

LIBRARIAN ACTIVITIES AT THE SPANISH BOOK FAIR LIBER 2006

In September 2006, sixteen Latin American Studies bibliographers attended the LIBER book fair in Madrid, Spain. During the week of the fair the librarians worked intensively to acquire materials to improve their respective libraries. In order to better understand the work undertaken by these librarians, the trip accounts of ten of the librarians who attended the fair have been compiled here. Together, this report identifies a number of strategies the librarians carried out to acquire Spanish materials for their university collections and improve their knowledge of the Spanish academic publishing industry during the week spent at the fair and in Madrid. Five specific activities were found in almost every report. These activities are:

- Visiting individually with book vendors at LIBER,
- Visiting individually with publishers at LIBER,
- Spending time sharing collecting and collection information with one another,
- Visiting the specialized bookstores in Madrid, and
- Attending the myriad of cultural offerings in Madrid, which helps place our acquisitions within the overall context of Spanish culture and society.

We believe this report will be useful in a number of ways: established bibliographers will find that the above activities will help them structure their trip reports; new bibliographers can use these collecting approaches as guidelines for their initial trips to book fairs and buying trips; and, administrators may use these activities as guidelines to direct the work of their bibliographers. The attached report provides greater detail on each of these activities.

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SPANISH BOOK FAIR - LIBER 2006 A COMPILATION OF LIBRARIAN REPORTS

LIBER is a trade show for Spanish book publishers and vendors that alternates annually between Madrid and Barcelona. A short time ago, the Spanish Instituto de Comercio Exterior initiated a program, "America Reads Spanish" (ARS), that for a number of years has invited several librarians from public libraries that serve large Hispanic populations to the fair. This year ARS extended invitations to about 15 academic librarians as well. Several of these librarians agreed that it would be valuable to compile our individual reports as a way to examine our activities in the aggregate. Also, this examination demonstrates that our institutions benefit not only from the quality of materials we collect but also from the knowledge we acquire individually and collectively from such trips.

The following librarians shared their accounts to make this report possible: Teresa Chapa, Patricia Figueroa, Adan Griego, Pamela Graham, Teresa Miguel, Claude Potts, Lynn Shirey, Scott Van Jacob, Gayle Williams, and Mary Jo Zeter. I sincerely thank each one for allowing their report to be part of this analysis. I also recognize Teresa Miguel for deftly editing my drafts of this work. It was no small task!

When we were approached by the ARS program to attend LIBER, we immediately saw the value in attending. Many of us had been to Latin American book fairs, but only a few had been to those in Spain. We all see a growing interest in Spain within our universities. While Latin America receives considerably more media coverage in the U.S., Spain's literature and culture is making a comeback. Spanish language courses have boomed bringing Spain's literature and culture to students' attention. At the advanced study level, there is strong interest in Spanish culture, particularly film courses, which now have journals and books dedicated to studying this art form. Patricia Figueroa (Brown) noted:

Enric Bou, Chair of the Hispanic Studies Department at Brown, said "In the last 4 years film courses in Hispanic Studies have drawn high enrollments (about 70 students per course). We have a crucial need to improve and maintain our video collection."

Librarians recently recognized Spain by forming a Spanish interest group at SALALM (Seminar on the Acquisition of Latin American Library Materials) called Iberian Studies in SALALM. This group speaks to the need of sharing information to adequately represent Spain in our collections. For these reasons, along with the fact that our hotel and flight costs were compliments of the Spanish Embassy, we all crossed the Atlantic in late September and descended upon Madrid ready to investigate, learn, and work.

Five distinct activities emerged from an examination of the reports. The first four relate directly to our work as bibliographers, while the fifth raises our understanding of Spanish culture and life. The librarians:

- I. Met with Book vendors at LIBER
- II. Visited publishers at LIBER
- III. Visited bookstores in Madrid
- IV. Exchanged notes with colleagues on a broad range of work related topics
- V. Visited cultural institutions such as museums and exhibits, and attended flamenco shows, films, etc.

Each activity is described in detail below utilizing the reports of the ten librarians and injecting their individual experiences.

I. Book Vendors

Today, book vendors are responsible for distributing the vast majority of foreign books that enter the United States. They make decisions on what we see, which effects what we select. The economic reality of their work places greater emphasis on selling many copies of a book rather than selling many books. Their ability to efficiently deliver core academic titles is essential to our success as librarians and libraries. Since several vendors had booths at LIBER, most librarians met with them. Book dealers that did not exhibit, such as Sanchez-Cuesta, made a point of meeting with librarians while they were in Madrid. Interestingly, some of the individual Spanish book dealers, i.e. Iberbooks and Sanchez Cuesta, who serve U.S. academic libraries, are now owned by Puvill, the main distributor of Spanish books to U.S. academic libraries. Pamela Graham (Columbia) notes:

The last several years have brought a consolidation among Spanish book distributors and there is concern over duplication rates in U.S. academic library collections and lack of adequate depth as we miss more specialized materials not handled by approved vendors.

The concern Pamela notes was a thread that ran through many of our conversations. In their individual reports librarians listed a number of individual titles identified as not being in U.S. libraries or in dealers' catalogs. Gayle Williams pointed out that the annual proceedings of *Góngora Hoy* (2000-2006) have been published in three volumes but are held by only a few libraries and not carried in the Spanish vendor catalogs that she checked.

Several librarians took this opportunity to spend extended time with book dealers to discuss the issues regarding service and books provided. Teresa Miguel (Yale Law) made it a point to meet with all of the Spanish legal distributors at the fair as some of them rarely if ever travel to the U.S. She noted that:

Prior to this trip I had not made personal contact with [many of] these distributors and had not even heard of some of the distributors with whom I met.

She also met with the more established but often underutilized distributors “including Puvill, Marcial Pons, Wolters Kluwer, and Aranzadi (Thomson).”

Teresa Chapa (University of North Carolina, Chapel Hill) added:

...there were many vendors and distributors that were worthy of a visit, including Marcial Pons, a vendor that does not attend SALALM but that does provide services for academic libraries’ needs.

Many of us have approval plans with some of these vendors. The approval plan is the gold standard for book dealers: it is a guaranteed income by providing a library with books that are relatively easy to acquire. LIBER was an ideal occasion to review our plans with the vendors and request that certain publishers and series found at LIBER be included in our plans. Pamela Graham puts in succinctly:

Columbia, like many large academic libraries, maintains an approval plan for Spanish books with Puvill Libros. We receive a steady flow of materials and, with few exceptions, the material we receive is appropriate and important for the collection. It is always a challenge, however, to assess what we may be missing.

There was also considerable discussion about the incursion of Casalini, an Italian book dealer, into Spain and Portugal. Patricia Figueroa (Brown) has established an approval plan for Portuguese materials with them. We are all interested in how effective that plan will be.

We could test Pamela’s Graham’s comment about the actual coverage provided by these vendors by perusing publisher booths. Finding materials that are not in our libraries or vendor catalogs is assurance that these trips are vital to building comprehensive collections that include materials in addition to the core titles our vendors provide. This led to our next activity, which was to closely study the publisher offerings at LIBER

II. Book Publishers

We seldom have the opportunity to meet directly with publishers as book dealers are largely effective intermediaries between libraries and publishers. With over 400 publishers present at LIBER, we had an ideal opportunity to see what the market has to offer. Claude Potts precisely described our activities by reporting that the fair floor was the:

...opportune atmosphere for perusing the new titles but also checking out the backlists of publishers one might never have known about.

Claude listed about twenty publishers he discovered at LIBER, including Editorial Casariego, Paginas de Espuma, Trama Editorial, Ediciones Jaguar, Periférica, Ediciones Sigueme, Editorial Complutense, Ediciones Trea, Editorial La Fabrica, Clan Editorial, Biblioteca Nueva, Doce Calles, Ediciones KRK, Editorial Rueda, Minerva Ediciones, Acantilado, and Egales Editorial.

Several librarians noted the presence of new publishers and works that they had not seen in vendor catalogs, which are our main source of information on Spanish publishing. Miguel Valladares (Dartmouth), who regularly visits Spain, mentioned that he found three literary publishers with whom he was not familiar nor had he seen their materials in vendor catalogs.

Lynn Shirey (Harvard) found Cuadernos del Vigía (Granada), a small publisher of poetry and fiction. She also discovered that CSIC (Consejo Superior de Investigaciones Científicas) is an important publisher of monographic collections intended for academic libraries.

Teresa Miguel (Yale Law) emphasized that she:

...met with every Spanish legal publisher, no matter how small, and discussed how we can work together to ensure that Yale has access to their publications. We discussed the various distributors of Spanish legal materials each publisher uses and exchanged contact information which I am utilizing today.

Many of us took advantage of the regional and national government agencies that were strongly represented at LIBER. Adan Griego noted:

The most interesting part for the academic-SALALM group I think has been the stands of various Ministries and the Regional Government agencies, all of which publish materials suitable for our collections but don't always reach commercial distribution. The Ministry of Culture has finally compiled a nice catalog detailing what they have published over the years.

Many of us collected the ministerial and provincial catalogs to review upon our return to the U.S. Due to our concern about the vendor coverage of these works, I had these searched against WorldCat to see how many libraries held them and if Puvill had created records for them or held them in their online catalog. The results from this search of 197 items can be found in Appendix A.

With over 400 booths to visit, we immeasurably expanded our knowledge of Spanish book publishing. What we experienced here will influence our selection choices for years to come.

In reverse, several librarians were able to share their U.S.-based expertise with Spanish publishers. Adan Griego (Stanford) and Miguel Valladares (Dartmouth College) gave a presentation to the publishers of Spanish cultural journals, ARCE, at LIBER. Adan reported:

It almost got cancelled after only 8 of the 20 registered participants showed up. But we went ahead with those in attendance asking question after question and listening (often times disagreeing with us, the librarians in the audience) about our plea to consider the option of electronic versions of their journals. The presentation was to end at 1pm and lasted until 3pm when finally one of the publishers noted that he felt at the edge of an abyss and was starting to lose (?) appetite!

III. Bookstores

The fact that most book fairs are located in the cultural centers of a country allows one to find specialized book stores that meet the diverse needs of a large metropolis. Specialty book stores offer librarians an exceedingly knowledgeable and enthusiastic staff and a selection of core materials within a narrowly defined area. We often find materials not held by our libraries or not found in book vendor catalogs. This was certainly the case in the Madrid bookstores.

Appendix B lists the bookstores mentioned in the various reports. The list includes comments about the stores by individual librarians, followed by the names of other librarians who mentioned them in their reports. Most of us focused on specialty bookstores that allowed us to explore the universe of Spanish publishing on a particular topic in one place. Film, gender, architecture, and even comic bookstores allowed us to immerse ourselves in a particular literature saving us considerable time in trying to bring these works together through vendor catalogs. Still, it was worthwhile to visit the large commercial bookstores as they had extensive holdings that allowed for easy browsing.

Most of us include visits to non-governmental organizations and government publication offices during book buying trips, but very few of us were able to undertake this time consuming activity. Instead, we spent our time at LIBER learning as much as we could about the mainstream publishing industry. Nonetheless, Adan Griego and I visited the Catalan cultural center, Blanquerna, while Pamela Graham pursued organizations that work with immigrant Dominican women. In Pamela's case she was collecting information in support of the Global Resources Network project, while Adan and I reviewed the center bookstore's wide selection of Catalan language materials.

IV. Collegial Partners

While most of the librarians have known one another for many years and we see one another at SALALM each year, LIBER actually allowed more time for us to converse since SALALM is packed with committee meetings, panel presentations, and meetings with book dealers. Pamela Graham explained:

It was very useful to travel to Spain in the company of many colleagues from other institutions as it gave us the opportunity to compare notes and share impressions of some of these publishing and distribution trends and of our own libraries' strategies and practices.

Teresa Miguel (Yale Law) found:

Meeting colleagues from around the United States was a huge benefit to me as a new librarian. I learned about copyright issues regarding DVDs, bibliographic tools such as the HAPI database, valuable conferences geared toward Latin American studies librarians, and book fairs in Guadalajara, Buenos Aires, and Bogotá.

Several of us took this opportunity to learn more about the legal field from Teresa. She talked about the Index to Foreign Legal Periodicals and the Foreign Law Guide, both of which will support our work.

V. Cultural Activities

All librarians jumped into the rich cultural offerings that Madrid has to offer. From movies to museums to flamenco shows to walks through neighborhoods, we know these experiences enrich our work and give us insight into Spanish culture. A few of us were able to enjoy Madrid's all night festival "Noche en Blanco" where over 300 separate cultural events occurred throughout the city. Teresa Chapa (UNC) summed it up best:

Equally important as tangible acquisitions ... is experiencing the socio-historical context in which our materials are published. Experiencing daily life in a country, reading the daily newspapers, conversing with book specialists, going to the cinema, understanding current events, and viewing national television programs all enhance our abilities to understand and appreciate the countries that we cover for our users.

Several librarians toured the National Library, frequented newsstands, and attended the used and rare book fair.

Finally, on the last evening of our time together in Madrid, all U.S. invitees, both academic and public librarians, were graciously invited by our hosts to dinner at a traditional and famous restaurant favorite of Madrileños. This was an excellent opportunity to share those crucial bits of information that we had gathered over the course of the conference in a relaxed and congenial atmosphere.

VI. Conclusion

This report demonstrates that the librarians who attended LIBER are motivated to carry out collection development duties, as we undertook very focused collecting activities during our time in Madrid in order to better our collections at home. We visited individually with book vendors and publishers at LIBER while also spending a considerable amount of time sharing collecting and collection information with one another. While these activities were concentrated at the LIBER conference center, most librarians also took advantage of the plethora of specialized bookstores in Madrid. Finally, we all took advantage of the cultural offerings in Madrid.

Lynn Shirey and Pamela Graham articulately summarize the benefits of our attendance at LIBER:

Pamela Graham:

I enhanced my knowledge of the current publishing scene in Spain. I have a better sense of what our approval vendor covers, and the areas that warrant additional effort. I gathered very useful information and made good contacts with booksellers and publishers that will improve my collection. The selected items I purchased were almost all unique and not held in any U.S. library. In this way, Columbia's collection gains depth and makes a national contribution to Spanish collections in the U.S.

Lynn Shirey:

In summary, my visit to LIBER and Madrid has led me to conclude that our approval plans are not offering the coverage we need. I intend to diversify some of my purchases of discreet categories of titles that can be easily excluded from approval plans, and for which we can get discounted prices: for example CSIC publications; Iberoamericana publications; and subscriptions to Spanish journals via ARCE, which offers a much better notification service.

Clearly, all U.S. library patrons will benefit greatly from our participation and work at the LIBER 2006 bookfair and conference through improved Spanish collections at the institutions of those librarians who were fortunate enough to have attended.

Appendix A – U.S. Library Access to a Selection of Spanish Provincial and Ministerial Publications

I selected 197 historical works to be purchased by Notre Dame. These were all published in the autonomous communities of Castilla y León, Aragón, Navarra; the provinces of Córdoba and Valencia; the city of Sevilla; and the Ministry of Defense that publishes historical works on the military. These were checked against OCLC to see if Puvill, the major Spanish book dealer, had input records for them. If there was not a record input by Puvill, then the book was checked against their online catalog.

| OCLC Records (197 items searched): | | | |
|---|-----|-------------------|-----------------------|
| | | In Puvill Catalog | Percent of 197 Titles |
| Not found in OCLC | 23 | | 12% |
| No Puvill OCLC records (includes above 23) | 66 | 16 | 34% |
| Puvill records | 131 | | 66% |
| Not found in Puvill catalog | 50 | | 26% |

Clearly, Puvill does not provide exhaustive coverage, although bear in mind that the sample consists of selected titles for ordering, rather than of a random sample. The number of cataloging records offered by Puvill is exceptional (66% of the 197 items). While the quality of these records has been an issue of concern for librarians, the quantity allows libraries to at least get an order record into the local catalog quickly. Even though about 75% of the records are available through Puvill OCLC records or their catalog (131 and 16, respectively), our suspicions are confirmed that a significant number of books (26%) are not readily offered by Puvill. Since many of these titles are offered by other book dealers, attending LIBER offered librarians the opportunity to see these works or acquire catalogs that had works not found in the major Spanish book vendor's catalog.

| Library Holdings: | | |
|--------------------------|------------------|-----------------------|
| Number of Libraries | Number of Titles | Percent of 197 Titles |
| 0 | 23 | 12% |
| 1 to 5 libraries | 61 | 31% |
| 6 to 10 libraries | 25 | 13% |
| 11 or more libraries | 88 | 44% |

The above titles show the number of books held by libraries in OCLC. Most (88%) are held by libraries, while 12% are not, but they may very well be in uncataloged backlogs. The fact that 23 titles are not in U.S. libraries tells us that there continue to be useful works that we have not collected.

Appendix B - Madrid Bookstores

Casa del Libro, One of Madrid's largest chain bookstores. Pamela Graham and Scott Van Jacob

Corte Inglés, Reviewed DVDs. Lynn Shirey

Encuadernacion La Eriza, a book artist's workshop and bookstore with incredible handmade books (and books as objects). Teresa Chapa

FNAC, French-own chain of stores that have good film/DVD departments. Pg
At FNAC, I spent approximately \$300 on Flamenco CDs and DVDs for ASU's Music Library. I also bought 45 Spanish feature film DVDs – most which are not distributed in the U.S. Being able to sort quickly through the shelves and reading the front and back-covers made it fairly easy to make selections based on descriptions, awards, directors, actors, etc. While I probably could have ordered some of these from the U.S. through FNAC's web site, purchasing via the FNAC web site has proven to be very unreliable. Claude Potts, Teresa Chapa, Patricia Figueroa, Scott Van Jacob

I regularly purchase 50-70 films when I travel to Madrid during the winter holidays. Going to the LIBER book fair in September 2006 allowed me to stock on recent Spanish films not yet available to the U.S. market.

Libreria Antonio Machado, an academic-oriented bookstore is always useful to scope out the latest publications of interest for our collections. Teresa Chapa

Librería Berkana Located in the Chueco neighborhood of Madrid, the Berkana is one of the few bookstores devoted to gay and lesbian studies. We would spend part of the next 2 days checking titles at the gay bookstore, Berkana, whose owner also publishes most of these titles with the Editorial Gay y Lesbiana de Espana (EGALES). Adán Griego.

Librería Iberoamericana, an excellent bookstore for titles published in Spain on Latin America. All librarians attended a reception there and several visited separately.

Madrid Comics. I bought about \$200 worth of comics and graphic novels for our comic art collection in a real specialty store called Madrid Comics. The place was packed on the Saturday afternoon that I went there with Pamela Graham. (Most of it will be paid for out of the comic art bibliographer's funds, but nonetheless...) Not like Donald Duck, if you have any idea of what's being produced out there! Anyway there were some interesting items, like something called "11-M, Once miradas" in which 11 comic artists contributed graphic vignettes on the Madrid train bombings. I think it was published in Spain though (it's down in cataloging now so I can't check). There was a lot of stuff in this store of interest for a specialty collection like ours that would never appear on a Puvill list. Mary Jo Zeter and Pamela Graham

Ocho y Medio After my work at Naos was done, I visited Ocho y Medio, devoted to film studies Ocho y Medio (dedicated to film and television) as Scott Van Jacob has expressed is that it brings together in one place an incredible thematic concentration of materials. In less than three hours, I was able to make a selection of Spanish, Portuguese, Mexican, and Argentine film books that would support the research needs of faculty and students at ASU while also help meet our LARRP commitment to collect in Literature, Theatre, Performance, and Cinema of Argentina and Mexico. Looking at the invoice of materials I sent home via DHL (approximately \$1300 + \$350 for shipping), I was surprised to find that only 20 of the 48 were even treated in Puvilll's online catalog. Claude Potts, Adán Griego, Teresa Chapa, and Scott Van Jacob

Librería Naos. Bookstore devoted to architecture. This was perhaps one of my most interesting stops. Chris Sala of Avery had provided me with a wishlist of Spanish monographs. The staff at Naos obligingly searched their stock for me. While they did not have anything we needed, they provided advice on the likelihood of items still being in stock with publishers and I will convey this information to Chris. The journal section of the bookstore was the main focus of my attention. After making extensive notes, I returned to Naos later in the day to select items not held by Columbia. I put together a selection of journals for Chris to review for possible subscription. Upon searching WorldCat, I see that many of these are not held in ANY library in the U.S. Pamela Graham

Museo Thyssen-Bornemisza The bookstore at one of Madrid's most impressive art museums had several interesting items. As Paula Gabbard is actively acquiring some Spanish wishlist material this month, I limited myself to taking notes on interesting publications. The museum's publications are fairly well-distributed, but I found a series, "El Cuadro del Mes" that I has been on my wish list for years. Pamela Graham and Claude Potts

Panta Rhei, a bookstore specializing in art, photography and design, was a great find for acquiring small press artists' books and other unusual materials typically out of scope for our vendors. Adan Griego reported "I found a new scholarly journal that I hope makes it past the first few issues. The following day the publicity coordinator for ARCE, the association of Spanish cultural journals that groups about 110 publications, will ask me about my new find. Interesting that neither the publisher nor the ARCE people appeared to know about each other." Teresa Chapa, Adan Griego, and Pamela Graham