

## Audience Fixed Field

### Cataloging Principles

Correct children's audience designations help:

- Patrons search for materials by age-range
- Assist with collection development
- Make the K-Pac function

### Audience Designations

- a -- Pre-School (infant to 5 years)
- b -- Primary (6-8 years)
- c -- Pre-Adolescent (9-13 years)
- d -- Adolescent (14-17 years)
- e -- Adult

Help with audience decisions:

- **a -- picture books and board books** (pictures alone tell the story, text read to child, appropriate for infant to 1<sup>st</sup> grade)
- **b -- beginning reader** (text tell the story with the help of pictures, often divided into chapters, appropriate for 2nd to 4th grade)
  - Examples: Henry and Mudge, Young Cam Jansen, Minnie and Moo, The Magic Tree House, Cam Jansen, and Freckle Juice.
- **c -- independent reader** (mostly text with some pictures, divided into chapters, appropriate for 4th to 6th grade)
  - The Harry Potter series, *The Bad Beginning* by Lemony Snicket, and *The Lion, the Witch and the Wardrobe* by C.S. Lewis.
- **d -- young adult** (the language and concepts are intended for middle or high school, appropriate for 7 to 12 grade)
- *Is Your Idea a Picture Book, Chapter Book or Middle Grade Novel?* by Hillary Homzie and Mira Reisberg: <https://taralazar.com/2015/01/08/is-your-idea-a-picture-book-chapter-book-or-middle-grade-novel/>

### Directions:

1. Bring up the record in Evergreen
2. Click MARC Edit
3. Click Enhanced MARC Editor
4. Right click on Audn box and choose selection from menu that appears
5. Click Save Changes

The screenshot shows the MARC Editor interface with the Audience Designation (Audn) dropdown menu open. The menu lists the following options: : Unknown or unspecified, a: Preschool, b: Primary, c: Pre-adolescent, d: Adolescent, e: Adult, f: Specialized, g: General, and j: Juvenile. The 'a' option is selected. The interface also shows fields for Type (a), BLV1 (m), Desc, ELV1, Form, Cont, Ills, Conf, GPub, Fest, Audn, Biog, LitF, DtSt, Ctr1, MRec, Indx, Date1, Lang (eng), Ctry (nyu), Date2 (1987), and a 'Save Changes' button.