

KEYNOTE SPEECH

**LIBRARIANS AS PRESERVERS AND PROMOTERS  
OF LOCAL CULTURES**

**Isagani V. Cruz**

*The Manila Times College, Intramuros, Manila*

*E-mail Address: isaganicruz@gmail.com*

ABSTRACT

The ebook revolution has created an image of the Philippines that, for better or worse, treats the country as a whole. Being an archipelago of 7,100 islands and 180+ languages, the Philippines should be shown in all its variety and multicultural richness. Librarians have a key role to play in preserving local cultures by collecting photographs, books, periodicals, and audiovisual materials on the culture of the regions they are in. Other activities can be held within libraries to highlight the uniqueness and beauty of their immediate communities.

Keywords: *preservation, cultural heritage, librarians*