

Filipiniana from a Christian Platform

Bezalie Bautista Uc-Kung of New Day Publishers says her organization is committed to publishing Filipino voices.

New Day Publishers is a part of the Christian Literature Society of the Philippines, Inc., a publishing house founded by mainline Protestant churches to produce literature for Philippine church and society.

"We focus on original works by Filipinos, for Filipinos and/or about the Philippines," explains Bezalie Bautista Uc-Kung. As a church-

able to sustain our relationship with the churches."

Unlike other publishers in the country who rely on foreign rights, most New Day titles are locally written original manuscripts, many received unsolicited. The authors have either seen New Day's previous works, or have been referred by others. "There are also cases when we invite Filipino columnists to submit their newspaper or magazine columns for a collection," she adds, "especially when their work falls within our area of interest."

How are New Day's locally written titles faring on the market?

"Our bestselling titles are books on humor, management, history, and recipe books," says Uc-Kung. "New Day is also known for its literary line and for self-help books."

Marketing Filipiniana is a challenge in the face of competing imported books. But New Day has carved out its niche. "Since our field is Filipiniana," she says, "we are very visible in the events or organizations where the emphasis is Filipiniana, both for marketing and promotions purposes."

The focus on Filipiniana has also given New Day inroads into many channels. Its books are sold in all major bookstores, including National Book Stores, which has 29 stores in Metro Manila and 11 others throughout the country. New

Day titles are also carried by independent booksellers.

The academic market is one of particular interest to New Day. "We can penetrate the market," says Uc-Kung, "by presenting books for adoption as textbooks or reference books." New Day titles also sell in university bookstores. In addition, New Day works in partnership with several theological institutions to develop textbooks.

New Day is also working hard at building international sales. "We send out catalogs to libraries abroad, and press releases of new

***New Day's niche
allows entry into
major bookstores.***

titles to international journals or magazines," adds Uc-Kung. "We attend major book fairs and exhibits, and hope our new Web site will bring greater international exposure." ♦



Bezalie Bautista Uc-Kung's company, New Day Publishers, occupies a unique position by specializing in Filipiniana titles.

owned operation, New Day has to make sure at least 10 percent of its titles are explicitly Christian. "We have joint publication projects with many Christian organizations," says Uc-Kung. "This way we are