Book Reviews

JOHN B. HANEY, *Editor*

A Review Symposium[1]

Nonbook Materials: The Organization of Integrated Collections, First Edition, by Jean Riddle Weihs, Shirley Lewis, and Janet Macdonald. *Ottawa, Ontario, Canada: The Canadian Library Association, 1973. 107 pages. $6.50.*

Standards for Cataloging Nonprint Materials, Third Edition, by the Information Science Committee of AECT. *Washington, D. C.: The Association for Educational Communications and Technology, 1972. 61 pages, paper. $3.50*

A HISTORIAL
VIEW

Reviewed by **Carolyn T. Whitenack** *and* **David V. Loertscher**

Communicators of all types and users (teachers, students, commuity members) at all levels of learning need ready access to bibliographic information concerning content materials in all media. Teachers and students are the largest group of ultimate customers of media. They work at the point of use where easy access is imperative.

*Bibliographic
Control*

The bibliographic needs for nonprint media are identical to those of books. That is, bibliographic control involves: finding what exists in the world of nonprint; collecting the information about these

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[1]In a departure from usual format, AVCR presents four views of two guides to cataloging nonprint materials. Whitenack and Loertscher present a historical view. Covert compares the two. Beckwith looks at applicability to film rental library catalogs. And Spaulding adds an informative note.

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items in such a way that they may be identified; describing each item by some standard form; and disseminating information about these items so that users can readily find what exists and whether the media can be loaned, rented, used or purchased.

With the increase of production and use of audiovisual media for education following World War II came a substantial body of professional literature on the organization and care of such materials. The Library of Congress had in its *Rules for Descriptive Cataloging, 1949,* a section on maps, music, and microfilm; also a preliminary pamphlet of *Rules for Descriptive Cataloging in the Library of Congress, Motion Pictures and Filmstrips,* 1951; as well as *Rules for Descriptive Cataloging in the Library of Congress, Phonorecords,* 1952. The Library also began printing catalog cards based on these rules in 1951 and 1953 respectively. Concurrent with the development of rules by the Library of Congress, a number of manuals by individuals, state associations, and other groups were initiated. Among the earliest was Eunice Keen's 1949 mimeographed copy of *A Manual for Use in the Cataloging and Classification of Audiovisual Materials for a High School Library,* which was published in 1954. In 1955 the American Library Association's Special Committee on the Bibliographic Control of Audiovisual Materials, chaired by Eunice Keen, reported that every effort should be made to achieve standardization of the essential elements in cataloging audiovisual materials. The Music Library Association published an excellent code, *Code for Cataloging Music and Phonorecords,* prepared by a joint committee of MLA and ALA, Division of Cataloging and Classification, in 1958. Other manuals which were widely used and influenced the treatment of audiovisual materials in the United States were the Michigan manual, *Cataloging Manual for Non Book Materials in Learning Centers and School Libraries,* 1966, and the California manual, *The Organization of Non-Book Materials in School Libraries,* 1967, prepared at the request of the Bureau of Audiovisual and School Library Education for the entire state.

It was hoped that the 1967 *Anglo-American Cataloging Rules,* produced by the Library of Congress and treating nonprint materials in Part III, would solve the problems of media cataloging. However, the rules permitted a variety of interpretations and contained many inconsistencies. Many types of media were not treated at all.

In the absence of any standardized tools, audiovisual and technology specialists, out of despair, made a valiant entry into the world of cataloging and bibliographic control of nonprint materials. In this search for new methods for the storage and rapid retrieval of information about nonprint media, they turned to computer technology. The possibility of sharing, by means of computers, a national resource led to the quest for the development of nationally accepted guidelines or standards for cataloging information and computer input.

In 1966 under the leadership of Anna L. Hyer, executive secretary

Search for New Methods

of DAVI (Department of Audiovisual Instruction, now AECT), a task force was organized on computer cataloging and booking of educational media. The task force was divided into two groups, one which developed standards for cataloging educational media, and the other which developed coding standards for computerizing cataloging and scheduling. The work of this task force became *Standards for Cataloging, Coding and Scheduling Educational Media*, 1968, the first of three editions to be produced by AECT in the area of cataloging nonprint media and a benchmark for the profession. The document was highly significant, for it showed to the Library of Congress and other bibliographic groups, including the library community, the need for a nationally compatible bibliographic system that would exploit fully the advantages of media technology.

the Early "Standards"

The content of *Standards for Cataloging, Coding and Scheduling Educational Media*, while not so sophisticated in entry, nevertheless was a very serious effort by dedicated professionals of AECT under the chairmanship of William Quinly to answer a national need. The first edition was a good beginning. Close cooperation and liaison was begun between media specialists and government agencies, including the Educational Resources Information Center (ERIC), The United States Information Agency, the Library of Congress, and the National Archives. From the work of this first edition came the expressed interest of the Library of Congress in continued dialog with the nonprint media field. Katharine Clugston, head of the Audio Visual Section, Descriptive Cataloging Division of the Library of Congress, continued as a most valuable member of the AECT Committee that produced the second (1971) and third (1972) editions, now entitled *Standards for Cataloging Nonprint Materials*. Each revision sought and incorporated the suggestions of the users. With the development by the Library of Congress in 1970 of *Films: A MARC Format* for coding nonprint materials, the second and third editions were devoted to cataloging standards exclusively.

All editions of the AECT *Standards* were based on cataloging principles as stated in the *Anglo-American Cataloging Rules*, prepared by the American Library Association, the Library of Congress, the [British] Library Association and the Canadian Library Association. These editions contained rules which were simple, straightforward statements developed for nonprint media collections not requiring extensive information and description of all cataloging elements. Perhaps the most controversial rule was the decision to enter all audiovisual materials under the *title*, in opposition to the *author* main-entry approach of the *Anglo-American Cataloging Rules*. The reason given was that the extent and nature of collaborative authorship is difficult to establish for audiovisual media. After the publication of the first edition and during the publication of the second and third editions, other organizations became actively concerned

Audiovisual Materials Entered Under Title, Not Author

and liaison by AECT was established with appropriate committees of the American Library Association, the Educational Media Association of Canada, the Canadian Library Association, the Educational Media Producers Council, and the Library of Congress, as well as the Media Cataloging Rules Committee of the Library Association.

In the meantime, a group of interested Canadian librarians in the Toronto area prepared a publication entitled *The Organization of Non-Book Materials in School Libraries* in 1968. This manual was revised by the Technical Services Committee of the Canadian School Library Association, after consultation with a number of interested groups in both Canada and the United States. The revised document, *Nonbook Materials: the Organization of Integrated Collections*, preliminary edition by Jean Riddle (Weihs), Shirley Lewis, and Janet Macdonald, was published by the Canadian Library Association in January, 1970.

The American Library Association, Resources and Technical Services Division, Cataloging and Classification Section Executive Committee, and the Canadian Library Association Council recommended this preliminary edition as interim guidelines for cataloging nonbook materials until a permanent American Library Association-Canadian Library Association Committee could be established to work out a final edition. In 1971, the Joint Advisory Committee on Non-Book Materials was formed. This committee was composed of members from the American Library Association, Canadian Library Association, Educational Media Association of Canada, the Canadian Association of Music Libraries, and AECT. Margaret Chisholm, William J. Quinly, and Alma Tillin of the Information Science Committee of AECT were representatives to the Joint Advisory Committee. Again the AECT members, as technical consultants, acted in a liaison capacity to keep members of the profession informed about developments and to transmit information to the authors of user views. The intent of the advisory committee was to develop a product as internationally acceptable as was possible. The work of the members of the advisory committee was a pioneering venture in international cooperation and resulted in the publication of *Nonbook Materials: The Organization of Integrated Collections*, First Edition, by the Canadian Library Association, 1973.

Joint Advisory Committee Formed

Meanwhile, the British, impatient with the various efforts in the United States and Canada, moved forward to develop their own rules. Their efforts resulted in the publication of *Non-Book Materials Cataloging Rules* by the Library Association Media Cataloging Committee in 1973.

An historical account of the work of bibliographical control of nonprint media would not be complete without giving recognition to two national conferences preceding the publications which are the subject of this review symposium. The first conference, held at Indiana University in 1960, resulted in the benchmark report, *Proceedings of Work Conference on Bibliographical Control of Newer Edu-*

Two National Conferences

cational Media, prepared by Margaret I. Rufsvold and Carolyn Guss. This report documented the need for study and cooperation in the solution to the problem. The second conference, an institute held at the University of Oklahoma on "Systems and Standards for Bibliographic Control of Media, 1969-1970," resulted in the state-of-the art report, *Bibliographic Controls of Non-Print Media*, 1972, edited by Pearce S. Grove and Evelyn G. Clement, who were members of the staff of the institute, along with William J. Quinly and Herman L. Totten.

Grove also served with a special Task Force for Non-Print Media which developed basic guidelines at the request of commercial organizations and their representatives who had expressed the need for assistance at the 1968 Annual Conference of ALA in Kansas City. The special conference was chaired by Richard Darling, Columbia University. The final draft *Non-Print Media Guidelines* was released in October 1973.

The work of all of these groups over the past 15 years has now produced action by the Library of Congress toward the revision of Part III of the *Anglo-American Cataloging Rules*. All of the groups who have worked so hard will benefit.

The development of the various guidelines has been fraught with a good deal of controversy over entry, media codes and designations used in the description, color banding of catalog cards for AV materials, the advisability of intershelving media, and the like; but the revision of AACR should incorporate the best of the above publications and should be accepted as a standard for all the media professions.

TWO CATALOGING MANUALS: A COMPARISON

A Comparative Review by **Nadine Covert**

Both of these cataloging manuals are based on the *Anglo-American Cataloging Rules*, by varying or elaborating the rules as required by the nature of the nonprint materials being cataloged. However, the thrust of the Canadian publication is toward the development of integrated collections of books and nonbook materials. It advocates intershelving of all materials in addition to the establishment of an integrated catalog of all media, and devotes a whole section to guidelines for the care, handling, and storage of an integrated collection.

Intershelving All Materials

There is some disparity in the terminology used in the two publications. The AECT manual has separate sections for "audiotapes" and "phonodiscs." "Phonodisc" strikes this reviewer as an arbitrary term, not based on actual usage, and therefore confusing to the general public and to many AV professionals.

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