Cataloging Broadsides & Posters

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Broadside/Poster Overview
What is a Broadside or Poster?

A separately published item consisting of a piece of paper, printed on one side only and intended to be read unfolded; usually intended to be posted or publicly distributed.
- RBMS

A broadside is a large sheet of paper printed on one side only. Historically, broadsides were used as posters, announcing events or proclamations, commentary in the form of ballads, or simply advertisements.
- Wikipedia

A sizable sheet of paper printed on one side.
- Merriam-Webster

The most basic definition of a broadside is a large piece of paper with print on one side only — posters, flyers, and advertisements are all examples.
- Biblio.com
Examples
Broadside vs. Poster Cataloging:
- Similarities

- Single sheet printed on one side
- Add more description and notes
- Usually a printed work
- Catalog both using RDA
### Broadside vs. Poster Cataloging - Differences

<table>
<thead>
<tr>
<th>Broadsides</th>
<th>Posters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly text based</td>
<td>Mostly illustrative in nature</td>
</tr>
<tr>
<td>Use Book cataloging workform</td>
<td>Use Visual Materials workform</td>
</tr>
<tr>
<td>Include code for Biog &amp; LitF in fixed field if applicable</td>
<td>Add Nonprojected Graphic 007 field</td>
</tr>
<tr>
<td></td>
<td>Uses 037 field when applicable</td>
</tr>
</tbody>
</table>
Cataloging Guidelines: Fixed Fields
Fixed-Field Data: Broadsides

Type - a (language material)

Biog - Add code if applicable

LitF - Add code if applicable

Ills - Add codes if applicable
**Fixed-Field Data: Posters**

<table>
<thead>
<tr>
<th>Visual Materials Tmat (Type of Visual Material)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- i Picture</td>
</tr>
</tbody>
</table>

**Tech (Technique)**

- n Not applicable. Item is not a motion picture or a videorecording

**Time**

- nnn Running time is not applicable. Use when the item is not a motion picture or a videorecording
### Fixed-Field Data: 007

<table>
<thead>
<tr>
<th>Broadsides</th>
<th>Posters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not included</td>
<td>la k (nonprojected graphic)</td>
</tr>
<tr>
<td></td>
<td>lb k (poster)</td>
</tr>
<tr>
<td></td>
<td>ld c (multicolored), b (black-and-white), etc.</td>
</tr>
<tr>
<td></td>
<td>le o (paper)</td>
</tr>
<tr>
<td></td>
<td>Example:</td>
</tr>
<tr>
<td></td>
<td>007 __ k</td>
</tr>
</tbody>
</table>

Example:
Cataloging Guidelines: Variable Fields
Variable-Field Data:

<table>
<thead>
<tr>
<th>Posters:</th>
</tr>
</thead>
<tbody>
<tr>
<td>037 - Source of Acquisition</td>
</tr>
<tr>
<td>This is where you can enter the stock number for posters if applicable (e.g. movie posters, GPO stock numbers, etc.)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Example:</td>
</tr>
<tr>
<td>037 _ _ 52/40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Posters &amp; Broadsides:</th>
</tr>
</thead>
<tbody>
<tr>
<td>040 _ _ UUS</td>
</tr>
</tbody>
</table>
Creators:

- Usually limited to publisher unless it contains a poem, ballad, etc. that has a distinct author or illustration that is signed
- Include relator terms in a subfield e when possible
  Common terms include (RDA original toolkit Appendix I):
  - e publisher
  - e sponsoring body
  - e illustrator
  - e artist
  - e designer
Titles:

- Transcribe title as it appears on the item
- Devise a title if one is not supplied or use first line of text as title
- Add 246 for title variations or for “At head of title” information
Variable-Field Data: Description (300)

Extent (RDA original toolkit 3.4.4.2):

|a Physical Units - number of units and appropriate RDA term (3.4.1.3)
  1 poster
  1 sheet (for broadsides or posters)

|b Medium-specific details and color characteristics

  Posters:
    color (most common)
    lithograph, color

  Broadsides:
    illustration, etc. (same as for books)

|c Dimensions (height x width)

Examples:

300 _ _ 1 poster: |b color ; |c 58 x 41 cm
300 _ _ 1 sheet : |b illustration ; |c 33 x 28 cm
Include the appropriate terms from the RDA Content, Media, and Carrier vocabularies in the 336, 337, & 338 fields.

Commonly used fields:
336   still image  |b sti |2 rdacontent
336   text  |b txt |2 rdacontent
337   unmediated  |b n |2 rdamedia
338   sheet  |b nb |2 rdacarrier
Important to include appropriate and descriptive notes in your cataloging records

- Transcribe all text when appropriate
  Transcribe all text (within reason) that appears on the broadside or poster into the 500 field(s). It may be useful to use separate notes for different areas of the poster.
- Note the main colors
  Add a note that states the main colors of the poster.
- Describe the imagery
  Describe any pictures, graphics, or photographs that are depicted on the poster.
- Add notes for limited print runs and numbered items
- Note if the poster is signed
- Include local notes (e.g. gifts, donations, named collections, etc.)
Variable-Field Data: Subject Headings

Subjects
Use authorized subject terms that may describe the main picture/graphic and/or text on the poster. Depending on the heading can add subdivisions like |v Specimens, |v Posters, or the RDA relator term |e depicted

Subject Added Entry-Uniform Title
Use the authorized uniform title if applicable and add the form subdivision lv Posters

People
Input the authorized name of any person who is pictured on the poster. Can add subdivision for the RDA relator term |e depicted
Variable-Field Data: Genre Headings

Genre terms
Use the term that describes the form of the item in hand. The broadest term would be Posters (LCGFT) or Broadsides (LCSH). The narrower terms could be determined by size (e.g. One-sheet posters), format, or type of poster (e.g. Promotional materials, Travel posters, etc.)

Resources:
- Library of Congress Genre/Form Terms |2 lcgft
  https://www.loc.gov/aba/publications/FreeLCGFT/freelcgft.html
- Art & Architecture Thesaurus by the Getty Research Institute |2 aat
  https://www.getty.edu/research/tools/vocabularies/aat/
- RBMS controlled vocabularies |2 code is dependent on which vocabulary is used
  http://www.rbms.info/vocabularies/
Add the authorized access points for artists, publishers, manufacturers, printers, etc. Include relator terms when known. List of relator terms available in RDA original toolkit Appendix I.

Examples:
- 700 10  Hall, Haines, |d 1903-1977, |e artist.
- 710 2_  Paramount Pictures Corporation, le issuing body.
- 710 2_  Morgan Litho Company, le lithographer.

Add a 730 uniform title field for related titles (authorized form)

Example:
- 730 0_  Greatest show on Earth (Motion picture : 1952)
Catalog Record Examples
Record Example 1

Erosion

Terry Tempest Williams

"It is morning. I am mourning. And the river is before me. I am a writer without words who is struggling to find them. I am holding the balm of beauty, this river, this desert, this silence, all of us. I am trying to shape my despair into some form of action, but for now, I am standing on the cold edge of grief. We are staring at a bellwether rejection of change by our fellow Americans who believe they have won for change. The seismic shock of a new political landscape is settling. For now, I do not feel like unity is what is called for. Resistance is our courage. Love will become us. The land holds us still. Let us pause and listen and gather our strength with grace and move forward like water in all its manifestations: flat water, white water, rapids and eddies, and flood this country with an integrity of purpose and patience and persistence capable of cracking stone. I am a writer without words who continues to believe in the vitality of the struggle. Let us hold each other close and be kind. Let us gather together and break bread. Let us trust that what is required of us next will become clear in time. What has been hidden is now exposed. This river, this mourning, this moment — May we be brave enough to feel it deeply. And then act."

"Posed on Facebook: "7:41am, Wednesday, November 9, 2016. White Rim No. 2 by Chad Niehaus. Design by Allyson Mathis."

Signed by Terry Tempest Williams.

Illustration of canyon walls and flowing river on bottom of sheet following main text.

Printed in color on white paper in a limited edition of 25 prints.

0 Elections + United States + Poetry.


0 United States. + 2 fast +0 (OCLC) is 008904324

0 United States. + 2 fast +0 (OCLC) is 01204155

0 Fine press printing + Utah + Moab. + 2 local

0 Broadsides + Utah. + 2 local

0 Poetry. + 2 fast +0 (OCLC) is 014238928

1 Nihues, Chad. + Illustrator.

1 Mathis, Allyson. + Designer.

2 Back of Beyond Books. + Publisher.
Crossing GREAT SALT LAKE on Southern Pacific

OCLC 883420856

Hold by UUS - 1 other holding
1 UUS holding in GLIMIR cluster; 1 other holding in GLIMIR cluster of 1

3 steps

4 steps

Record Example 2

Items

1. Crossing Great Salt Lake on Southern Pacific.
2. [San Francisco] - [Southern Pacific Railroad Company]. [c] [approximately 1940]
3. Sheet: [68 cm x 41 cm]
4. Text: [black text] 2 double space content
5. Still image: [black and white] 2 double space content
6. Unmediated: [black and white] 2 double space content
7. Sheet: [black and white] 2 double space content
8. Caption title: Haines Hall.
9. Artist signature in lower right corner: Haines Hall.
10. Color promotional poster of a Southern Pacific Train painted in the classic "Daylight" scheme (red and orange with white stripes) on the Lucin Cutoff surrounded by the blue waters of the Great Salt Lake.

Record:

500 2 0 Southern Pacific Railroad Company 43 Posts.
500 0 Advertising 43 Railroads 43 Utah 43 Posts.
500 0 Posters 43 20th century 43 Specimens.
500 0 Lucin Cutoff (Great Salt Lake, Utah) 43 Posters.
500 0 Great Salt Lake (Utah) 43 Posters.
500 0 Causeways 43 Utah 43 Great Salt Lake 43 Posters.
500 0 Railroad travel 43 Utah 43 Posters.
510 2 7 Southern Pacific Railroad Company 4 fast +0 (OCLC)jfi00000564
510 7 Advertising 4 Railroads. +2 fast +0 (OCLC)jfi00787749
510 7 Causeways. +2 fast +0 (OCLC)jfi00846843
510 7 Posters. +2 fast +0 (OCLC)jfi01087055
510 7 Railroad travel. +2 fast +0 (OCLC)jfi01088889
510 7 Utah 4 Great Salt Lake. +2 fast +0 (OCLC)jfi01266571
510 7 1900-1999 +2 fast
510 0 Travel posters, American.
510 7 One-sheet posters. +2 fast
510 7 Posters. +2 fast +0 (OCLC)jfi01423847
510 7 Specimens. +2 fast +0 (OCLC)jfi01423861
700 0 Haines Hall. 4d 1900-1977, +1 artist.
710 2 Southern Pacific Railroad Company 4c sponsoring body.
Record Example 3

Cecil B. DeMille's
THE GREATEST SHOW ON EARTH
Color by Technicolor

Betty Hutton, Dorothy Lamour, Charles B. Gable, Claudette Colbert, Robert Montgomery, Joel McCrea, Grant Mitchell

Color by Technicolor.

Cecil B. DeMille, the greatest show on Earth.

Circus clowns holding dog in center of poster, also pictures of major cast members.

Color by Technicolor.

[Cast]: Betty Hutton, Dorothy Lamour, Charles B. Gable, Claudette Colbert, Robert Montgomery, Joel McCrea, Grant Mitchell (as the clown)

"With Henry Wilcoxon, Lyle Bettger, Lawrence Tierney, Emmett Kelly, Guiseppe Amato, George Arliss."

"Produced and directed by Cecil B. DeMille."

"Produced with the cooperation of Ringling Bros. Barnum & Bailey Circus."


Main colors on Library copy: red, off-white, yellow, green, blue, purple.

1 + Part of the BYU Motion Picture Publicity Collection.

2 Hall of Fame, February 1959.

2 Hall of Fame, February 1959.

2 Screen and Stage, February 1959.

2 Screen and Stage, February 1959.

2 Screen and Stage, February 1959.

2 Screen and Stage, February 1959.

2 Screen and Stage, February 1959.

2 Screen and Stage, February 1959.

2 Screen and Stage, February 1959.

2 Screen and Stage, February 1959.

2 Screen and Stage, February 1959.
Thank You!!

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