Acquiring the Collection

• Background & rationale
• Process
• Impact
Negotiations & Final Agreement, 2015
Arrival in Berkeley
Presentation

• **Introduction**  
  Peter Zhou, Assistant University Librarian and Director

• **Collection Highlights**  
  Susan Xue, Head, Information & Public Services, & Electronic Resources Librarian

• **Cataloging & Processing**  
  Haiqing Lin, Head, Technical Services

• **Preservation & Access**  
  Deborah Rudolph, Curator, Fong Yun Wah Rare Book Room
Collection Highlights
Inventorizing the Collection

Guidelines:
• Categorize items by format or genre
• Given time constraints, record as much information as possible & in a consistent way
• Work in close coordination with Technical Services to ensure records can be used subsequently for cataloging or archival processing

Facts & figures:
• Amount of material: 178 boxes
• Time spent: 17 months
• Staff involved: 11 students, 1 part-time assistant, 1 full-time assistant, 1 coordinator
Size & Scope

Over 70,000 items, of varying size, format, & research value:

- 436 pre-1950 periodicals in 5,901 issues
- 239 post-1950 periodicals in 4,638 issues
- 4,195 posters
- 21,233 lobby cards, in 2,194 sets
- 3,332 theater flyers
- 4,370 scripts, novels, & books
- 5,976 pieces of ephemera
- 9,214 photographic negatives & slides
- 4,145 stills & publicity photos
- 837 tapes & CDs
- 5,637 Mao badges
- 2,450 articles & columns by & about Fonoroff
Rarity: Periodicals

- Only 20+ of the 436 pre-1950 periodical titles found in OCLC
- 31 titles published in the 1920s
- 138 titles published in the 1930s
- 797 issues of 上海畫報 Pictorial Shanghai (1925-38)
- 405 issues of 北洋畫報 Pei-Yang Pictorial News (1928-37)
- 278 issues of 青青電影 Chin-Chin Screen (1935-51)
Rarity: Posters

- Few collections of this size anywhere
- Dating from 1926 into the 1990s
- About 600 posters from the 1950s (small runs)
- About 580 posters from the 1960s (small runs)
- Posters from the years of the Cultural Revolution, including posters for the model opera films
Original Formats

• Virtually all items in original format
• Exception: small number of photocopied newspaper clippings
Geographic Breadth

- Mainland China
- Hong Kong
- Thailand & Malaysia
- Over 1,000 posters for films largely produced in the 1950s & ’60s & originally released in over 40 countries, including the U.S., the former Soviet Union, the U.K., Germany, Japan, France, Mexico, the former Czechoslovakia, & the former Yugoslavia
Cataloging & Processing
Cataloging Profile

• Two description types
  ▪ Single description (books, magazines, posters, lobby cards)
  ▪ Collective description (flyers, promotional materials)

• Multiple cataloging paradigms
  ▪ Using RDA to catalog books & magazines
  ▪ Developing local guidelines based on RDA & DCRM(G) (Descriptive Cataloging of Rare Materials [Graphics]) to catalog posters & still images
  ▪ Using a collection-level cataloging template to catalog ephemeral materials
Cataloging Film Posters

• Lack of clear guidance in RDA
• Local guidelines set procedures for determining language, title proper, publisher, year of publication
• Local guidelines also require transcription of poster text to aid in locating & identifying material
**Sample Record**

<table>
<thead>
<tr>
<th>Title</th>
<th>Shi er jin qian biao = Twelve deadly coins. 十二金鈔票 = Twelve deadly coins.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Published</td>
<td>[Xianggang]: Shaoshi, [1969?], [香港]: 霍氏, [1969?]</td>
</tr>
<tr>
<td></td>
<td>[Xianggang]: Fuxing xiang pi yin shua gong si, [1969?]</td>
</tr>
<tr>
<td></td>
<td>[香港]: 辉映捷印制公司, [1969?]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Call No.</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Asian Cabinets</td>
<td>Cabinet list</td>
<td>IN PROCESS</td>
</tr>
</tbody>
</table>

| Description | 1 poster: color; 79 x 54 cm |
| Note | Poster for the film Shi er jin qian biao, released in 1969. Poster for the film 十二金鈔票, released in 1969. Text reads: "Dao yan: Xu Zenghong; Shao Yifu, Shaoshi xiong di (xianggang) you xian gong si; Shaoshi chu pin; Quan bu can se, Shaoshi zong yi ti hu xing kuo shi yin mu; Luo Lie; Jing Li; Fuxing xiang pi yin shua gong si cheng yin." Text reads: "导演：徐增洪；游氏方，游氏兄弟(香港)有限公司；游氏出品；全不参与，游氏兴捷印制有限公司；刘立；杨氏；辉映捷印制公司承印。" |

| Provenance | The Paul Kendel Fonoroff Collection for Chinese Film Studies. CU-EAST |
| Notes | 霍氏, publisher. |
| Subject | Film posters -- China, Film posters, Chinese, Liu, Xiaoshi, 1931- publisher. Fuxing xiang pi yin shua gong si, manufacturer. 惠映捷印制公司, manufacturer. |
| Added Author | Liu, Xiaoshi, 1931- publisher. Fuxing xiang pi yin shua gong si, manufacturer. 惠映捷印制公司, manufacturer. |
| Parallel Title | Twelve deadly coins |
| Added Title | Fonoroff Collection, CU-EAST |

Direct Link [http://oskicat.berkeley.edu/record=b24205073~S1](http://oskicat.berkeley.edu/record=b24205073~S1)
Linking to Existing Collection

- Using local field 799 & locally controlled vocabularies to link resources under name of film
- Local Film Name Authority File
  Examples:
  - FLM00001/七十二家房客 (Motion picture)/Qi shi er jia fang ke (Motion picture, 1963)
- Relationship designators
  - Prefer term specified in RDA, if applicable
  - Alternatively, use term specified in CineFiles database,
### Example

<table>
<thead>
<tr>
<th>Title</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Da Li xiao li hai lian li</td>
<td>Motion picture, poster, CU-EAST</td>
</tr>
<tr>
<td>Da Li xiao li he hai li</td>
<td>Motion picture, CU-EAST</td>
</tr>
<tr>
<td>Da Li xiao li he hai li</td>
<td>Motion picture, poster, CU-EAST</td>
</tr>
<tr>
<td>Da Li xiao li he hai li</td>
<td>Motion picture, poster, CU-EAST</td>
</tr>
</tbody>
</table>

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**Berkeley Library**

UNIVERSITY OF CALIFORNIA
Workflow

• Create spreadsheets for data entry
• Convert spreadsheets to MARCXML
• Import MARCXML file to MARCedit for validation
• Upload validated MARC21 records to OCLC
• Export OCLC records to local cataloging system
Linked Data Approach

- Makes the Fonoroff Collection accessible via the web, thereby serving future research in the digital humanities
Ontology

- Developed to represent relationships between film, actors, posters, & other related entities
Supporting Digital Humanities

• Based on the ontology, the application will allow researchers to infer complex relationships between entities, & to represent those relationships in machine-understandable format to support other applications, such as network analysis tools or GIS software
Examples

Supporting GIS system

Supporting network analysis
Preservation & Access
Why Problematic?

- Size of collection
- Variety of formats & materials
- Ephemeral nature of items
- Provenance
Private v. Institutional Collections

- Housing
- Environment
Hazardous Housing
Unmonitored Environment

- Distorted, warped
- Stuck together
- Discoloration (mold)
- Content loss due to mold
Ephemeral Nature of the Materials

Treatment:
- Disbinding
- De-acidifying
- Encapsulating & boxing
Researchers’ Needs

• Allow recto & verso to be viewed
• Allow individual items to be removed & returned easily
Accessing the Collection

http://exhibits.lib.berkeley.edu/spotlight/fonoroff-collection
Holdings Information

- Periodicals, pre- & post-1950
- Posters
- Lobby cards
Questions?

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