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Cataloging Broadsides & Posters

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Cataloging Broadsides & Posters

Becky Skeen
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Utah Library Association – Technical Services Roundtable
Cataloging Webinar Series pt. 4 January 27, 2021

Outline

01 Broadside/Poster Overview

02 Cataloging Guidelines: Fixed Fields

03 Cataloging Guidelines: Variable Fields

04 Catalog Record Examples

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

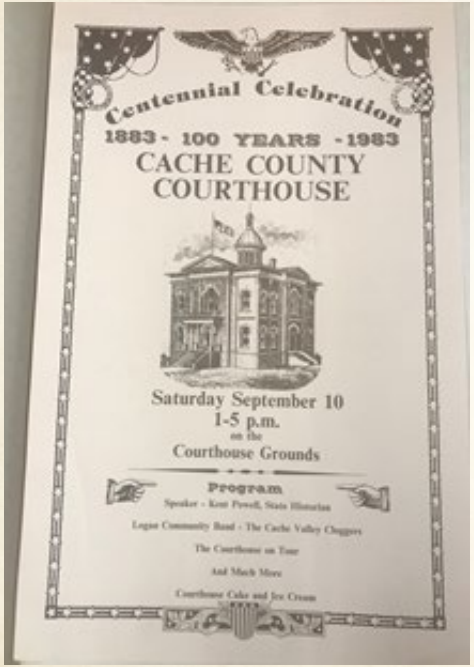
A sizable sheet of paper printed on one side.

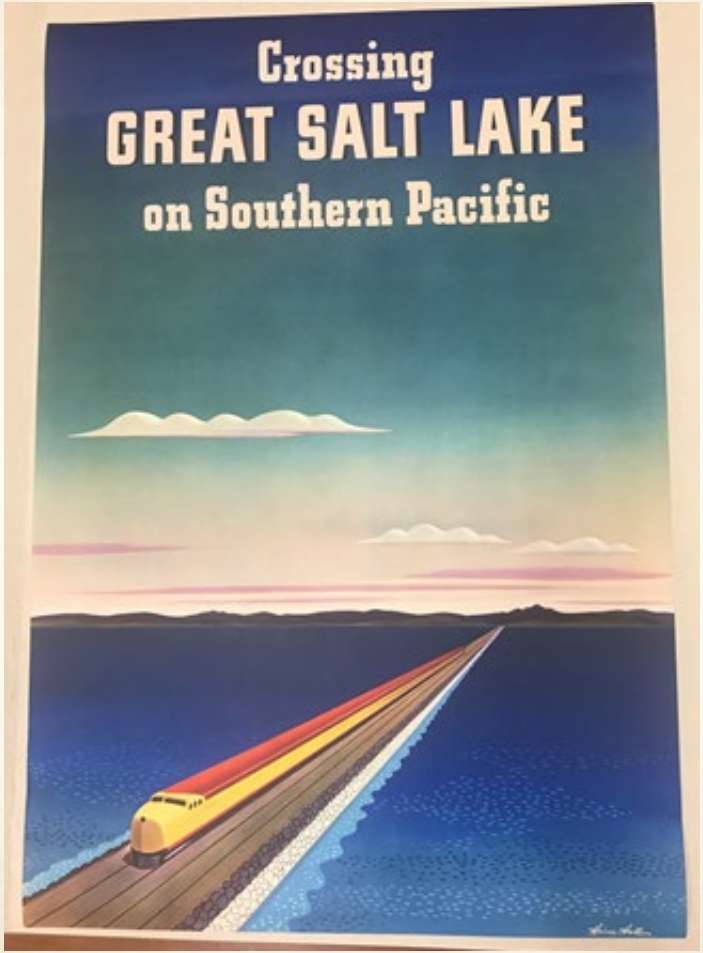
- Merriam-Webster

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


Centennial Celebration
1883 - 100 YEARS - 1983
CACHE COUNTY
COURTHOUSE
Saturday September 10
1-5 p.m.
on the
Courthouse Grounds
Program


Crossing
GREAT SALT LAKE
on Southern Pacific

2012 Centennial Conference
Utah Library Association
From Telegrams to Tweets
Utah Library Association Centennial
1912–2012
One Hundred Years of Library Service
The mission of the Utah Library Association is to serve the professional and educational needs of its members and to provide leadership and direction in developing and improving library and information services in the state.
Centennial Gala
APRIL 26, 2012
Salt Lake City Center Hilton Hotel
five thirty to seven thirty in the evening
2012 Centennial Conference
From Telegrams to Tweets,
100 Years of Connecting Utah Libraries
APRIL 25–27, 2012
Salt Palace Convention Center
Salt Lake City

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

Broadsides

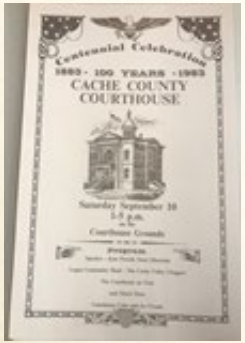
- Mostly text based
- Use Book cataloging workform
- Include code for Biog & LitF in fixed field if applicable

Posters

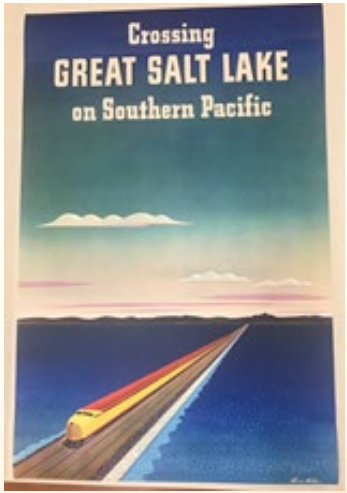
- Mostly illustrative in nature
- Use Visual Materials workform
- Add Nonprojected Graphic 007 field
- Uses 037 field when applicable

Broadside vs. Poster Cataloging - Examples by Category

Broadsides

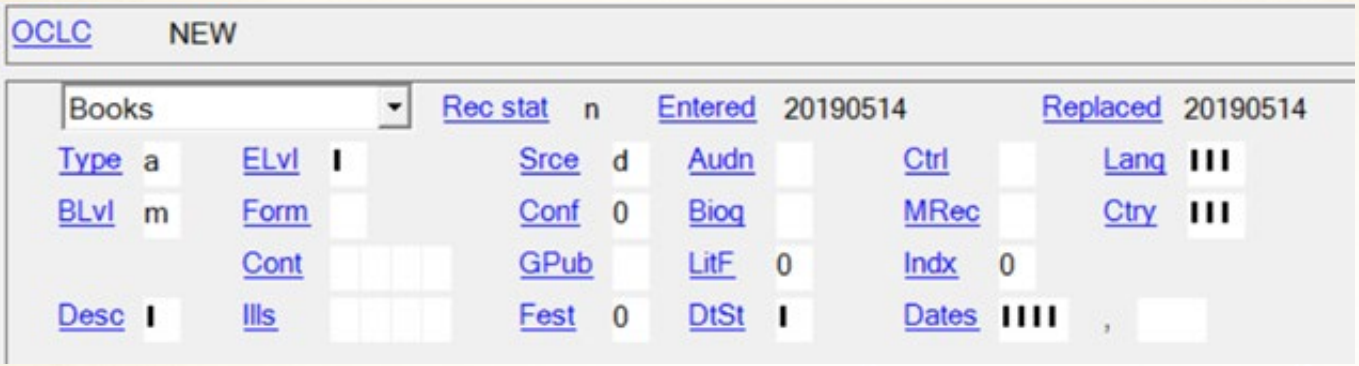


Posters



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

Type - k (two-dimensional nonprojected graphic)

Visual Materials Tmat (Type of Visual Material)
- i Picture

Tech (Technique)
- n Not applicable. Item is not a motion picture or a videorecording

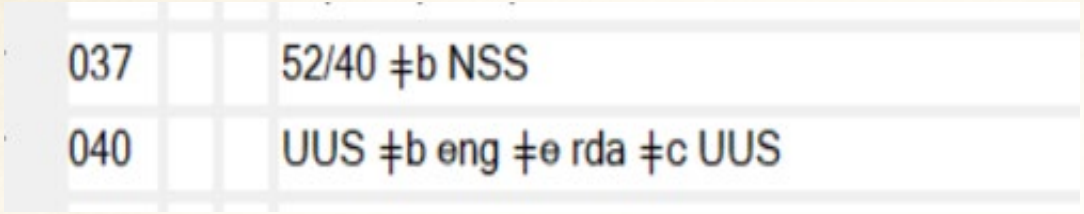
Time
- nnn Running time is not applicable. Use when the item is not a motion picture or a videorecording

Fixed-Field Data: 007

Broadsides	Posters
Not included	la k (nonprojected graphic) lb k (poster) ld c (multicolored), b (black-and-white), etc. le o (paper) Example: 007 _ _ k |b k |d c |e o

Cataloging Guidelines: Variable Fields

Variable-Field Data:



Posters:
037 - Source of Acquisition
This is where you can enter the stock number for posters if applicable (e.g. movie posters, GPO stock numbers, etc.)

|a stock number
|b source of stock number

Example:

037 _ _ 52/40 |b NSS

Posters & Broadsides:

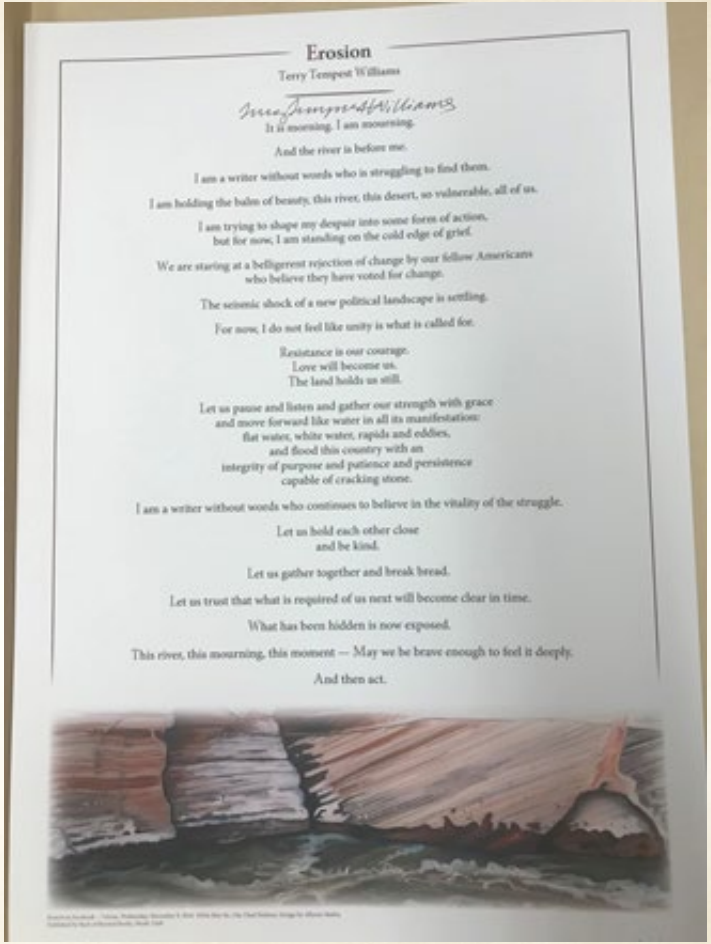
040 _ _ UUS |b eng |e rda |c UUS

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

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, so vulnerable, 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 belligerent rejection of change by our fellow Americans
who believe they have voted 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.

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

Variable-Field Data: Description (33X)

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 I2 rdacarrier

Variable-Field Data: Notes

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/

Variable-Field Data: Added entries

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, |e issuing body.
710 2_ Morgan Litho Company, |e lithographer.

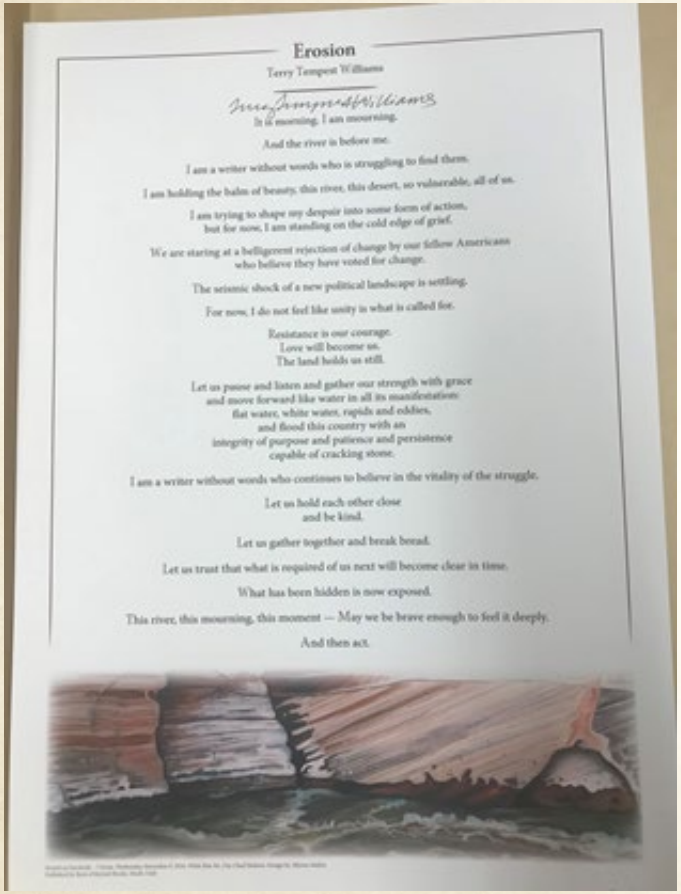
Add a 730 uniform title field for related titles (authorized form)

Example:

730 0_ Greatest show on Earth (Motion picture : 1952)

Catalog Record Examples

Record Example 1



Erosion

Terry Tempest Williams

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, so vulnerable, 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 belligerent rejection of change by our fellow Americans
who believe they have voted 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.

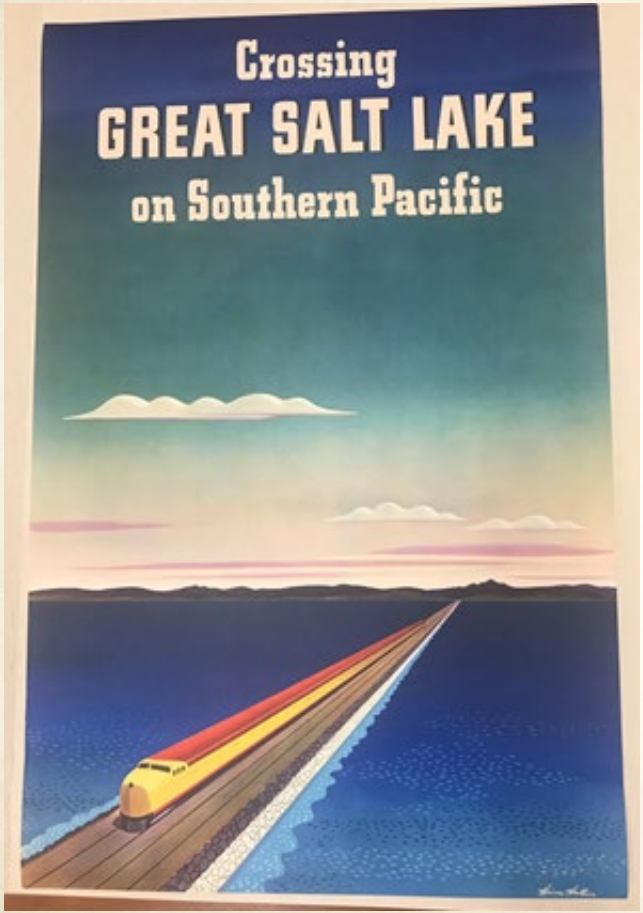
OCLC 965552331 Held by UUS - 2 other holdings

Books | Rec stat c | Entered 20161208 | Replaced 20171019125846.3

Type	a	ELvl	I	Srce	d	Audn		Ctrl		Lang	eng
BLvl	m	Form		Conf	0	Biog		MRec		Ctry	utu
		Cont		GPub		LitF	p	Indx	0		
Desc	i	Ills	a	Fest	0	DtSt	s	Dates	2016	,	

040			UUS ǂb eng ǂe rda ǂc UUS ǂd UUS ǂd OCLCF ǂd UUM ǂd OCLCA
043			n-us---
090			PS3573.I45575 ǂb E76 2016
049			UUSA
100	1		Williams, Terry Tempest, ǂe author.
245	1	0	Erosion / ǂc Terry Tempest Williams.
250			[Limited edition].
264		1	Moab, Utah : ǂb Back of Beyond Books, ǂc [2016]
300			1 sheet : ǂb illustration ; ǂc 49 x 33 cm
336			text ǂb txt ǂ2 rdacontent
336			still image ǂb sti ǂ2 rdacontent
337			unmediated ǂb n ǂ2 rdamedia
338			sheet ǂb nb ǂ2 rdacarrier
500			Text: 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, so vulnerable, 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 belligerent rejection of change by our fellow Americans who believe they have voted 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.
500			"Posted on Facebook - 7:41am, Wednesday, November 9, 2016. White Rim No. 2 by Chad Niehaus. Design by Allyson Mathis"
500			Signed by Terry Tempest Williams.
500			Illustration of canyon walls and flowing river on bottom of sheet following main text.
500			Printed in color on white paper in a limited edition of 25 prints.
650		0	Elections ǂz United States ǂv Poetry.
650		7	Elections. ǂ2 fast ǂ0 (OCoLC)fst00904324
651		7	United States. ǂ2 fast ǂ0 (OCoLC)fst01204155
655		7	Fine press printing ǂz Utah ǂz Moab. ǂ2 local
655		7	Broadsides ǂz Utah. ǂ2 lcsh
655		7	Poetry. ǂ2 fast ǂ0 (OCoLC)fst01423828
700	1		Niehaus, Chad, ǂe illustrator.
700	1		Mathis, Allyson, ǂe designer.
710	2		Back of Beyond Books, ǂe publisher.

Record Example 2



OCLC 883420955 Held by UUS - 1 other holding

1 UUS holding in GLIMIR cluster; 1 other holding in GLIMIR cluster of 1

Visual Materials | Rec stat c | Entered 20130717 | Replaced 20190911190753.4

Type k | ELvl I | Srce d | Audn | Ctrl | Lang eng

BLvl m | Form | GPub | Time n n n | MRec | Ctry cau

Desc i | TMat i | Tech n | DtSt s | Dates 1940 ,

007			k ǂb k ǂd c ǂe o
040			UUS ǂb eng ǂe rda ǂc UUS ǂd OCLCO ǂd UUM ǂd OCLCF ǂd UBY ǂd OCLCA ǂd OCLCQ ǂd OCLCO
043			n-us-ut
050	1	4	F827 ǂb .C76 1940z
049			UUSA
245	0	0	Crossing Great Salt Lake on Southern Pacific.
264		1	[San Francisco?] : ǂb [Southern Pacific Railroad Company?], ǂc [approximately 1940]
300			1 sheet : ǂb color ; ǂc 58 x 41 cm
336			text ǂb txt ǂ2 rdacontent
336			still image ǂb sti ǂ2 rdacontent
337			unmediated ǂb n ǂ2 rdamedia
338			sheet ǂb nb ǂ2 rdacarrier
500			Caption title.
500			Artist signature in lower right corner: Haines Hall.
520			Color promotional poster of a Southern Pacific Train painted in the classic 'Daylight' scheme (red and orange with white strips) on the Lucin Cutoff surrounded by the blue waters of the Great Salt Lake.
610	2	0	Southern Pacific Railroad Company ǂv Posters.
650		0	Advertising ǂx Railroads ǂz Utah ǂv Posters.
650		0	Posters ǂy 20th century ǂv Specimens.
651		0	Lucin Cutoff (Great Salt Lake, Utah) ǂv Posters.
651		0	Great Salt Lake (Utah) ǂv Posters.
650		0	Causeways ǂz Utah ǂz Great Salt Lake ǂv Posters.
650		0	Railroad travel ǂz Utah ǂv Posters.
610	2	7	Southern Pacific Railroad Company. ǂ2 fast ǂ0 (OCoLC)fst00609564
650		7	Advertising ǂx Railroads. ǂ2 fast ǂ0 (OCoLC)fst00797740
650		7	Causeways. ǂ2 fast ǂ0 (OCoLC)fst00849843
650		7	Posters. ǂ2 fast ǂ0 (OCoLC)fst01073055
650		7	Railroad travel. ǂ2 fast ǂ0 (OCoLC)fst01088689
651		7	Utah ǂz Great Salt Lake. ǂ2 fast ǂ0 (OCoLC)fst01240571
648		7	1900-1999 ǂ2 fast
655		0	Travel posters, American.
655		7	One-sheet posters. ǂ2 aat
655		7	Posters. ǂ2 fast ǂ0 (OCoLC)fst01423847
655		7	Specimens. ǂ2 fast ǂ0 (OCoLC)fst01423861
700	1		Hall, Haines, ǂd 1903-1977, ǂe artist.
710	2		Southern Pacific Railroad Company, ǂe sponsoring body.

Record Example 3

OCLC 1001957199 No holdings in UUS - 1 other holding

No UUS holdings in GLIMIR cluster; 1 other holding in GLIMIR cluster of 1

Visual Materials | Rec stat c | Entered 20170825 | Replaced 20190918194911.0

Type k | ELvl | Srce c | Audn | Ctrl | Lang eng

BLvl m | Form | GPub | Time n n n | MRec | Ctry cau

Desc i | TMat i | Tech n | DtSt t | Dates 1952 , 1952

007			k ǂb k ǂd c ǂe o
040			UBY ǂb eng ǂe rda ǂc UBY ǂd UBY ǂd OCLCO ǂd OCL ǂd UBY ǂd OCLCQ ǂd OCLCO
037			52/40 ǂb NSS
042			pcc
050	1	4	PN1995.9 .P5.02 G747 1952
049			UUSA
245	0	4	The greatest show on Earth.
246	3		Cecil B. DeMille's The greatest show on Earth
264		1	[Hollywood, California] : ǂb Paramount Pictures Corporation, ǂc [1952]
264		4	ǂc ©1952
300			1 poster : ǂb color ; ǂc 92 x 36 cm
336			still image ǂb sti ǂ2 rdacontent
336			text ǂb txt ǂ2 rdacontent
337			unmediated ǂb n ǂ2 rdamedia
338			sheet ǂb nb ǂ2 rdacarrier
520			Insert poster used to advertise this film in 1952.
520			Circus clown holding dog in center of poster; also pictures of major cast members.
500			Color by Technicolor.
500			[Cast]: Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, Gloria Grahame, James Stewart [as the clown].
500			"With Henry Wilcoxon · Lyle Bettger · Lawrence Tierney · Emmett Kelly · Cucciola · Antoinette Concello."
500			"Produced and directed by Cecil B. DeMille."
500			"Produced with the cooperation of Ringling Bros. Barnum & Bailey Circus."
500			"Screenplay by Fredric M. Frank, Barre Lyndon and Theodore St. John. Story by Fredric M. Frank, Theodore St. John and Frank Cavett. A Paramount Picture."
500			Main colors on Library copy: red, off-white, yellow, green, blue. ǂ5 UPB
544	1		ǂn Part of the BYU Motion Picture Publicity Collection.
600	1	0	Hutton, Betty, ǂe depicted.
600	1	0	Wilde, Cornel, ǂe depicted.
600	1	0	Heston, Charlton, ǂe depicted.
600	1	0	Lamour, Dorothy, ǂd 1914-1996, ǂe depicted.
600	1	0	Grahame, Gloria, ǂe depicted.
600	1	0	Stewart, James, ǂd 1908-1997, ǂe depicted.
630	0	0	Greatest show on Earth (Motion picture : 1952) ǂv Posters.
650		0	Clowns, ǂe depicted.
650		0	Feature films ǂv Posters.
600	1	7	Grahame, Gloria. ǂ2 fast ǂ0 (OCoLC)fst00198131
600	1	7	Heston, Charlton. ǂ2 fast ǂ0 (OCoLC)fst00011409
600	1	7	Hutton, Betty. ǂ2 fast ǂ0 (OCoLC)fst00064320
600	1	7	Lamour, Dorothy, ǂd 1914-1996. ǂ2 fast ǂ0 (OCoLC)fst00044545
600	1	7	Stewart, James, ǂd 1908-1997. ǂ2 fast ǂ0 (OCoLC)fst00128803
600	1	7	Wilde, Cornel. ǂ2 fast ǂ0 (OCoLC)fst01508781
630	0	7	Greatest show on Earth (Motion picture : 1952) ǂ2 fast ǂ0 (OCoLC)fst01783330
650		7	Clowns. ǂ2 fast ǂ0 (OCoLC)fst00864913
650		7	Feature films. ǂ2 fast ǂ0 (OCoLC)fst00922105
655		0	Insert posters.
655		7	Posters. ǂ2 fast ǂ0 (OCoLC)fst01423847
655		7	Posters. ǂ2 lcgft
700	1		DeMille, Cecil B., ǂq (Cecil Blount), ǂd 1881-1959, ǂe director.
710	2		Paramount Pictures Corporation, ǂe issuing body.
730	0		Greatest show on Earth (Motion picture : 1952)

Thank You!!

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