The United States Newspaper Program (USNP) is a national, cooperative effort to locate, catalog, and preserve on microfilm newspapers published in the United States and its territories since the seventeenth century. This list of intended-audience terms was initially developed by the USNP staff at the State Historical Society of Wisconsin, but soon grew to include terms submitted by other national repository projects and later by state projects. The goal in producing the list was to create a thesaurus for the USNP that would allow users of the database to access specialty newspapers by their particular characteristic. The terms on the list were derived from a variety of sources familiar to staff at the State Historical Society of Wisconsin from their earlier bibliographic work. Terms are listed alphabetically under three major subject headings: (1) Ethnic Terms; (2) Religious Terms; and (3) Other Terms. (THC)
United States Newspaper Program

List of Intended Audience Terms
for 655 Genre Field

Madison, Wisconsin

State Historical Society
of Wisconsin

June, 1986
United States Newspaper Program: list of intended audience terms for 655 genre field.

"List...initially developed by the United States Newspaper Program Staff at the State Historical Society of Wisconsin but soon grew to include terms submitted by other national repository programs and later by state projects."


1. Subject headings--Newspapers--United States. 2. Subject headings--Ethnic groups--United States. 3. Subject headings--Religions. 4. Subject headings--United States--Religion. 5. United States Newspaper Program. I. State Historical Society of Wisconsin. II. Title: Intended audience terms for 655 genre field. III. Title: Audience terms for 655 genre field. IV. Title: 655 genre field audience terms.

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The United States Newspaper Program is a national, cooperative effort to locate, catalog, and preserve on microfilm newspapers published in the United States and its territories since the seventeenth century. Funded by the National Endowment for the Humanities, and managed jointly by the Endowment and the Library of Congress, the program is carried out by projects in each state and territory, and within selected individual institutions.

The List of Intended-Audience Terms was initially developed by the United States Newspapers Program staff at the State Historical Society of Wisconsin but soon grew to include terms submitted by other national repository projects and later by state projects. The goal in producing the List was to create a thesaurus for the USNP that would allow users of the database to access specialty newspapers by their particular characteristic, for example to locate all newspapers produced by and for the Greenback Party.

The terms on the List were derived from a variety of sources familiar to staff at the State Historical Society of Wisconsin from their earlier bibliographic work. For example in producing the subject indexes to Women's Periodicals and Newspapers from the 18th Century to 1981: a union list of holdings of Madison, Wisconsin Libraries (Boston, G.K. Hall, 1982) and Native American Periodicals and Newspapers, 1828-1982: bibliography, publishing record, and holdings (Westport, Connecticut, Greenwood Press, 1984) the staff contacted Sanford Berman of the Hennepin County Library for advice. Berman was selected because of his expertise in providing direct and intelligible subject access to all types of library materials and he identified both appropriate, existing headings in the Hennepin County system as well as aiding in the development of new headings.

Some of the descriptors differ from those found in Library of Congress Subject Headings, 9th edition. For example, LCSH employs BLACK and BLACKS to denote African-descended people outside the U.S. and uses AFRO-AMERICAN and AFRO-AMERICANS to represent U.S. Blacks. The Intended-Audience List uses the term Black to denote U.S. Blacks. Other examples of differences include CHICANO, INUIT, and METIS. Among the six national repositories selected to be the initial participants in the U.S. Newspapers Program, the State Historical Society of Wisconsin was the logical choice to develop the Intended-Audience List for the U.S.N.P. This was based on the Society having completed the two major bibliographic works cited above as well as having done smaller projects on blacks, Asian Americans, and Hispanic Americans.
In developing the List several groups of entries were added from standard sources. For example many participants in the USNP were aware of a large number of religious newspapers in their collections and concern was expressed early on for including names of specific groups. Thus we added the names of U.S. religious bodies as found in the Yearbook of American and Canadian Churches (Nashville, Tennessee: Abingdon Press, 1982). Other terms were derived from the Hennepin County Library authority file. Ethnic entries were checked against and supplemented by The Harvard Encyclopedia of American Ethnic Groups (Cambridge, Mass., The Belknap Press, 1980). Many of the terms related to established political parties or foreign countries do not vary significantly from similar terms in the Library of Congress Subject Headings, 9th edition, though those for some ethnic groups do.

The U.S. Newspapers Program participants offered significant additional terms, terms that could not have been generated by any single project. For example, the Kansas State Historical Society staff encountered many Free Silver newspapers held in their collections and added this term and many others from the numerous political movements that swept the Plains in the nineteenth century.

Additions and corrections may be made to the list by contacting James P. Danky at (608) 262-9584 or by writing

The State Historical Society of Wisconsin
816 State Street
Madison, WI 53706-1482
ACADIAN see CAJUN
AFGHAN
AFRICAN see also specific nationalities, e.g. NIGERIAN
AFRIKANER
AFRO-AMERICAN see BLACK
ALBANIAN
ALEUTS
ALGERIAN
AMERICAN INDIAN see NATIVE AMERICAN
ANGLO-SOUTH AFRICAN
ARABIC Use for newspapers addressed to the Arab community at large. See also names of specific Arabic nationalities for those addressed to specific groups
ARGENTINIAN see also HISPANIC
ARMENIAN
ASIAN Use for newspapers addressed to the Asian community at large. See also the names of specific Asian nationalities for those addressed to specific groups
ASSYRIAN
AUSTRALIAN
AUSTRIAN
AZERBAIJANI
BALTIC see ESTONIAN; LATVIAN; LITHUANIAN
BANGLADESH
BASQUE
BELGIAN (non-Flemish) Use only for non-Flemish Belgian groups. For Belgian-Flemish groups see FLEMISH.
BELORUSSIAN Use for publications specifically addressed to the Belorussian ethnic community. See RUSSIAN for those addressed to the Russian community as a whole.
BLACK
BLACK SOUTH AFRICAN see SOUTH AFRICAN
BOER see AFRIKANER
BOHEMIAN see also CZECHOSLOVAK
BOLIVIAN see also HISPANIC
BOSNIAN MUSLIM see also MUSLIM
BRAZILIAN see also HISPANIC
BRITISH see also ENGLISH, WELSH, CORNISH, MANX, SCOTTISH
BULGARIAN
BURMESE
BYELORUSSIAN see BELORUSSIAN
CAJUN
CAMBODIAN see KAMPUCHEAN
CANADIAN see also FRENCH-CANADIAN; METIS
CAPE VERDEAN
CARPATHO-RUTHENIAN see also UKRAINIAN
CENTRAL and SOUTH AMERICANS see specific nationalities; e.g. PERU
CHICANO see also HISPANIC
CHILEAN see also HISPANIC
CHINESE see also TAIWANESE
COLOMBIAN see also HISPANIC
CORNISH see also BRITISH
COSSACKS
COSTA RICAN see also HISPANIC
CROATIAN
CUBAN see also HISPANIC
CZECHOSLOVK
DAHOMEY
DANISH
DOMINICAN
ROUKHOBOR
DUTCH
EAST INDIAN see also HINDU
ECUADORIAN see also HISPANIC
EGYPTIAN see also ARABIC
EL SALVADORAN see also HISPANIC
ENGLISH see also BRITISH
ERITREAN
ESKIMO see INUIT
ESTONIAN
ETHIOPIAN see also ERITREAN
FILIPINO
FINNISH
FLEMISH
FRENCH
FRENCH-CANADIAN see also CANADIAN
FRISIAN
GEORGIAN
GERMAN see also PENNSYLVANIA DUTCH
GERMAN-RUSSIAN
GHANAIAN
GREEK
GUATEMALAN see also HISPANIC
GYPSY see ROMANI
HAITIAN
HAWAIIAN
HEBREW see JEWISH
HINDU
HISPANIC see also specific nationalities, e.g. GUATEMALAN, NICARAGUAN, MEXICAN, etc.
HMONG
HONDURAN see also HISPANIC
HUNGARIAN
ICELANDIC see also SCANDINAVIAN
INDIAN, AMERICAN see NATIVE AMERICAN
INDIAN, EAST see EAST INDIAN
INDIAN, WEST see WEST INDIAN
INDOCHINESE  Use for newspapers addressed to the Indochinese community at large. See also names of specific Indochinese nationalities for those addressed to specific groups.

INDONESIAN
INUIT
IRANIAN
IRAQI
IRISH
ISRAELI
ITALIAN
JAMAICAN  see also WEST INDIAN
JAPANESE
JEWISH  see also ISRAELI
JORDANIAN  see also ARABIC
KALMYKS
KAMPUCHEAN
KOREAN
KURDISH
LAOTIAN
LATINO  see HISPANIC
LATVIAN
LEBANESE  see also ARABIC
LETTISH  see LATVIAN
LIBERIAN
LIBYAN
LITHUANIAN
LUSTIAN  SORBS  see SORBS
LUXEMBOURG
MACEDONIAN
MALTESE
MANX  see also BRITISH
METIS
MEXICAN  see also HISPANIC
MEXICAN  AMERICAN  see CHICANO
MOLOKANE
MOROCCAN  see also ARABIC
MULTI-ETHNIC  To be used when a newspaper applies to all ethnic groups. Do not use if addressed to two or more specific groups, e.g. to the Puerto Ricans and Cubans.

NATIVE AMERICAN  see also INUIT
NEGRO  see BLACK
NEW  ZEALAND
NICARAGUAN  see also HISPANIC
NIGERIAN
NORWEGIAN  see also SCANDINAVIAN
ORIENTAL  see ASIAN
PACIFIC  ISLANDER
PAKISTANI
PALESTINIAN  see also ARABIC
PANAMANIAN  see also HISPANIC
PARAGUAYAN  see also HISPANIC
PENNSYLVANIA  DUTCH
PENNSYLVANIA  GERMAN  see PENNSYLVANIA  DUTCH
PERUVIAN see also HISPANIC
PHILIPPINO see FILIPINO
PILIPINO see FILIPINO
POLISH
PORTUGUESE
PUERTO RICAN see also HISPANIC
ROMANI
ROMANIAN
ROMANY see GYPSY
RUSSIAN
SALVADORAN see EL SALVADORAN
SCANDINAVIAN see also specific nationalities, e.g. SWEDISH
SCOTCH-IRISH
SCOTTISH see also BRITISH
SERBIAN
SIAMESE see THAI
SILESIAN
SLOVAKIAN
SLOVENIAN
SORB
SOUTH AFRICAN
SOUTH AFRICAN-AFRIKANER see AFRIKANER
SOUTH AFRICAN-ENGLISH see ANGLO-SAXON
SPANISH use only for people of Spanish descent
SUDANESE
SWEDISH see also SCANDINAVIAN
SWISS
SYRIAN
TAIWANESE
TARTAR
THAI
TRANSYLVANIAN SAXONS
TUNICIAN see also ARABIC
TURKISH
TURKISTANI
UGANDAN
UKRAINIAN
URUGUAYAN see also HISPANIC
VENEZUELAN see also HISPANIC
VIETNAMESE
WELSH see also BRITISH
WEND see SORBS
WEST INDIAN see also JAMAICAN
YIDDISH see JEWISH
YUGOSLAVIAN see CROATIAN, SERBIAN, SLOVENE
RELIGIOUS TERMS

ADVENT CHRISTIAN
ADVENTIST
AFRICAN METHODIST EPISCOPAL
AMANA
AMERICAN CARPATHO-RUSSIAN ORTHODOX GREEK
AMERICAN EVANGELICAL CHRISTIAN
AMERICAN LUTHERAN CHURCH
AMISH
ANGLICAN see also PROTESTANT EPISCOPAL
ANGLICAN ORTHODOX
ANTI-CATHOLIC see also ANTI-RELIGIOUS
ANTI-CLERICAL see ANTI-RELIGIOUS
ANTI-RELIGIOUS
APOSTOLIC CHRISTIAN CHURCHES OF AMERICA
APOSTOLIC LUTHERAN CHURCH OF AMERICA
APOSTOLIC OVERCOMING HOLY CHURCH OF GOD
ARMENIAN APOSTOLIC CHURCH OF AMERICA
ARMENIAN CHURCH OF AMERICA
ARMENIAN ORTHODOX CHURCH
ASSEMBLIES OF GOD
ASSOCIATE REFORMED PRESBYTERIAN
BAHAI FAITH
BAPTIST GENERAL CONFERENCE
BAPTIST MISSIONARY ASSOCIATION OF AMERICA
BAPTIST'S FREE WILL see FREE WILL BAPTISTS
BETHEL MINISTERIAL ASSOCIATION
BIBLE CHURCH OF CHRIST
BIBLE PROTESTANT CHURCH
BIBLE WAY CHURCH OF OUR LORD JESUS CHRIST WORLD WIDE, INC.
BRETHREN IN CHRIST CHURCH
BUDDHIST
BULGARIAN EASTERN ORTHODOX
CATHOLIC see ROMAN CATHOLIC
CHRISTADELPHIANS
CHRISTIAN AND MISSIONARY ALLIANCE
CHRISTIAN CHURCH (DISCIPLES OF CHRIST)
CHRISTIAN CHURCHES AND CHURCHES OF CHRIST
CHRISTIAN METHODIST EPISCOPAL
CHRISTIAN SCIENTIST
CHURCH OF CHRIST, SCIENTIST see CHRISTIAN SCIENTIST
CHURCH OF GOD
CHURCH OF GOD IN CHRIST
CHURCH OF GOD OF PROPHESY
CHURCH OF JESUS CHRIST OF THE LATTER DAY SAINTS see MORMON
CHURCH OF THE BRETHREN
CHURCHES OF CHRIST
CONGREGATIONALIST see UNITED CHURCH OF CHRIST
CONSERVATIVE BAPTIST ASSOCIATION OF AMERICA
COPTIC
COPTIC ORTHODOX CHURCH
CUMBERLAND PRESBYTERIAN
EASTERN ORTHODOX CHURCH see also GREEK ORTHODOX, RUSSIAN ORTHODOX
EPISCOPALIAN
ETHIOPIAN ORTHODOX CHURCH
EVANGELICAL
EVANGELICAL CHRISTIAN
EVANGELICAL LUTHERAN
EVANGELICAL METHODIST
FREE WILL BAPTISTS
GREEK ORTHODOX
HUTTERITE
ISLAMIC see MUSLIM
JEHO’AH’S WITNESS
LATTER-DAY-SAINT see MORMON
LUTHERAN use only if no more specific denomination is given
LUTHERAN CHURCH IN AMERICA
LUTHERAN CHURCH, MISSOURI SYNOD
MENNONITE
METHODIST
MORAVIAN see also CZECHOSLOVAK
MORMON
MOSLEM see MUSLIM
MUSLIM
NATIONAL BAPTIST CONVENTION
ORIENTAL ORTHODOX see specific religions, e.g. ARMENIAN ORTHODOX CHURCH
ORTHODOX PRESBYTERIAN
PARSI see ZOROASTRIAN
PENTECOSTAL
PILLAR OF FIRE
PLYMOUTH BRETHREN
PRESBYTERIAN
PRIMITIVE BAPTIST
PRIMITIVE METHODIST
PROTESTANT
PROTESTANT EPISCOPALIAN see EPISCOPALIAN
PURITAN
QUAKER see RELIGIOUS SOCIETY OF FRIENDS
RECHABITE
REFORM MOVEMENTS
REFORMED CHURCH
RELIGIOUS SOCIETY OF FRIENDS
ROMAN CATHOLIC
ROMANIAN ORTHODOX EPISCOPATE
ROSICRUCIAN
RUSSIAN ORTHODOX
SECOND ADVENTIST
SEVENTH-DAY ADVENTIST
SHAKER
SOCIETY OF FRIENDS see RELIGIOUS SOCIETY OF FRIENDS
SOUTHERN BAPTIST CONVENTION
SOUTHERN METHODIST
SWEDENBORGIAN
SYRIAN ORTHODOX CHURCH of ANTIOCH
SYRIAN ORTHODOX CHURCH of INDIA
TRINITARIAN
UKRAINIAN CATHOLIC
UKRAINIAN ORTHODOX
UNIFICATION CHURCH
UNITARIAN
UNITED CHURCH OF CHRIST
UNITED METHODIST CHURCH
UNITED PENTECOSTAL CHURCH INTERNATIONAL
UNITED PRESBYTERIAN
WESLEYAN
WISCONSIN EVANGELICAL LUTHERAN SYNOD
ZOROASTRIANS
OTHER TERMS

ABOLITIONIST
AGGRESSIVE PARTY
AGRICULTURE
ALTERNATIVE see UNDERGROUND PRESS
AMERICAN PARTY
AMERICAN PROTECTIVE ASSOCIATION
AMERICAN RESCUE WORKERS
ANARCHIST
ANTI-KASONIC
ANTI-PROHIBITION
ANTI-SLAVERY
BIMETALIST
BUSINESS see also INDUSTRY
CANADIAN REBELLION, 1838 see MACKENZIE'S REBELLION
CIVILIAN CONSERVATION CORPS
COMMUNIST
DEMOCRAT
EUGENICS
FARMERS' ALLIANCE
FEDERALIST
FREE SILVER
FREE SOIL PARTY
FREE-STATE (Party)
GRANGE see PATRONS OF HUSBANDRY
GRAND ARMY OF THE REPUBLIC
GREENBACK
INDEPENDENT
INDUSTRY see also BUSINESS
KNOW NOTHINGS see AMERICAN PARTY
KU KLUX KLAN
LAPO
LIBERAL PARTY
LOYALIST
MACKENZIE'S REBELLION
MARITIME
MARXIST see COMMUNIST; SOCIALIST
MILITARY
MINING
MUGNUMP
NATIONAL REPUBLICAN
PATRIOT'S WAR see MACKENZIE'S REBELLION
PATRONS OF HUSBANDRY
PEOPLE'S PARTY
POLITICAL REFORM see REFORM MOVEMENTS
POPULIST
PRO-SLAVERY
PROGRESSIVE
PROGRESSIVE PARTY
PROHIBITIONIST
REPUBLICAN
SEXUAL REFORM  see  REFORM MOVEMENTS
SLAVERY  see  PRO-SLAVERY, ABOLITIONIST
SOCIALIST  use only if no more specific designation is made; see also
  ANARCHIST; COMMUNIST
SOCIALIST LABOR PARTY
SOCIALIST PARTY
SOCIALIST WORKERS PARTY
STATES RIGHTS
SUFFRAGIST
TEMPERANCE  see  PROHIBITIONIST
TORY
UNDERGROUND PRESS
UNION LABOR PARTY
UNION  see  LABOR
VETERANS
VOLUNTEERS OF AMERICA
WHIG
WOMEN
WOMEN'S SUFFRAGE