



Republic of the Philippines
 Department of Education
 National Capital Region
DIVISION OF CITY SCHOOLS
 City of Mandaluyong

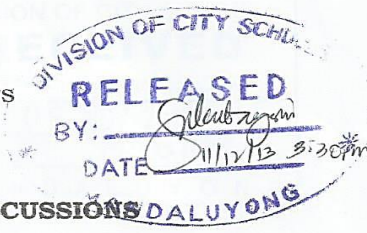
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November 12, 2013

MEMORANDUM

To: OIC-ASDS
 Education Program and District Supervisors
 Principals of Public Secondary Schools



POPTASTIK PINOY!, A SERIES OF PANEL DISCUSSIONS OF PHILIPPINE LITERATURE

- Attached is a letter of invitation from the Senior Manager of Filipinas Heritage Library entitled: **POPtastik Pinoy!, a series of panel discussions of Philippine Literature** in text, komiks, TV, radio and film on **November 15, 2013, Friday, from 10:00 a.m. to 5:00 p.m. at the Ayala Museum in Makati City.** Contents of which are self-explanatory.
- Participants to these panel discussions are the following:

PARTICIPANTS	SCHOOLS
Mary Grace G. Generalao	BJNHS
Peter Gabriel dela Cruz	MHS
Adelaida R. Guloy	MPNAG
Florami C. Blanza	ERIS
Marvin A. Dawisan	CMSHS
Cedenia Fadriquela	ILIS
Melanie Damagon	JFMS
July L. Soleño	AHIS
Rizaldie Quizon	ABIS
Glyceryl P. Lubiano	HHIS
Arian G. Japag	IBIS

- To avoid disruption of classes, school heads are advised to make necessary arrangement.
- Immediate and wide dissemination of this **memorandum** is desired.

For: **EVANGELINE P. LADINES**
 Schools Division Superintendent

By:
BONY G. ABALOS
 Administrative Officer V
 Officer In-Charge



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DIVISION OF CITY SCHOOLS	
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M A N D A L U Y O N G	

November 6, 2013

Evangeline P. Ladines, PhD
Schools Division Superintendent
Mandaluyong

Dear Ma'am:

You are cordially invited to attend **POPtastik Pinoy!**, a series of panel discussions on **Philippine literature** in text, komiks, TV, radio, and film, on **November 15, Friday, from 10:00 AM to 5:00 PM at the Ayala Museum in Makati City**. The talks will cover the following topics: "Folklore in Pop Literature (komiks, graphic novels, novels, short stories, and TV);" "Kuwentuhan on Komiks;" and "Writing Different Genres." Our speakers include Efen Abueg, Tony Perez, Roland Tolentino, Suzette Ductolero, Salvador Royales, Rody Vera, Budgette Tan, Manix Abrera, and many more.

All panel discussions and the morning talks are FREE to the first 100 participants to register! Certificates of participation will be issued to attendees.

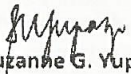
We are also sending the press release and program schedule for your reference. We would appreciate it if you could memcrandize this invitation to teachers of English, Filipino, Makabayan, or other subjects in the Division of Mandaluyong who may be interested to attend.

POPtastik Pinoy! is part of **Text and the City**, the **4th Philippine International Literary Festival** organized by the National Book Development Board in participation with UP, ADMU, DLSU, UST, Filipinas Heritage Library, and Ayala Museum.

For inquiries, contact Verne Anyo.ig at the Ayala Museum at 759-8288 local 46 or ahyong.vy@ayalafoundation.org. To register, call Marj Villaflora at 759-8288 local 25, or email litfest@filipinaslibrary.org.ph.

We look forward to seeing you in this event.

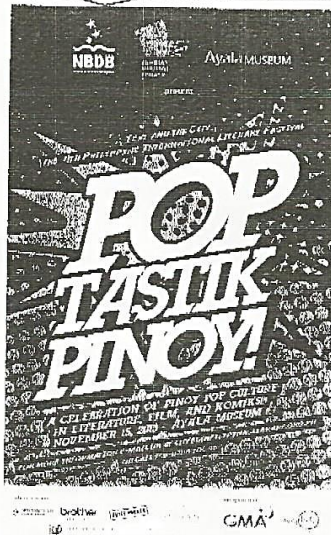
Sincerely:


Suzanne G. Yupangco
Senior Manager
Filipinas Heritage Library
(02) 759-8288 loc 45

1074-11/13/13

PRESS RELEASE
LitFest turns folk, pop!

100% DISCOUNT
FOR THE FIRST 100 REGISTRANTS!



Filipino writers will discuss folk and popular literature as shown in *komiks*, TV, and film as the National Book Development Board (NBDB), Filipinas Heritage Library (FHL), and Ayala Museum hold *POPtastik Pinoy!* this November.

The event is part of the 4th Philippine International Literary Festival. Titled *Text and the City*, the LitFest will take place in the major universities in Metro Manila from November 11-14 and culminating at the Ayala Museum on November 15, from 8:30 a.m. to 8:00 p.m. Promotional activities will also be held at the Makati Ayala Malls from November 17 to 24.

The November 15 event is a whole day series of talks which will cover the following topics: "Folklore in Pop Literature (komiks, graphic novels, novels, short stories, and TV)," "Kuwentuhan on Komiks;" and "Writing in Different Genres." Among the panel discussants and moderators are comic artists Manix Abrera, Noel Pascual, AJ Bernardo, Karen Francisco, and Budjette Tan; novelists Eros Atalia, Luna Sicat Cleto, and Edgar Samar; scriptwriter Suzette Doctolero; fictionists Sarge Lacuesta, Efren Abueg, and Yvette Tan; journalists Rucl de Vera and Kristine Fonacier; and Prof. Patrick Campos.

Celebrated writers Tony Perez and Rolando Tolentino will open the *POPtastik Pinoy!* program of activities with talks of writing and the city. Korean-American writer Krys Lee will then discuss her short story compilation *Drifting House*. Lee will be joined by Sarge Lacuesta, Andrea Pasion-Flores, and Kristine Fonacier for a flash fiction writing masterclass, "*City Fiction 100*," while other pocket lectures are being held in the Ayala Museum function rooms.

From 5:00 pm, writer and educator Isagani R. Cruz will hold another seminar on "How to write a book" for professional and amateur writers. Garitony Nicolas will also share his experience of publishing his own books with the help of Central Books, the first publisher-on-demand in the Philippines.

The LitFest will stretch to the following week at the Ayala Malls. On November 17, a marathon of GMA films will be held at the New Glorietta Activity Center, along with a mini fair for indie komiks creators and sellers and small or independent publishers. The public can also view GMA 7 telefantasya costumes at Ground Floor Greenbelt 3 from November 18 to 24.

POPtastik Pinoy! is supported by Ayala Malls, GMA Network, Brother Philippines Inc., Intercontinental Hotel, the Book Development Association of the Philippines (BDAP), the Korea Copyright Commission (KCC), Fully Booked, and McDonald's. For inquiries, contact Verne Ah Yong at the Ayala Museum at 759-8288 local 46 or ahyong.vv@ayalafoundation.org. To register, call Marj Villaflores at 759-8288 local 25, or email litfest@filipinaslibrary.org.ph/fjc.1013

POPtastik Pinoy!
A Text and the City Event
November 15, 2013
Ayala Museum, Makati City

PROGRAM

- 09:00 am Registration
- 10:00 am Welcome Remarks by Ma. Elizabeth L. Gustilo
- 10:05 am Opening Remarks by Neni Sta. Romana Cruz
- 10:15 am Message by Rolando Tolentino
- 10:35 am Message by Tony Perez
- 10:50 am Conversation with Krys Lee
- 11:20 am Book Signing with Krys Lee
- 12:00 nn Lunch Break
- 1:30 to 3:00 pm
- Master Class: City Fiction 100
Can you tell your story of the city in 100 words?
with Krys Lee, Angelo Lacuesta, Andrea Pasion-Flores, and Kristine Fonacier
 - Panel: Folklore in Pop Lit (komiks, graphic novels)
How and why do comic writers/artists source Philippine folklore in their works?
with Karen Francisco, Budjette Tan, and Ruel de Vera
- 3:00 to 3:30 pm Break
- 3:30 to 5:00 pm
- Panel: Kuwentuhan on Komiks
How does the city influence/shape the works of komiks writers/artists?
with Manix Abrera, Noel Pascual, AJ Bernardo, and Carljoe Javier
 - Panel: Folklore in Pop Lit (text, TV)
How and why do writers of fiction and popular literature source Philippine folklore in their works?
with Edgar Samar, Yvette Tan, Suzette Doctolero, and Patrick Campos
 - Panel: Writing Different Genres
What are the joys and challenges of writing popular literature in different forms, from print to film?
with Effen Abueg, Eros Atalia, Rody Vera, Salvador Royales, and Luna Sicat Cleto
- 5:00 pm Registration
- 6:00 pm How to Write a Book with Isagani Cruz (Php 450.00)