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EPHEMERA AT THE NATIONAL AND UNIVERSITY LIBRARY OF SLOVENIA

Abstract

Ephemera are important parts of library material, especially in national cultural heritage collections. The collections of ephemera are the biggest and most versatile collections. We can consider ephemera to be fragmentary documents of everyday life. Their promotion is important because only in this way can a library obtain a part of the material that otherwise would not find its place in libraries. Bibliographic cataloguing of ephemera requires a different approach.

There is a question of whether the ephemera are worth collecting and storing. In the past, they used to be considered unimportant material with a short-term value. It turned out that the information and cultural value of ephemera have increased with time. Since they contain information about everyday life, they can provide useful information for the exploration of a spirit of the time.

Keywords: small prints, ephemera, promotion, cataloguing, collective entries

INTRODUCTION

The collection of the library material called ephemera is the most numerous and diverse collection. Jobbing prints are considered to be interim and everyday material. They can be characterized as fragmentary documents of everyday life. Usually, they have a topic of momentary importance (such as invitations, bills of fare, event programs, promotional and informative material, etc.). "In practical areas of social, private and economic life, ephemera act as up-to-date pieces of information" (Filo 1973, 81). In order to define ephemera and point out some of their characteristics, we can say that they often show an authentic reality of the development of a society, its culture, customs and the habits of people and the specific social strata. Such material cannot be found in regular bookstores, it is not easily tracked, it is rarely delivered to libraries and included in bibliographies. In the past, the question of whether to store small prints or not was often raised.

The National and University Library has been following the fundamental principle of the legal deposit that "All types of printed material are equally important regardless of the content, format or size. They need to be kept because they are witnesses of the time in which they were created. Therefore, the value of the legal deposit is not measured by the value of individual works, but by the complexity of the collection" (Kodrič-Dačić 2001, 14). Jobbing prints have an important role in the Slovenika¹ collection.

"The legal deposit rules flooded the public scientific libraries with material that, at first glance, had no scientific value. However, it has gained special importance in the light of the new role of regional libraries after the March Revolution. The legal deposit has become the core mechanism for the collection of material and the creation of the most comprehensive collections in the Crown land. It contributes to the culture of the country, its cultural history, literature and the creation of a regional bibliography. Therefore, ephemera should, also, be included in the collection with no exceptions, just like seemingly irrelevant diaries, since they have a special value in the light of potential studies" (Kodrič-Dačić 2001, 150).

LEGISLATION

On our territory, the legal deposit has been continuously collected since 1807, which is the period of over two hundred years. "It was regulated by various rules, decrees and laws that ensured the flow of the legal deposit more or less successfully. Firstly, the legal deposit was collected in the Austrian Empire, the Illyrian Provinces, the Austro-Hungarian Empire and, finally, in the Republic of Slovenia as well" (Kisovec 2007, 2). Printing houses were obliged to deliver a copy of every-

1 This is material written by Slovenian authors or written in Slovenian language or published in Slovenian or by Slovenian publishers or printed in Slovenia.

thing they printed. The main purpose of collecting the legal deposit was to censor the press. However, the purpose of the legal deposit soon surpassed censorship. Nowadays, it is primarily collected in order to ensure the protection of cultural heritage and the production of national bibliographies. The legal deposit can also be considered to be one of the mechanisms for the encouragement of the flow of information and the facilitation of access to them.

Until 2006, the scope of the legal deposit used to be regulated by the Legal Deposit Act, according to which the legal deposit was to be delivered to libraries by printing houses. Article 9 of the new Legal Deposit Act (Official Gazette RS, 01,06) defined new parties liable² for the legal deposit, whereas Article 13 defined the obligations of depositary organisations³. In addition, the law requires that the bibliographic and other formal and substantive data on the legal deposit be available in the union catalogue of Slovenian libraries (Article 16) and that the depositary organizations have criminal responsibility to comply and exercise this statutory obligation (Article 23).

The Collection of Ephemera and Grey Literature of the National and University Library includes:

- Catalogues (of fairs, exhibitions, festivals, publishing houses, fashion companies and products, etc.);
- Programs (conferences, seminars, festivals, events, exhibitions, publishing houses, theatres, etc.);
- Educational material (tables, educational images, the periodic system, etc.);
- Calendars (diaries, wall calendars) presenting thematically related content;
- Advertising material (instructions for use, gastronomy, political parties, descriptions of places, product descriptions, etc.);
- Informative material of faculties, secondary schools, kindergartens, societies, events and concerts, tourist brochures, sports press, timetables, telephone directories, statutes, etc..

2 Parties liable for the legal deposit are editors, publishers, distributors and other similar entities that publish, distribute or edit publications as defined in Article 4 of the Law, so that the publications are publicly accessible. The liable parties are legal or natural persons established in the Republic of Slovenia, with a branch office or residence in Slovenia.

3 Depositary organizations are obliged to receive, collect, process, store and make available legal deposit copies for the purposes of study, research and the like in accordance with the Law.

BIBLIOGRAPHIC PROCESSING

Ephemera is processed in two ways, either individually or by means of a collective entry. The material is processed individually if it has a specific title and a colophon with basic information on the publication. It can be processed as a monographic publication (ISBD-M), or as a non-book material (ISBD-PM, CM, ER, NBM).

The criteria determining this are:

- authorship,
- CIP entry,
- aggregated text.

Ephemera most frequently have only pictures or text, but no information about the publisher, author, year of publication or other data that serve to identify a publication. In such cases, the classification of a collective entry is chosen over formal processing.

The new Legal Deposit Act requires all the material obtained as the legal deposit to be entered in COBISS, which has encouraged the cataloguing of small prints in collective entries. "Collective entries are appropriate for bibliographically unlinked material if they have a common element. That can be an individual, institution, event, process, period, content, language, genre, etc. Collective entries are used for ephemera and other non-book material that represent a whole according to one or more of the above-mentioned criteria. Such entries have a common social and historical background (for example, the pre-election leaflets and pamphlets, political party ephemera and brochures, ephemera of religious communities and other interest groups, postcards, leaflets, posters, etc.). Collective entries are applicable in case of the material in less commonly used languages or scripts (for example, the Macedonian and Albanian elementary school textbooks), and various monographs. Their content can be defined by one or more content labels (for example, popular editions of biblical stories in foreign languages or scripts), and by type (children's picture books without text). The collective entries combine the material the users usually do not search by the title or author, but by the theme. A record containing a large number of connected units is a better source of information than entries of individual items since they are numerous and there is no connection between them, so they actually don't have much value" (Kalčič 1997, 1).

The advantages of collective entries are (Kalčič 1997, 1):

- machine-readable records for the material that would otherwise most likely not be catalogued;
- the information provided on a collection is more detailed than the information on a single item;
- comprehensive processing of the content, allowing searching by different criteria.

Table 1: Differences between individual processing and collective cataloguing

Type of record	Processing time	Collecting period	Volume	Location	Standards	Title
Individual record	30 min	At once	One	Title, author	Rules	Static
Collection cataloguing	15 min	A period of time	Unlimited number of objects	Content	Rules + creativity	Changing

The practice has shown that collective entry processing is faster since an unlimited number of items can be processed at the same time. The collective entries allow a bit more creativity when cataloguing, as we create the title ourselves. Upon completing a collection, it can be changed in order to be more accurately described or to better match the user search requirements, at the discretion of the cataloguer. Most importantly, since we create our own collection with collective entries, we make it easier to find the required elements due to subject processing.

It is not easy to make a decision to process ephemera as a collective entry. Making a collective entry is quite different from processing a monograph. When a cataloguer gets a book, they can form bibliographic entries straight away, while making a collective entry requires more time. The material is grouped according to certain criteria. When items are grouped, either by content, the name of a publisher or the place of publishing, they are listed as a collective entry. When sorting ephemera into individual groups, cataloguers need a lot of space, because the material should be placed on the depository surface transparently. It is also necessary to update groups with new copies of ephemera. It can take more than a year before a certain group of material is ready to be processed as a collective entry, depending on the content or other criteria. It has been already said that, according to the new Legal Deposit Act, a publisher is obliged to provide the legal deposit. Before the new law, there was no collective entry processing. Nowadays, publishers are responsible for sending the material, which is collected at the annual level under the name of the publisher.

Thus, sorting the material has been simplified, and collective entries are generally grouped by the publisher. If the classification of a part of the material is controversial or if the material is easier to be found by the publisher or the content, we consult other cataloguers. The subject analysis is very important in collective entries, which is why it must be precise and it should capture as many items collected in a single collective entry as possible. Namely, the subject analysis provides information about the content of the material.

In collective entries, the authorized access point is the title in most cases. When the items to be processed are the product of the work of a corporation (reports, statutes, regulations), the authorized access point is the particular corporate body. The author's name is hardly ever the authorized access point. It is used when a collection consists of the collected material of a particular author.

In collective entries, the title proper is always in angle brackets because we create the title by ourselves. In the title, we describe the type of material.

Table 2: COBISS entry ID=258086144

Polje	Ind.	Podpolja
001		an - nov zapis ba - tekstovno gradivo, tiskano cc - zbirni zapis d0 - ni hierarhičnega odnosa 7ba - latinica
100		bg - publikacija, ki izhaja več kot eno leto c1920 d9999 ek - odrasli, zahtevno (neleposlovje) hslv - slovenski lba - latinica
101	[0]	aslv - slovenski aeng - angleški
102		ausa - Združene države Amerike
200	[1]	a[Slovenski izseljenci eZDA]
210		aNew York [etc.] cSlovenski narodni dom [etc.] d1920-
215		a<246> enot
300		aBesedilo v slov. in/ali angl. jeziku
300		aVsebuje informativno gradivo o Slovencih v ZDA, o kulturnem dogajanju, imenike in vstopnice na prireditve
606	[1]	aSlovenski izseljenci yZdružene države Amerike 2NUK - Splošni slovenski geslovník
606	[1]	aSlovenski izseljenci xNarodna identiteta yZdružene države Amerike 2NUK - Splošni slovenski geslovník
610	[0]	ainformativno gradivo aslovenske šole aprireditve akongreci akongresi aAmerican Slav Society aslovenske tiskarne aslovenske trgovine ahranilnice aSlovenski narodni dom azborovanja aSlovenski narodni kongres aslovenske založbe aJugoslovanska socialistična zveza aameriški Slovenci amednarodna politika aZDA adrobni tiski abrošure azgibanke
675		a323.15(450.36=163.6) c323.15(=163.6) - Slovenci, narodne manjšine vUDCMRF 2006

In the example above, we have opted for a collective entry because this way we obtain a richer description than the one we would get by processing a single item. Field 100 with data on the year of publication is important for the collective entry. A collection can be completed or not, or the publication year can be unknown. If the collection is to be supplemented, the earliest year of publication of a collection is entered in the subfield 100cr, while the year is open in the subfield 100d, it is marked with the reference 9999.

In field 200, we create the main title. The institutional language defines the title – its form clearly describes the collection. The title (and the title add-on) is completed in angle brackets in the subfields 200a and 200e.

The place of publication is written in the 210a subfield, the publisher is written in the 210c subfield (when there are more of them than in the above example, only three places or publishing are listed, followed by etc.), and the publication year is written in the subfield 210d. If the year of publication is pending, the publication year field can be left open. Nowadays, some libraries mark the last publication year in pointed brackets <>.

Field 215 is for physical description. The number of physical units of the material is entered in the subfield 215a. As the number of material changes and the collection grows, the number is entered in a pointed bracket <>.

Field 300 is used to describe the content of the collection. By subject terms in the 6XX area, the content is sought after/traced.

In the case of Slovenian emigrants, collective entries refer to countries, not to individual societies. Users rarely search by individual societies. They rather search by broader topics. Thus, we can adapt the titles of collective entries to suit the needs of the users, and we can even change them after a group has already been processed. It is essential that the information be sought after and adapted to users. Therefore, field 540 can be used for all variations of the title.

Each library collection is unique. This is why the collective entries are not taken from the union bibliographic/catalogue database.

Table 3: COBISS entry ID = 237677824

Polje	Ind.	Podpolja
001		an - nov zapis ba - tekstovno gradivo, tiskano cc - zbirni zapis d0 - ni hierarhičnega odnosa 7ba - latinica
100		bg - publikacija, ki izhaja več kot eno leto c1984 d2003 ek - odrasli, zahtevno (neleposlovje) hslv - slovenski lba - latinica
101	[0]	aslv - slovenski

Polje	Ind.	Podpolja
102		asvn - Slovenija
200	[1]	a[Škofija Rottenburg-Stuttgart epastirska pisma]
210		aRottenburg cŠkofija Rottenburg-Stuttgart d1984-2003
215		a14 enot
601	[1]	aŠkofija Rottenburg-Stuttgart wPastirska pisma
610	[0]	ainformativno gradivo areligiozna pisma aškofije Nemčije apost adrobni tiski azgibanke
675		a27-772(430) c27-72 - Organizacija cerkve. Cerkevne osebe. Laiki. Cerkveno pravo vUDCMRF 2006

The record shown above is an example of a completed collection. We received the collection in a one-off shipment; no additional items are to be received. In field 210, we marked the first and the last year of publishing of the letters. In this case, the physical description in field 215 is completed; we registered the number of units (14 units) without brackets. The title of the collective entry is the name of the diocese; the explanation that these are shepherds' letters is added as the supplement to the title.

THE PROMOTION OF EPHEMERA

The old law required the legal deposit to be delivered by printing houses. In this way, the library obtained a lot of material, since the printers would send a copy of everything they printed. Nowadays, it is up to publishers to deliver the legal deposit. As a result, obtaining ephemera is more difficult. There are many publishers of ephemera. Some of them are institutions whose main activity is not publishing, for instance, banks, societies, schools, kindergartens, associations, cultural institutions, commercial enterprises, etc. They are not typical publishers. Most of them do not know that they are supposed to deliver ephemeral material to the National and University Library. The Library cannot always track such publications since they have no CIP entry, or ISSN and ISBN numbers. Foreign studies have shown that books represent only five per cent of the total printed material. Thus, it is important to collect other printed material as it covers the social, political, cultural and public context, which would otherwise not be told or studied. In order to obtain such material, libraries should promote it, since it is difficult to track the ephemeral material. The Library took the decision to promote the material mostly by means of exhibitions, and by active participation in key events, such as the

2012 anti-government protests. At the announced protests, there was much talk about making posters, flyers and other printed material. It was decided that the librarians in charge of the Collection of Ephemera and Grey Literature would play an active role in promoting the material of protesters with the aim of obtaining as much material as possible. We contacted the Radio Študent and had a live presentation of our task to collect such material. After talking to journalists of the *Delo* daily periodical and the *Mladina* weekly periodical, they published articles about collecting the material on protests. As a result, a rich collection was created. With time, its value will increase.



E-cover page on small prints in the *Mladina* weekly



Leaflet from protests in 2012

The librarians in charge of the Collection of Ephemera and Grey Literature has been cooperating with the people working on the Slovenian Diaspora Publication Collection for four years on organising exhibitions on Slovenians living outside Slovenia, immigrants and migrants. Their material constitutes a special kind of cultural heritage. Thanks to cultural differentiation and the preservation of the heritage of their homeland, it presents their lives after migration and integration into the new environment. The collection contains a great number of ephemeral material related to emigrants, their social life, cultural events, programmes of concerts etc.

The last exhibition named To the Promised Land: Slovenian Women in the US encountered a great response in public. Although the focus was on women and their written word, the ephemeral material told its story – the story about their cultural centres, newspapers, Slovenian schools, poticas, accordions, sausages, dancing, the theatre, and, above all, the connections with the Slovenian roots. The exhibition was bilingual since it was open during summertime when the Library attracts a great number of tourists. The Library promoted the exhibition in many ways: through newspaper articles, interviews on TV and radio stations, etc. We also cooperated with the Slovenian Emigrant Association. The exhibition had more than 15,000 visitors. The opening was a part of the annual event for Slovenian emigrants and expatriates called Welcome Home (*Dobrodošli doma*). The exhibition was also on display in Cleveland, the largest Slovenian base in the US.

A SWOT analysis was made after the exhibition in order to see our advantages, recognize deficiencies, set goals for the future through new opportunities, and to make a plan in order to avoid possible difficulties in organising such an event.

Table 4: SWOT analysis, author Helena Janežič

ADVANTAGES	DISADVANTAGES
<p>Local sphere Theme we are "fully acquainted with". Theme interested for a wide range of people. Topical theme. Excellent team work. Possibilities for cooperation with other institutions. Good media coverage. Flexibility of participants. Summer time - visits of emigrants and tourists. Bilingual exhibition and catalogue.</p>	<p>Communication strategy not sufficiently prepared ahead (improvisation). Selling catalogues in NUK (absence of contacts between store and information - where to get catalogue - security guard as seller). Selling of catalogue in general. Exhibition was not photographically documented. Insuf ficient advertising of accompanying events.</p>

OPPORTUNITIES	THREATS
<p>Cooperation with various institutions.</p> <p>New contacts with emigrants and getting to know their stories.</p> <p>Spreading knowledge of the Library tasks – preservation of Slovenika – and consequently obtaining new material.</p> <p>Encourage researchers to use material held by the Library for studying purposes.</p> <p>Increase circle of visitors with accompanying events.</p>	<p>“The Library staff” is indifferent towards the exhibition (whichever!) and its accompanying events.</p> <p>Negativism within our own ranks.</p>

CONCLUSION

A typical characteristic of ephemera is that they are published occasionally and cannot be purchased, as they are not a part of the regular distribution network. In order to obtain as much material as possible, the National and University Library decided to promote it. The ephemeral material is not traceable by regular book-selling channels. Therefore, its proper promotion is important to be able to obtain it. Of course, one can question the purpose of collecting ephemera. Nowadays, assessing the value of an individual ephemeral item is difficult since we do not know what will be sought after in the future. The value of ephemeral material grows as time passes, so it is important to catch the moment and build specific collections. Bibliographic processing of small prints requires a different approach and extensive knowledge of cataloguing. Collective entries, in which content specification is important, have proven to be the best solution, as the material can be found quickly and easily.

It has been established that the decision on which material should be processed as part of collective entries depends on the type of the individual library and the amount of the material. Therefore, downloading bibliographic records on a reciprocal level is not feasible. The problem of processing the ephemeral material has not yet been completely solved. On the contrary, there are many possibilities for further research on grey literature. Individual methods of professional processing and good practice in our library and other libraries as well will show whether the right method for processing ephemera has been chosen. In the light of the acquisition of the material, the promotion of the collections and ephemeral material is very important. The collections are promoted in the media and by campaigns at major events and exhibitions.

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