University as the Offices of the Vice-Chancellors for Academic Affairs and for Research and
Development in the sourcing and vetting of potential manuscripts.

F. A New UP Press Building

The present structure housing the Press is in a state of rudimentary disrepair and is no longer optimal for its editorial, marketing, administrative, and even “storage” operations. The University should really find a way to relocate UP Press in a new and modern building, to protect the well-being of its staff as well as its book assets—estimated at more than Php 90,000,000.00. Needless to say, repairing what is essentially an unsound and dilapidated structure will no longer be cost-effective for the University, both in the short term and in the long run.

IX. TEAM UP PRESS

Needless to say, whatever UP Press may have accomplished in the last half-century in general and the last six years in particular (that saw the publication of 200 titles, which represent 20 percent of its total inventory), it’s entirely by virtue of the continued support of the UP System and the dedicated and excellent work of all the members of UP Press’s administrative, editorial, and marketing staff. Grateful acknowledgment is being made of all of them.

*Maraming salamat sa inyong labat.*
Links to picture albums:


https://www.facebook.com/UniversityofthePhilippinesPress/photos/a.10154740163112178.1073741874.137328977177/10154740166497178/?type=3&theater


Link to UP Press Company Profile Video:
https://www.youtube.com/watch?v=uJQNJerANy0

About UP Press:
http://press.up.edu.ph/about-us/
# UP PRESS STAFF 2011-2016

## APPOINTED (2)

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garcia, Jose Neil C.</td>
<td>Director</td>
</tr>
<tr>
<td>Los Baños, Gerardo T.</td>
<td>Deputy Director</td>
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## PERMANENT STAFF (18)

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
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<tbody>
<tr>
<td>Agrava, Marelo D.</td>
<td>Administrative Aide III</td>
</tr>
<tr>
<td>Aquino, Carlito F.</td>
<td>Paper Cutting Machine Operator III</td>
</tr>
<tr>
<td>Arciga, Anna Jhorie P.</td>
<td>College Business Manager III</td>
</tr>
<tr>
<td>Bautista, Jerico C.</td>
<td>Administrative Aide VI</td>
</tr>
<tr>
<td>Bulong, Hermilinda L.</td>
<td>Administrative Officer V</td>
</tr>
<tr>
<td>Cruz, Alexander Jr. B.</td>
<td>Administrative Aide IV</td>
</tr>
<tr>
<td>De Guzman, Nestor D.</td>
<td>Administrative Officer IV</td>
</tr>
<tr>
<td>Ebalan, Zenaida N.</td>
<td>Senior Administrative Asst I</td>
</tr>
<tr>
<td>Encarnacion, Alvin J.</td>
<td>Administrative Assistant V</td>
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<tr>
<td>Garcia, Eduardo A.</td>
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<tr>
<td>Gasmen, Cristina D.</td>
<td>College Business Manager I</td>
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<tr>
<td>Igalinos, Auramine S.</td>
<td>Administrative Officer V</td>
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<tr>
<td>Mabalay, Merlita M.</td>
<td>Administrative Officer IV</td>
</tr>
<tr>
<td>Madali, Lady Michelle Margrette V.</td>
<td>Administrative Assistant I</td>
</tr>
<tr>
<td>Natividad, Radmila S.</td>
<td>Administrative Officer II</td>
</tr>
<tr>
<td>Ragma, Palma A.</td>
<td>Administrative Aide VI</td>
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<tr>
<td>Romero, Olivius B.</td>
<td>Typesetter I</td>
</tr>
<tr>
<td>Sanchez, George S.</td>
<td>Administrative Aide III</td>
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## CONTRACTUAL STAFF (7)

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<tr>
<th>No.</th>
<th>Name</th>
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<tbody>
<tr>
<td>21</td>
<td>Antonio, Ma. Monica V.</td>
<td>Copy Editor</td>
</tr>
<tr>
<td>22</td>
<td>Luangco, Alan</td>
<td>Marketing Logistics Asst.</td>
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<tr>
<td>23</td>
<td>Magpile, Christine Marie</td>
<td>Copy Editor</td>
</tr>
<tr>
<td>24</td>
<td>Mangohig, Arvin</td>
<td>Copy Editor</td>
</tr>
<tr>
<td>25</td>
<td>Ragma, Romeo Mar</td>
<td>Quality Control Assist.</td>
</tr>
<tr>
<td>26</td>
<td>Revilla, Laarni</td>
<td>Office Assistant</td>
</tr>
<tr>
<td>27</td>
<td>Sta. Cruz, Monique M.</td>
<td>Copy Editor</td>
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</tbody>
</table>

## ADDITIONAL ASSIGNMENT STAFF (1)

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>28</td>
<td>Giron, Manuel Kristoffer</td>
<td>Special Project Assistant</td>
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## Transfer to other Government Office / End of Contract (6)

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
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<tbody>
<tr>
<td>29</td>
<td>Bengco, Grace F.</td>
<td>Transfer to other government Office</td>
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<tr>
<td>30</td>
<td>Gotis, Lara</td>
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<tr>
<td>31</td>
<td>Nieto, Olive Kristine D.</td>
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<td>32</td>
<td>Simbajon, Maria Angela</td>
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<tr>
<td>33</td>
<td>Villaluna, Lucre Mae H.</td>
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<td>Warren, Maria Amparo</td>
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Breakdown

<table>
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<td>Additional Assignment</td>
<td>1</td>
</tr>
<tr>
<td>Resigned</td>
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</tr>
</tbody>
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*As of January 16, 2017*