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SOUTHERN  
**TIDINGS**  
STYLE MANUAL



TSOUTHERN<sup></sup>  
TIDINGS  
STYLE MANUAL

THE DEPARTMENT OF COMMUNICATION  
**SOUTHERN UNION CONFERENCE OF SEVENTH-DAY ADVENTISTS**  
302 RESEARCH DRIVE, NORCROSS, GA 30092

*SOUTHERN TIDINGS* STYLE MANUAL

PUBLISHED BY

**THE DEPARTMENT OF COMMUNICATION**

SOUTHERN UNION CONFERENCE OF SEVENTH-DAY ADVENTISTS

302 RESEARCH DRIVE

NORCROSS, GA 30092

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# INTRODUCTION

The *Southern Tidings Style Manual* is an updated version of past *Southern Tidings* policy and style manuals. It reflects changes which naturally arise in the evolution of language, Church policy, and journalism practice.

The *Manual* begins with the abstracts of philosophy and policy, and ends with the practicalities of style and financial matters concerning the *Southern Tidings*.

The *Manual* is produced to aid those who would write for the *Southern Tidings*, submit announcements, or advertise a product of relevance to the Church. Detailed information concerning all aspects of *Tidings* are in the *Manual*.

# PHILOSOPHY, OBJECTIVES, AND ORGANIZATION

## PHILOSOPHY

The *Southern Tidings* is the most important publication for Seventh-day Adventists in the Southern Union Conference because it is the only publication received by the entire constituency.

Every family unit with membership in a Seventh-day Adventist church in the Southern Union is eligible to receive the *Southern Tidings*. The cost in the Southern Union is covered by tithe.

The *Southern Tidings* performs five basic functions for the Seventh-day Adventist Church in the Southern Union, its institutions, and its constituency:

1. Strengthens the bond between constituent members, conferences, and institutions by acquainting them with the work the Church is doing, both on a local and worldwide scale, on the part of institutions and individuals, clergy and laity.
2. Informs the constituency of significant news, developments, and plans.
3. Serves as a medium of exchange of ideas and methods, thereby inspiring more effective Christian service.
4. Gives a positive image of the Church to family members who are not Adventist, and thereby serves as an evangelistic function.
5. Maintains a point of contact for inactive members.

The *Southern Tidings* editorial staff seeks to be fair and equitable in its representation of various entities and groups within the Southern Union, believing that no group, department,

or locale is in any way deserving of preferential or discriminatory treatment.

The editorial policies which appear on succeeding pages attempt to reflect this fairness philosophy.

## **OBJECTIVES**

In general, the objectives of the *Southern Tidings* are the following:

1. To report significant Union news events in word and picture.
2. To present material in an interesting, attractive, and journalistically sound manner.
3. To develop a sense of loyalty among Church members by making them a part of the Church's proceedings.
4. To publicize, within reason, promotional projects such as offerings and campaigns.
5. To serve as a bulletin board for coming events.
6. To provide a medium of exchange for ideas. For example, the "how-we-did-it" story from Florida may inspire members in South Central to try the same idea — and vice versa.
7. To report news events from outside the Union that may be of special interest to Southern Union readers.
8. To provide a reasonable amount of space for advertising goods, services, and programs of useful and meaningful value to members.
9. To occasionally publish in-depth "Special Reports" dealing with ongoing news within the Church.

## **ORGANIZATION**

Listed are general job descriptions for the various individuals who contribute to the *Southern Tidings* as well as an organizational flow chart.



**Editor:**

- Supervise and maintain ultimate responsibility for article content, editing, circulation, and advertising.
- Develop general editorial policies.
- As time permits, cover noteworthy Union events and secure materials for various stories.
- Assign feature stories to contributing editors and assist them in the preparation of this material.
- Assist contributing editors and writers in improving writing and picture quality.

**Managing Editor:**

- Edit copy, and, if necessary, rewrite for style and grammatical consistency.
- As much as possible, secure materials for various stories.
- Carry out assignments as directed by the editor.
- Fill in for the editor when he is out of the office.

**Contributing Editors:**

- Channel conference/institution news to managing editor.
- File feature stories on an assigned basis.

- Inform editors of significant conference/institution trends and actions.
- Monitor feedback from constituency.
- Work with conference/institution administrators in establishing policies for screening local material.

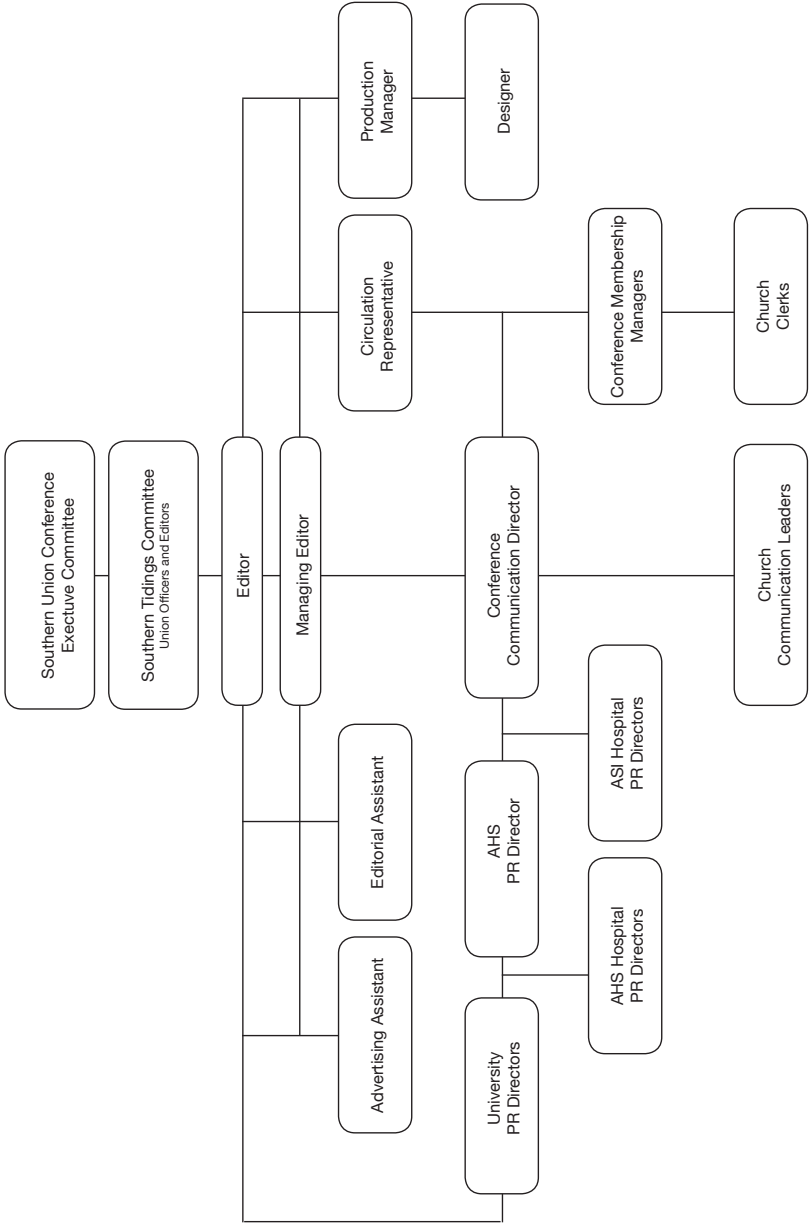
**AHS Hospital Communication/Public Relations Directors:**

- Send news items, pictures, and ads directly to managing editor.
- Work with corporate communication/PR director in contributing feature articles.

**Local Church Communication Leaders:**

- Write articles, take pictures, or arrange for articles and pictures regularly to be submitted to the contributing editor of the conference.
- Plan for coverage of significant events of the local church.
- Plan features from the church with contributing editor.

# Southern Union Conference Communication SOUTHERN TIDINGS FLOW CHART



# EDITORIAL POLICIES

*Southern Tidings* is the “official organ of the Southern Union Conference of Seventh-day Adventists.” As such, its pages will reflect the views of the Church, its administration, and constituency as consistently and accurately as possible. Issues of a controversial nature will not be dealt with in the pages of the *Southern Tidings*, except for instances where the Southern Union president or other administrator deems it necessary to make a statement to the constituency.

The editors of the *Southern Tidings* will not regularly write editorials. The president’s “Vantage Point” column serves that function.

## NEWSWORTHINESS

The publishers, editors, and constituency of the *Southern Tidings* agree, according to 1981 and 1986 readership surveys, that its niche is primarily that of a news magazine, with occasional elements of a devotional character. The news itself is seen as inspirational for those who desire the work of the Lord and the Church to go forward.

As a news magazine it is imperative, if credibility is to be maintained, that the articles which appear in the *Tidings* be written with journalistic responsibility and style. The editors seek to ensure that events reported in *Southern Tidings* are indeed news. For example, the fact that XYZ church conducts a Vacation Bible School may not be news if that church always conducts a VBS. It may be news, however, if it can be shown that this year’s VBS was somehow different — if there was a significantly bigger attendance, if there was some added feature, such as special training in an area not usually taught at a VBS, or if a baptism took place as a direct result, etc.

Judging newsworthiness is extremely important for those who write for *Southern Tidings*. A church dedication service which coincides with the grand opening is more newsworthy than a church dedication which takes place after 10 years of use, since it indicates an aggressive and successful fundraising program. On the other hand, a small church which liquidates a large debt after faithfully making payments for an extended length of time may be news.

The point is, with any event that is reported, it must be determined why the event has made news — one must find the angle from which he will write the story. For example, to say XYZ church baptized 15 at the conclusion of an evangelistic series is not especially newsworthy, unless we discover that XYZ church only had a membership of five. Now, we can say *“XYZ church membership quadrupled at the conclusion of meetings held by the pastor last month.”* And, what if the 15 who were baptized were all members of the same family? That would certainly be news, even in a large church. Ordinarily a single baptism is not newsworthy, unless there is some circumstance which sets it apart, even though every person who is baptized is precious in the sight of the Lord and the Church. Statistics often provide an angle for news. Perhaps this person is the 100th person to be baptized in that church, or perhaps he is the first to be baptized in a new building. Perhaps the baptism was a result of the work of laymen. Stories such as this help to fulfill the function of inspiration.

Similarly, a Breathe-Free Plan is not automatically news. But many Breathe-Free Plans could be news, if the newsworthy angle were found. To find it may require getting more information than that *“XYZ church held a Breathe-Free Plan last month.”*

When reporting a news story, it is important to determine what the basic facts are. At the risk of being elementary, the answers to the questions *“Who,” “What,” “Where,” “When,” “Why,”* and *“How”* will usually give the basic facts of the story. These basic facts need to be included in the lead paragraph if it is a straight news story. **NOTE:** Start the news story with the most important *“W.”* Never start a story with a date unless the date is the most significant part of the story.

In religious news the temptation is always present to include things that are not facts. For example: *“Everyone received a blessing”* is not a fact unless everyone present was interviewed and asked if he received a blessing. One can quote an individual who said, *“I received a blessing.”* That would be a fact, albeit not the most dynamic quote. Here’s another popular statement that is not a fact: *“God showed them what to do.”* Not a fact because, no matter how much it may appear that way, and no matter how much the people involved may believe it, there is no way to interview God and confirm that He did, indeed, show them what to do. You may quote someone as saying, *“God showed us what to do,”* or say, *“the members of XYZ church believe God showed them what to do.”* That would be fact. That would be news.

## FEATURE ARTICLES

Feature pages are assigned to conferences to ensure fairness and adequate coverage of each entity. Minor differences in page allotments reflect comparative memberships. Institutions such as universities and hospitals are included as well. Universities send copy directly to *Southern Tidings* or via the K4 portal. Adventist Health System hospitals coordinate features, news, and ads through the AHS Public Relations Office. Self-supporting institutions may send ads directly to *Southern Tidings* advertising manager, but should channel news and features through the local conference communication department.

The editors seek to make the feature pages of *Southern Tidings* of broad interest, and to include the most important developments in conferences or institutions.

Covers will be reserved for events of widespread interest and great impact. They should not be used for local church or school events. Arrangements should be made well in advance if a cover story is desired. The editors do not guarantee cover stories, nor should demands be made.

From time to time, special articles will appear featuring an evangelistic agency of the Church such as the Voice of Prophecy or Christian Record Services. The appearance and placement of such articles will be at the discretion of the editors.

Another type of feature which may appear periodically is the “Special Report.” These features will deal with abstract issues within the Church and will look at long-term trends affecting its membership. These will be prepared or commissioned by the editors.

All copy must be submitted via the K4 portal for publication. Those who wish to use outside sources or designers should confer with the *Southern Tidings* editors prior to finalizing on content or design.

## **TIMELINESS**

Events should be reported promptly in order to be included as news in *Southern Tidings*. Copy is due in the K4 portal on the first working day of the month. Church communication leaders should submit articles and photos to their conference-contributing editor by the 20th of the month.

Obituaries and announcements should be reported promptly.

## **ANNOUNCEMENTS**

*Southern Tidings* publishes two general kinds of announcements: Events Calendar (every month) and Obituaries (generally, every other month). Calendar items should be brief, giving only basic information. No announcements will be published for missing persons, location of alumni, or individuals seeking mates.

# ADVERTISING POLICIES

*Voted November 2007*

Advertisements in the *Southern Tidings* are intended to offer Seventh-day Adventist members, entities, and supporting entities an avenue for direct communication with members of the Southern Union Conference.

Advertising policy is established by the *Southern Tidings* Committee, composed of Southern Union officers and the *Southern Tidings* editors. The *Southern Tidings* Committee reserves the right to reject any advertising which does not conform to Church standards or the policies spelled out below.

## GENERAL PRINCIPLES

*Southern Tidings* reserves the right to accept, reject, or cancel any advertisements at its sole discretion.

Advertisements shall not be deceptive or misleading and will not be accepted if they conflict with the principles of the Seventh-day Adventist Church or other appropriate Southern Union or denominational policies.

The acceptance or appearance of an advertisement in the *Southern Tidings* does not imply or constitute Southern Union endorsement of the product, service, the advertiser, or claims made for the product or service.

It is the responsibility of the advertiser to comply with all laws and regulations applicable to the marketing or sale of the products or services advertised.

### **Unacceptable advertising:**

1. Advertising that conveys ethnic, religious, gender, or age bias or prejudice.
2. Advertising from persons or entities that have suits against the Seventh-day Adventist Church or any of its entities.
3. Advertising that resembles editorial material in content and format.
4. Advertising products in direct competition to the Adventist Book Center.



5. Advertisements disparaging a competitor's product or service will not be accepted.
6. Advertisements for credit, debit, or charge cards, or similar financial instruments.
7. Advertising for insurance policies.

### **Special Requirements**

Companies, individuals, or groups desiring to advertise must comply with the following:

1. All requests must be submitted in writing.
2. Any first time advertising requests must include a copy of the current product/service literature with the original submission.
3. The name and contact information of the official representative must be included with the original submission.
4. The company/individual must be in good financial standing with the Southern Union Conference (no outstanding bills/invoices).
5. Any advertiser submitting an advertisement for all-inclusive travel must also submit the following:
  - a) Copy of USPS permit showing authorization to mail at the USPS non-profit rate.
  - b) Statement that the travel arrangement is designed for and mainly promoted to members of the Seventh-day Adventist Church.
  - c) Statement that the travel substantially contributes to the purpose of the Seventh-day Adventist Church.

### **Technical Requirements**

The advertisement should clearly identify the advertiser of the product or service offered.

Layout and format of advertising copy shall avoid confusion with editorial content and the word "advertisement" may be required to assure clarity.

## PROCEDURES

### Display Advertising

Advertising orders are accepted subject to the terms of the current rate card. A signed insertion order is required prior to ad placement. Final art materials shall be submitted by closing date unless otherwise specified by the *Southern Tidings* advertising manager. All cancellations must be received in writing prior to insertion order closing date or advertiser will be subject to penalty.

Positioning is at the sole discretion of the publisher and cannot be guaranteed.

### Classified Advertising

Monthly rates are based on the number of words. Phone numbers and email addresses count as one word. No text can be taken over the phone. *Southern Tidings* reserves the right to edit copy for production purposes. All orders and inquiries are directed to the *Southern Tidings* advertising manager. Cancellations are not accepted after closing date.

**First-time classified advertisers** who are members of the Seventh-day Adventist Church must submit a letter of recommendation from their pastor, local elder, or conference leadership. Contact information must also be submitted.

**First-time classified advertisers who are not members of the Adventist Church** must submit letters of recommendation from business members of their community or credit bureaus, as well as their contact information.

All advertisements are subject to approval by the *Southern Tidings* editor and staff. Editors do not investigate employment opportunities and assume no responsibility for them.

## HOW THE *SOUTHERN TIDINGS* IS FUNDED

The cost of publishing the *Southern Tidings* is shared by the Union, local conferences, and institutions in the Union territory. Three-fourths of the cost is covered by direct subsidies from the Union and local conferences. The subsidy for each of the conferences is calculated based on a ratio of one-third of the tithes of the individual conferences for the previous full year, and two-thirds on the number of subscriptions sent to the members in the individual conferences.

The remaining fourth is covered by the sale of advertising to institutions, members, and qualified entities. The institutions assist with underwriting the cost of the *Southern Tidings* by purchasing display advertising rather than giving a subsidy. Advertising gives visibility to the institution, and helps to defray publication costs.

Each participating conference receives editorial space in the *Southern Tidings* that may be used for features, news, calendar items, and obituaries. Institutions receive four features, 12 pages of news, and ads.

## ACCOUNTING POLICY

**Payment in full** must accompany advertisement(s) for both classified and display advertising. Tear sheets are provided upon request. Checks and money orders are accepted. Make checks payable to Southern Union Conference and mail together with your advertisement and recommendations (if applicable) to: Advertising Manager, *Southern Tidings*, Southern Union Conference, P.O. Box 923868, Norcross, GA 30010-3868.

**Classified Advertising Rates** are calculated on a per insertion basis in for 12 issues.

*Southern Union* – For ads originating within the Southern Union, the minimum charge is \$40 for 20 words or less, including the address; \$45 for anything longer than 20 words, up to 45 words. Add \$1.30 per word beyond 45. Ads may run in successive months as space permits.

*Outside the Southern Union* – For ads originating outside the Southern Union, the minimum charge is \$50 for 20 words or less,

including the address; \$55 for anything longer than 20 words, up to 45 words. Add \$1.50 per word beyond 45. Ads may run in successive months as space permits.

Ads must be received four weeks before the issue date. Word count is based on the spaces between words in normal usage. Discounts are given for multiple classified ad bookings.

### **Display Advertising Rates**

Space must be reserved a minimum of four weeks ahead of issue date. Display ads must arrive to the advertising manager three weeks prior to the publication date. For rates and deadline information, contact Nathan Zinner, *Southern Tidings* advertising manager by email at: [advertising@southernunion.com](mailto:advertising@southernunion.com), or 770-408-2132, or Southern Union Conference, P.O. Box 923868, Norcross, GA 30010-3868.

We retain the right to reject an advertisement if it does not meet the standards set forth by the *Southern Tidings* Committee. Discounts are given for multiple display ad bookings.

### **Outside Back Cover Policy (OBC)**

OBC space provides exceptional advertising visibility. By reserving OBC space, advertisers agree to the following protocol:

1. Finished ad must be submitted by the posted ad deadline: the first business day of the month, prior to the month of publication.
2. Failure to meet ad submission deadline may lead to ad being moved to the inside of the magazine.
3. Upon confirmation of your ad space, advertiser is responsible for payment in full. No discount or refund will be given if the ad is moved to another page, due to late receipt of the final ad.

The *Southern Tidings* advertising manager looks forward to working with advertisers in meeting their advertising needs, and will make every reasonable effort to provide the space requested.

## **Subscription Information**

If you would like to be added to the *Southern Tidings* list, or are on the list but have an address change, please email [TidingsList@southernunion.com](mailto:TidingsList@southernunion.com); or mail to the address in the payment section. Please include the name of the conference where your membership is held, the name of your church, and your telephone number. If an address change, please send your previous address as listed on the magazine label and your new address. If you live outside the Southern Union territory, a year's subscription (12 issues) is \$14.95. Please make your check payable to Southern Union Conference.

## **SELF-PROMOTION**

The editorial staff of *Southern Tidings* will avoid self-promotion. *Southern Tidings* is produced under the auspices of the Southern Union Communication Department. It will, therefore, exercise restraint in advancing the department's programs and products or endeavors of personnel in that department. Similarly, products of other Southern Union departments will be promoted only in the form of news or feature stories. Articles which attempt to market a product (soft advertising) may be submitted as advertising, or will be considered as an announcement in the Events Calendar section, though no price information will be given.

# MAILING LIST

The official membership list of the conferences of the Southern Union are maintained on the **eAdventist.net** website. Each conference owns its own membership data and is used in accordance with the guidelines set up by **eAdventist.net** for confidentiality and security. The *Southern Tidings* draws its member mailing list from this source per authorization of each conference.

The responsibility of adding, deleting, and updating names and addresses of the church membership rests with the local church and/or conference. Upon receiving a person into membership, the local church clerk either adds the individual or sends the appropriate information to the local conference, depending whether the church is online or off-line with **eAdventist.net**. The *Southern Tidings* office receives address correction information from the U.S. Postal Service, which is sorted by conference and mailed to them on a regular basis. In addition, the *Southern Tidings* office receives phone calls, letters, emails, online via the Southern Union website, and returns from the Review and Herald Publishing Association regarding address changes. This information is forwarded on to the appropriate conference. Members should be encouraged to process their address change requests through the local church clerk and/or conference.

## **Subscribers for the *Southern Tidings* fall into the following categories:**

1. Member - family units with membership in the Southern Union Conference churches (subscriptions paid by the local conference). Each family unit as defined by **eAdventist.net** is eligible for one subscription. Those listed as “Non-Member” for whatever reason should be limited, as this may result in the family unit receiving two copies (see **eAdventist.net** program on procedure).
2. Schools - each academy and university dormitory and library within the Southern Union, and college/university libraries outside of the Southern Union.

3. Complimentary - primarily Adventist organizations outside the Southern Union, and selected individuals.
4. Medical - health professionals and students whose interest in locating in the Southern Union may be sustained or encouraged by receiving *Southern Tidings*.
5. Paid subscribers - those without Southern Union membership who pay an annual subscription fee.

The subscription for the *Southern Tidings* is mailed to each “Primary Contact” of the family unit as defined in the **eAdventist.net** program. It is the responsibility of the local church clerk along with the local conference membership clerk to place all members of a household at the same address in one family unit, regardless of where their church membership location is held. The degree of church involvement or financial practices are not criteria for receiving the *Southern Tidings*. Unless otherwise requested by the individual, all family units on the membership records will remain on the *Southern Tidings* list. The **eAdventist.net** website makes provision for the selection of promo mail, Union paper, and/or *Adventist World*. Those who move out of the Union will remain on the list until a membership transfer is made. Those who move outside of the Union and wish to continue to receive the *Southern Tidings* may order a subscription.

The conference membership records are carefully guarded. They are used to send the *Southern Tidings* and *Adventist World* into each Adventist home. However, other uses are also allowed per policy:

1. Other church entities (Voice of Prophecy, ADRA, Christian Record, etc.) are generally allowed use, subject to approval
2. Southern Adventist University may use it six times per year, four times for Southern Columns and twice for financial appeals.

**Conditions of use include the following:**

1. No mailing may be made into a conference over the conference administration's objection.
2. Lists are not available for commercial or personal use
3. Authorization for use is limited to the single occasion agreed to by the *Southern Tidings*. The list is not to be transferred to another party. It is not to be copied in any way. This statement is issued with any mailing list including *Southern Tidings* and *Adventist World*.
4. Requests for use must be in writing.
5. Except in unusual cases, a charge per label is made for each use.

According to an action of the Southern Union Conference Executive Committee, December 11, 1986, all out-of-union releases of Union lists are to be administered by the Southern Union Department of Communication.



# FORMAT FOR PRINT AND DIGITAL EDITION

The *Southern Tidings* format is designed to provide maximum coverage of news which is of significance to the entire Southern Union membership. Stories are selected and edited on this basis. They are categorized as follows:

## COVER STORY

The cover story sets the tone for the entire issue. It should be interestingly written and colorfully illustrated in order to capture each reader's attention. Subject matter usually deals with a Union-wide event, a particularly significant local conference event, or a topic which involves all the conferences. Cover space should be requested at least two or three months in advance.

Length should be two to four pages. The story should be accompanied by a high resolution (8x10 at 300 dpi-equivalent) **square** photo suitable for the cover. When editing the cover photo, submit both the edited and original version. The cover story should also include several other high resolution photos. Only high resolution photos will be accepted for *Southern Tidings*.

## FEATURE ARTICLES

Local conferences and Southern Union institutions will be assigned feature stories in alternate months or quarterly. These should deal with local programs or personalities which would be of interest or inspiration to the Union-wide readership. These features must go beyond the normal Who, What, Where, When, Why, and How of a news story. If dealing with a program, it should cover those who are involved, why they are involved, what they have accomplished, what their goals are, and how they plan to go about meeting these goals. Yet, this in itself does not make a feature story. An interesting feature story includes illustrations, anecdotes, and direct and indirect quotes.

Conference features should be approximately one or two double-spaced pages depending on whether one or two printed

pages have been allocated. They should be accompanied by three to six photographs or illustrations from which selections will be drawn. Contributing editors should strive to maintain high standards for pictures submitted. A picture of poor quality in a feature reflects upon that organization and that contributing editor, and will be rejected by the *Southern Tidings* editor. Include the name of the photographer or submitting entity of each picture for photo credit.

**Sidebars:** Feature stories may contain sidebars that provide the reader with other value-added content, bullet lists, etc.

## CONFERENCE NEWS

Local conferences and Southern Union institutions are allocated space for news in each issue. News should include the Who, What, Where, When, Why, and How, whenever applicable. Submissions are generally at the organization's discretion, and may include such things as special events, reunions, dedications, ordinations, significant birthdays/anniversaries/deaths, news of schools or churches, etc. **NOTE:** Birthdays, anniversaries, and deaths, however, should be reserved for screen-colored boxes in the layout whenever possible.

Writing style is always third-person, and there should be **NO** references to "we," "I," "us," "our," etc., which is reserved for feature articles. News should always include first and last names of anyone mentioned. Avoid using initials, and spell out the full name. References to events, churches, or schools should include the city and state. Photos should be print quality resolution, and should be accompanied by the name of the photographer. **It is the responsibility of the contributing editor to make sure articles follow these guidelines before submitting them for publication in the Southern Tidings.**

## CREDITS/ADDITIONAL INFORMATION

Bylines include an em dash with the author's name in all caps.

Example:

—BY ELISA TURNER

If the local conference or Union has more news, a video clip, etc., on their website, it should be noted at the conclusion of the article:

*For more information: [www.conferencewebsite.com/news](http://www.conferencewebsite.com/news).*

## EVENTS CALENDAR

Future events, legal notices, and short announcements comprise the matter for this section. Brevity should be characteristic of all items. Emphasis should be placed on date, time, place, and event. Please cover these vital points, but no more. Do not include days of the week, only dates [**Abbreviate:** Jan., Feb., Aug., Sept., Oct., Nov., and Dec. — **Spell out:** March, April, May, June, and July]. If more than one event of the same kind appears in the same submission, group them together under a general heading.

If space permits, events will be listed in more than one issue. While the goal is for *Southern Tidings* to arrive at subscribers' homes by the first Sabbath of each month, delays and the need to allow readers to plan ahead make it necessary for events to be listed in the month of publication, and through the second weekend of the following month.

Refer to the *Southern Tidings* "Guide to Style and Usage" section for rules on abbreviations of months and states for Events Calendar. [See "Abbreviations," Sections E and F].

## OBITUARIES

Edit obituaries to a concise form before submitting. Multiple obituaries need to be in alphabetical order. Include the deceased's last name (in all caps), first name, age, date of birth,

and date of death, [**Abbreviate:** Jan., Feb., Aug., Sept., Oct., Nov., and Dec. — **Spell out:** March, April, May, June, and July], location of birth and death, place of funeral and interment, and immediate surviving family. **Obituaries for denominational workers can be published with one photo, and a word count not to exceed 250 words. Example:**

**BROWN, Joseph C.**, 82, born Jan. 14, 1924 in Concord, MA, died March 18, 2006 in Hendersonville, NC. He was a member of Hendersonville Church for 20 years, served as a missionary in Africa, and a Church schoolteacher in North Carolina before his retirement in 1990. He is survived by his wife of 55 years, Janice; one son, Joseph Jr., Orlando, FL; two daughters: Edna Jones, Sacramento, CA, and Mary Davis, Hendersonville; and three grandchildren. The service was conducted at Hendersonville Church by Pastor John Smith. Interment was at Memorial Gardens in Hendersonville.

# GUIDE TO STYLE AND USAGE

This *Southern Tidings* “Guide to Style and Usage” is prepared as part of the *Southern Tidings Manual*.

This Guide is based primarily on:

- *The Associated Press Stylebook 2011*, by Darrell Christian, Sally Jacobsen, David Minthorn.  
The Associated Press, New York, NY, 2011

It was used for reference and is not quoted in this Guide. Some differences occur between the AP style and the rules set forth in the Guide, due to considerations of traditional *Southern Tidings* usage and the peculiarities of common Seventh-day Adventist expressions.

## ABBREVIATIONS

### Proper Names

A. First mention of organizations, firms, agencies, and groups should be spelled out. In names that do not have commonly known abbreviations, the abbreviation should be placed in parentheses after the spelled name.

A general term may be used in subsequent reference as well as an abbreviation:

*Vacation Bible School (VBS)* for the first reference; VBS for second reference

*Loma Linda University (LLU)* for the first reference; LLU for second reference

Exceptions may occur when certain organizations request a different format:

*Adventist Health System* never abbreviates

*Oakwood University* for first reference; *Oakwood* for second reference

*Southern Adventist University* for first reference; *Southern* for second reference

## Addresses

Abbreviate St., Ave., Dr., Rd., and Blvd., in addresses, but not Terrace, Point, Way, Circle, Plaza, Place, Oval, or Lane:

*308 Pine St., 1335 Memorial Dr., 17 Scott Lane*

Do not abbreviate if not in an address:

*He lives on Pine Street.*

*Pine and Oak streets* (**Note** lowercase when plural)

Abbreviate compass points in addresses unless the name of the street is a letter or a number:

*308 S. Pine St., 101 East 21st Ave.*

## Titles

C. Abbreviate government titles and capitalize (Rep., Asst., Lt. Gov., Supt., Atty. Gen.) before names, but not after. However, do not abbreviate Senator.

*Gov. Nathan Deal; or Nathan Deal, governor of Georgia*  
(see “Titles”)

Titles such as Mr., Mrs., Dr., Pastor, and Professor should not be used unless they are within a quote. (Always provide titles; always provide degree if doctorate.) Instead, use first and last names followed by titles:

*Jason Schmidt, D.D.S.*

*John Smith, pastor of Atlanta North Church*

When necessary to distinguish between two people who use the same last name (couples, siblings), use first and last name, without courtesy title.

## Use of Periods

D. Do not use periods in headlines unless needed for clarity.

Lowercase abbreviations usually take periods:

*c.o.d., f.o.b., m.p.h., a.m., p.m.* (no space between letters and periods)

Uppercase abbreviations of commonly recognized agencies require no periods:

*FDA, FHA, SAWS, LLU, AU*

Uppercase abbreviations of degrees use periods:

*D.Min., Ph.D., Ed.D., D.D.S., M.D., R.N.*

(List only degrees at doctoral level and some registered designations.)

**Note about reference to degrees:** When spelling out, use bachelor (not bachelor's) of art; master (not master's) of public health. Master's or bachelor's can be used alone without reference to the full degree:

*She worked at the conference after completing her master's.*

## States

E. Abbreviate the names of states using regular **(not postal)** abbreviations in News.

**DO NOT** abbreviate state names in Features.

In Classifieds use two-letter postal code abbreviations. Postal code abbreviations may also be used in Obituaries, Events Calendar, as well as in the context of an address in Announcements inviting response:

*For further information, write: P.O. Box 923868, Norcross, GA 30010.*

Do not abbreviate the names of other countries or provinces of Canada.



## TRADITIONAL STATE AND MAIL CODE ABBREVIATIONS

<b>Features</b>	<b>News</b>	<b>Ads/Ann/Cal/Class/Obits</b>
Alabama	Ala.	AL
Alaska	Alaska	AK
Arizona	Ariz.	AZ
Arkansas	Ark.	AR
California	Calif.	CA
Colorado	Colo.	CO
Connecticut	Conn.	CT
Delaware	Del.	DE
Florida	Fla.	FL
Georgia	Ga.	GA
Hawaii	Hawaii	HA
Idaho	Idaho	ID
Illinois	Ill.	IL
Indiana	Ind.	IN
Iowa	Iowa	IA
Kansas	Kans.	KS
Kentucky	Ky.	KY
Louisiana	La.	LA
Maine	Maine	ME
Maryland	Md.	MD
Massachusetts	Mass.	MA
Michigan	Mich.	MI
Minnesota	Minn.	MN
Mississippi	Miss.	MS
Missouri	Mo.	MO
Montana	Mont.	MT
Nebraska	Neb.	NE
Nevada	Nev.	NV
New Hampshire	N.H.	NH
New Jersey	N.J.	NJ
New Mexico	N.M.	NM

**Features**

New York  
North Carolina  
North Dakota  
Ohio  
Oklahoma  
Oregon  
Pennsylvania  
Rhode Island  
South Carolina  
South Dakota  
Tennessee  
Texas  
Utah  
Vermont  
Virginia  
Washington  
West Virginia  
Wisconsin  
Wyoming

**News**

N.Y.  
N.C.  
N.D.  
Ohio  
Okla.  
Oreg.  
Pa.  
R.I.  
S.C.  
S.D.  
Tenn.  
Texas  
Utah  
Vt.  
Va.  
Wash.  
W.Va.  
Wis.  
Wyo.

**Ads/Ann/Cal/Class/Obits**

NY  
NC  
ND  
OH  
OK  
OR  
PA  
RI  
SC  
SD  
TN  
TX  
UT  
VT  
VA  
WA  
WV  
WI  
WY

## Months

F. **Abbreviate** months of the year in Announcements, Events Calendar, Classifieds, and Obituaries as follows:

Jan., Feb., Aug., Sept., Oct., Nov., and Dec.

**Spell out:** March, April, May, June, and July

## Bible

G. **Do not abbreviate or put in lowercase letters:** Bible or Spirit of Prophecy references (see also “Citing Sources”):

*1 Chronicles 4:6 (never 1 Chr. 4:6)*

*Testimonies for the Church, vol. 2, p. 175 (never 2T 175)*

*Testimonies, vol. 2, p. 175 (never 2T 175)*

## Dates, Numerals, and Time

H. A.D. and B.C. require periods. Use A.D. before the date and B.C. after: A.D. 70, 457 B.C.

*a.m., p.m., No. 6*

*“Fourth Century B.C.” is correct, but “fourth century A.D.” is not, since A.D. means “year of our Lord,” and “fourth century of the year of our Lord” does not make sense.*

## Television

I. Do not use *TV*; always spell out *television*.

## General

J. Do not use any abbreviations which cannot be clearly understood by every reader.

## CAPITALIZATION

- A. Capitalize titles preceding a name:

*Southern Union Conference President Ron C. Smith*

- Lowercase titles standing alone or following a name:

*Ron C. Smith, president of the Southern Union Conference*

**NOTE:** Whenever possible, the title should follow the name.

- B. Capitalize U.S. Congress, Senate, House, Cabinet, and State Department. Capitalize legislature when preceded by the name of a state:

*Georgia Legislature, but not the legislature is in session*

- C. Capitalize government and standing committee names:

*Senate Judiciary Committee, Southeastern  
Conference Executive Committee*

- D. Do not capitalize department names within a title, and avoid the use of the word *department*:

*Amireh Al-Haddad, director of public affairs and religious  
liberty, rather than*

*Amireh Al-Haddad, director of Public Affairs and Religious  
Liberty Department*

Capitalize church departments when using complete name on first reference.

*Office of Education* on first reference; *education* on second reference

*Department of Communication* on first reference; *communication* on second reference

Always capitalize academic departments:

*Home Economics Department, Biology Department*

E. Capitalize special days, historical events, holidays, and significant programs:

*Christmas, Battle of the Bulge, Fourth of July, Breathe-Free Plan to Stop Smoking, Ingathering, Missions Extension Offering, Pathfinders, Vacation Bible School, Sabbath School, Vespers, Week of Prayer*

F. Capitalize specific regions:

*Middle East, Pacific Northwest, Texas Panhandle.*

Do not capitalize directions:

*He went north, then southeast.*

## **Christian/Adventist References**

G. Capitalize references to the Deity and objects associated with God, including pronouns where the antecedent is a member of the Godhead:

*Our Father which art in Heaven*

Capitalize *Christian*, but not *godly*

Capitalize *Bible*, but not *biblical preaching*

Capitalize *Satan* or *Lucifer*, but lowercase *the devil*

Capitalize *Gospel* when it refers to the Word of God or *the Gospels*, but lowercase *gospel music*

Capitalize: Old Testament, Scriptures, Sabbath School, Vacation Bible School, and Camp Meeting  
(two separate words)

H. Capitalize common nouns when they are part of formal names:

Hoover *Dam*, Mississippi *River*, DeKalb County  
*Courthouse*

I. Capitalize main words in titles of books, sermons, and songs:

*Steps to Christ*, “*Onward Christian Soldier*”

**Italicize** all books, periodicals, and names of films/movies.

J. Capitalize “church” when referring to a denomination or the formal name of a church at its first mention:

*Seventh-day Adventist Church*, *Roman Catholic Church*  
*Atlanta Belvedere Church*. (Seventh-day Adventist  
is assumed)

*Jackson, Tenn., Church* (though *Jackson Church in Tennessee* is preferred)

*First Methodist Church* (use denomination if not Adventist)

**NOTE:** When referring to a local congregation, it is preferable to leave out *Seventh-day Adventist*, since that is assumed; but, it is important to give the city and state location.

On second/further mention in article:

*The Jackson members participated...*

*Services were held at the church. (lowercase)*

K. Capitalize “conference” when referring to the General Conference or a specific organization:

*Carolina Conference* and *the Carolina and Florida conferences* (if plural)

but *the Conference* if a second reference to a specific conference: *across the Conference*

L. The previous rule also applies to “union”:

*the Southern Union*

*the Pacific and North Pacific unions*

but *the Union* if a second reference to a specific union conference

M. Capitalize religious, fraternal, scholastic, or honorary degrees when abbreviated, but use lowercase when spelled out:

*B.A.*, but *bachelor of arts*

*Ph.D.*, but *doctor of philosophy*

However, abbreviated degrees are not usually mentioned with a person’s name unless they are doctoral level (*John Doe, Ph.D.*) or a registered designation (*Nancy Smith, R.N.*).

N. Do not capitalize *a.m.* or *p.m.*; seasons, such as *spring*; or names of academic classes, such as *freshmen*.

O. Lowercase most plurals:

*Florida and Carolina conferences*

*GC and NAD presidents Ted N. C. Wilson and Daniel R. Jackson*

P. Capitalize trade names:

*Xerox, Worthington, Linketts, Encounter*

Q. Capitalize prepositions of four letters or more in titles:

*Habitat for Humanity*

*Hands Across America*

## FIGURES

### A. Time, Dates, Years

1. Use numerals to denote hours of the day; however, **do not** use zeros with hours:

*2:30 p.m., 11 a.m.*

Using 4 o'clock is acceptable, but preferred usage is the numeral followed by a.m. or p.m.

2. Use numerals with days of the month, except "Fourth of July." Use 2nd, 6th, etc., if it precedes the month, but only if part of a quote.

*January 13*

*August 3, 2012*

*7th of November* (only if used in a quote)

3. Always use numerals for years. Try to rephrase sentences so as not to begin a sentence with a year.

*1492*

*the 1800s*

*The year 2012 was not...* rather than *2012 was not...*



## B. Money

1. For cents and dollars, always use numerals:

*5 cents, 15 cents*

*\$4, \$32.59, \$2,894*

2. Always spell out “cents.” Do not use “cent symbol,” except in Classifieds or headlines.

3. With larger amounts use the words “million,” “billion,” etc., with dollar sign and rounded figures:

*\$2 million, \$35 billion*

## C. Numbers

1. Spell out numbers up to and including nine (except in Classifieds), even in a series:

*six shoes, three children*

*15 coats, 12 sweaters, and six hats*

2. Spell out numbers at the beginning of sentences, except for years:

*Four-hundred persons were present.*

1844 is a year of great importance for Adventists (However, this would be better stated as “The year 1844 has great importance for Adventists.”)

3. Use numerals when giving dimensions, except single dimensions below 10:

*8 feet 3 inches by 12 feet 6 inches* (no commas)

*15 1/2-foot tree*

*5 feet 10 inches tall, 5-foot-10*

*six feet tall*

*eight-pound baby*

4. Use numerals in ages of people and animals, but spell out under 10 in ages of inanimate objects:

*a 3-year-old girl*

*two-year fight*

*a house eight and a half years old*

5. Use numerals following grades of school, but not preceding “grade or grader” if under 10. Hyphenate combined forms:

*grades 1-3*

*third-grade pupil*

*ninth-grader*

*10th-grader*

6. Use numerals with decimals and whenever preceding “percent,” and always spell out “percent” as one word:

*Of those gathered, 20 percent were not Adventists.*

*8 percent, 80 percent, 75.6 percent*

*14.9 m.p.g.*

*\$3.5 million*

(The % symbol should only be used in headlines, tables, and charts.)

7. Numbers less than one (1) that include fractions should be spelled out. If the number which includes a fraction is more than one (1), the whole number should be a numeral, with the fraction spelled out. A space should be used between whole number and fraction:

*The meeting lasted 2 1/2 days.*

*A 2 1/2-day meeting (see “Hyphen” under “Punctuation”)*

*The meetings last 3 1/2 days.*

*12 1/2-day meeting*

*half an inch*

*one-thirtieth*

*21 thirty-seconds*

*two-thirds*

8. Always use “first” through “ninth,” and use numerals above 10 (except in Classifieds, which would use 1st, 3rd, etc.):

*second, eighth*

*10th, 21st*

9. Use numerals with “million,” “billion,” etc., for figures of 1 million or larger. Round to nearest decimal:

*25 million*

*3.5 billion*

## PHOTO CAPTIONS

A. In features and news stories using action photographs or group shots, use these guidelines:

1. The caption should include the names of all pertinent people and their position if important to their presence in the picture. As much as possible, standardize the form of the names:

**(Instead of)** *Participating in the groundbreaking ceremony were John Smith (left); G. Brown, mayor of Ourtown; H. L. Johnson; Mrs. R. L. Thomas ... etc.*

**(Prefer)** *Participating in the groundbreaking ceremony were John B. Smith (left), local elder; George C. Brown, mayor of Ourtown; Henry L. Johnson, pastor; Rudy A. Thomas, church treasurer ...*

**NOTE:** Full first and last names are always preferred to initials. Do not use courtesy titles (Mrs., Dr., etc.) in captions.

2. Names should be given from left to right, but don't say "left to right." Instead, use "(left)":

*Participating in the groundbreaking ceremony were John Smith (left), local elder; Jeff Brown, mayor of ...*

3. Captions may be sentence fragments or complete sentences (having a subject-predicate relationship). If using complete sentences, use correct closing punctuation.

*Participating in the groundbreaking ceremony were John Smith and Jeff Brown. (Note period)*

*John Smith and Jeff Brown*

4. If the caption contains names only, no titles or biographical information, separate names with commas. If titles, etc., are used and are separated from names by commas, use semicolons to make it clear which title belongs with which name:

**Wrong** - *Participating in the groundbreaking ceremony were John Smith (left) local elder, Jeff Brown, mayor of Ourtown, Howard Johnson, pastor...*

**Right** - *Participating in the groundbreaking ceremony were John Smith (left), local elder; Jeff Brown, mayor of Ourtown; Harry Johnson, pastor; and Sue Smith... etc. (See "Semicolon" under "Punctuation")*

5. Double-check spelling. Nobody likes to have his name misspelled. Don't assume that just because a person's name is "Johnson" that it is not spelled "Jonson" or "Johnsson" or "Jahnsen."

- B. Especially in features, it is preferable to include an interesting piece of information from the article rather than just a list of names of the people pictured. Try to use information that is actually informative and not totally obvious.

**Wrong** - *John Smith and Jeff Brown hold shovels.*

**Right** - *Participating in the groundbreaking ceremony were John Smith and Jeff Brown.*

C. Whenever possible, current news captions should be written in present tense. However, captions that include time elements such as “yesterday” or “last week” should be written in past tense. Also, any caption recalling history or old news should be past tense.

**NOTE:** If any caption in an article is past tense, all in that article should be written past tense.

## PUNCTUATION

### A. Apostrophe

1. The apostrophe indicates the possessive case of nouns, omission of figures, and contractions:

*Robert's car, James' coat, the boat's anchor*  
*'94, rather than 1994*  
*don't, can't, won't*

2. Usually the possessive of a singular noun not ending in “S” is formed by adding the apostrophe and “s”; the plural noun is made possessive by adding an apostrophe after the “s”:

*Florida Conference's camp*  
*all the conferences' camps*

The apostrophe is also used after the plural possessive’s “es”:

*Joneses' house*

3. Do not use an apostrophe to indicate plurals of proper names:

*The Nelsons are fine people; so are the Joneses.*

4. Use an apostrophe to form plurals of single letters, but NOT numerals unless for omitted figures:

*Mind your p's and q's.*

*He got two A's and three B's.*

*PCs, VCRs, TVs*

*Size 12s, B-52s*

*The 1970s were a decade of change.*

*He scored in the high 90s*

*Class of '62*

## B. Colon

1. A colon is generally used to show that a list, example, or strong assertion will follow the introductory sentence:

*The Gospel must go everywhere: across the sea, across the nation, across the street.*

*The message was clear: "Do it now!"*

However, colons should not be used directly following a verb:

*He said this: "Do it now!"* Not *He said: "Do it now!"*

*The church gave time, effort, and money.* Not *The church gave: time...*

2. Capitalize the first word after a colon only if the material following is a complete sentence that is introduced by what precedes the colon:

*We have decided to do one thing: We will preach Christ and Him crucified.* (Complete sentence after colon)

*We have decided to do one thing: to preach Christ and Him crucified.* (Not a complete sentence after colon)

3. There are many conventional uses of the colon as well:

*Dear Sir:*

*Psalm 23:1-3*

*Question: Do you agree with that?*

*Answer: Yes, I do (interview)*

### C. Comma

1. Use commas to separate parts of a series, including before the words “and”:

*Red, white, and blue.*

Also between two adjectives:

*Big, yellow moon*

2. A pair of commas should go around the state when used with a city, and around the year when used with a day and month. However, if used with city in a formal name, the state should be in parentheses:

*Columbia (S.C.) Church*

*They lived in Columbia, S.C., for one year.*

*On December 7, 1941, the Japanese attacked Pearl Harbor.*

If only month and year are given, no comma is needed:

*The December 2005 issue*

3. Use commas before the conjunction (and, but, for) in compound sentences (two subject-predicate relationships):

*The church voted to build a new building, and the building committee immediately set to work.*



4. Do not use commas before the conjunction when the subject is the same in both parts of the sentence:

*The church voted to build a new building and immediately set to work.*

5. If the items in a series are long and include commas, use a semicolon to separate the items:

*A Bible, used when the church was dedicated 50 years ago; a flag, which once flew atop the nation's capitol; and an early-edition copy of Desire of Ages were used in the special service. (See "Semicolon")*

6. Do not use commas in names followed by junior, senior, etc.:

*Lee T. Smith Sr.  
James R. Williams IV*

7. Use commas in figures in the thousands and beyond (except addresses):

*1,250 miles  
\$13,464.82  
1360 Smith Street*

#### D. Dash (Em)

1. The em (long) dash separates; the hyphen joins.
2. The dash indicates a suspension of the sense, a faltering in speech, a sudden change in the construction, or an unexpected turn of the thought:

*I — I think so.  
Going to church — it's a good habit to have.  
The home, the church, the school — all are important.*

3. Dashes are used to set off an appositive if a comma might be misread as a series comma:

*Key church officers — elders, deacons, treasurers, and clerks — are expected to attend the meeting.*

4. A dash marks a sentence that is suddenly broken off:

*“If I only had —” he began.*

*Smith said, “Now we must go see Mr. Brown at the —” “Mr. Brown is gone for the day,” Jane Jones interrupted.*

5. Dashes should be one em wide, and should have a space before and after. The shorter en dash should only be used as a minus sign.

## E. Ellipsis

1. An ellipsis is three points to indicate an omission:

*“In the beginning, God created ... the Earth.”*

2. It may indicate a long pause:

*If there are no further questions ... we will continue.*

3. At the end of a sentence, add a fourth point for a period:

*“Go west, young man ....”*

4. Put a space before and after the three dots.

## F. Exclamation Point

1. Exclamation points should be used **sparingly** in newswriting, since it can be a form of editorializing. If you feel a sentence is not strong enough, try to write a stronger sentence. Overuse of exclamation points tends to water down the impact of the story, and appears amateurish.

2. Exclamation points may naturally appear in quotations, especially in feature articles, to indicate deeply emotional or shouted phrases.

3. An exclamation point may be used to underscore an irony:

*After rowing for five minutes, he discovered the boat was still tied to the dock!*

4. Do not follow an exclamation point with a comma:

*“Stop!” she cried.*

## G. Hyphen

1. Use hyphens when two or more words are used as modifiers:

*top-of-the-line product*

*top-notch program*

*multimillion-dollar expansion*

*one-on-one witnessing*

*third-, fourth-, and fifth-grade teacher*

**(Note** use of hyphen, comma, and space)

2. The exception to the above is in modifiers ending in “ly” (adverbs):

*badly damaged building*

*newly chosen leader*

3. Do not use hyphens in titles with a principal noun and modifiers:

*vice president*

*editor in chief*

*attorney general*

However, use them if the title joins two equal nouns, or includes “elect”:

*secretary-treasurer*

*president-elect*

4. Certain “re” words may require a hyphen to avoid confusion:

*He will re-present the bill to the legislature.*

(where the meaning is not this: *He will represent the bill in the legislature.*)

5. A hyphen is no longer used in “nonAdventist” (although this is not a recommended term), or to separate double vowels in some words like “reelect,” “preempt,” “cooperate.”

6. Use a hyphen in dates, unless you are using “from” or “between”:

*The years 1985-89 were ...*

*The Southeastern Conference Camp Meeting, June 18-26, will feature ...*

*The Southeastern Camp Meeting runs from June 18 to 26, **not** from June 18-26; **but** June 25, 26 or June 25 and 26, **not** June 25-26*

The same principles apply to Bible references:

*Job 1:1-4; Matthew 5:7-9*

## H. Parentheses and Brackets

1. Parentheses (singular — “parenthesis”) are used, as in this sentence, when commas or dashes would not be enough. Sometimes it is difficult to be dogmatic, but usually, if the parenthetical phrase does not flow with the sentence, or the meaning of the sentence would not change if it were missing, then parentheses should be used:

*If all goes according to plan (and I don't doubt that it will), we should be home by nightfall.*  
(**Note** placement of the comma.)

2. Parentheses are used to enclose page numbers when referring to a statement in a book:

*(See p. 476)*

3. Parentheses enclose the name of an author when his work is referred to:

*Movement of Destiny (Froom)*

4. Parentheses enclose nicknames:

*Henry (Hank) Aaron*

5. Parentheses sometimes enclose numerals or letters in a list:

*Three elements are necessary for life to continue:  
(a) earth, (b) water, and (c) sunshine.*

6. Parentheses are used to enclose editorially added clarifying phrases in quotations:

*"Dr. (J. H.) Anderson was loved by his patients,"  
he said.*

7. Do not put a period at the end of a parenthetical statement inside the parentheses, but apply all other rules of punctuation. Other end-punctuation marks may be used:

*I believe the meeting is scheduled for tomorrow  
(is that correct?), and we are to be present.*

8. Brackets are seldom used in TIDINGS, the editors preferring to use parentheses in nearly all cases. The usage is very close. One instance where brackets might be necessary is where a parenthetical phrase contains another parenthetical phrase within it:

*Until the day he died he resented his brother (Dr. J. H. [Jim] Anderson), though the good doctor tried often to effect a reconciliation.*

## I. Question Mark

1. Use a question mark after a direct question:

*Where is it?*

*I was not told — Should I have asked? — about the outcome of the meeting.*

2. Place the question mark after attributive phrases:

*“Who could have done such a thing?” she asked.*

3. Do not use a question mark if no direct question is being asked, even though the sentence may use words that sound like questions:

*To write the lead in a news story, answer the questions “Who,” “What,” “Where,” “When,” “Why,” and “How.”*

4. Several question marks may appear in multiple sentences to give emphasis to each element:

*Where should we look for ideas? To the General Conference? To the Union? To the Conference? To the local church?*

5. A different construction would more likely have one question mark at the end:

*Is he a member of (a) the Baptist Church, (b) the Methodist Church, or (c) the Pentecostal Holiness Church?*

## J. Quotation Marks

1. Quotations of more than one paragraph should have opening quotes at the beginning of each paragraph, but closing quotes only at the end of the last paragraph of the quotation.

2. Commas and periods should always be placed within the quotation marks:

*He said, "I will come again."*

Colons and semicolons should always go outside the quotation marks:

*He said, "I will come again"; however, many are not ready.*

Question marks and exclamation points may go either inside or outside the quotation marks depending on whether or not they are part of the quoted matter:

*He asked, "Who will come again?"*

*Who said, "I will come again"?*

The same rule applies to dashes and parentheses.

3. Use quotation marks to enclose chapters of books, articles, tracts, poems, sermons, paintings, songs, and hymns.

4. Do not use quotes for radio and television programs:

*Voice of Prophecy, Your Story Hour, Quiet Hour, Faith For Today, Breath of Life, It Is Written*

5. Use single quotation marks when a quote is within a quote:

*"This we know," the speaker said, "for He promised, 'I will come again.'"*

6. Do not use quotation marks to enclose routine words:

*He said it was a “historic” occasion. (Wrong)*

7. Quotation marks enclose titles of articles or chapters;

*Southern Tidings* is printed in all caps; all other publication titles are printed in italics. When used in an italicized caption, publications titles are not italicized.

## K. Semicolon

1. The semicolon is used whenever a comma would not be a strong enough break; to indicate a longer pause than a comma would indicate; and in cases, such as this sentence, where commas are used to set off lesser phrases within major phrases or clauses. (See under “Photo Captions,” and “Comma” under “Punctuation”).

2. A semicolon is used to join two independent clauses in a compound sentence when there is no conjunction:

*Our members are hard-working and down-to-earth; they are just basically good people.*

3. A semicolon is used when the clauses of a compound sentence are joined by words like “however,” “nevertheless,” “consequently,” “hence,” “moreover,” “besides,” or other conjunctive adverbs:

*He didn’t know what else to do; hence, he stayed where he was.*

*Time was against them; nevertheless, they still had the advantage of speed.*



## TITLES

A. Capitalize titles before the name, lowercase after:

*Public Affairs and Religious Liberty Director Amireh Al-Haddad*

*Amireh Al-Haddad, public affairs and religious liberty director*

However, the preferred style is always to place titles after the name and to leave them lowercase.

B. In general, refer to both men and women by first name or initial, middle initial (if available), and last name on the first reference. Avoid first initial only with the last name. Don't use Mr., Mrs., Miss, or Ms., unless necessary to avoid confusion.

For second references first names might be used in some features, but usually use last name.

For second references to women: If you use *Mary E. Smith* for the first reference, use *Mary Smith* for subsequent references, if Mr. Smith is also in the article.

Never say *Mrs. Mary Smith*, because that means “the wife of Mary Smith.”

Use *John and Mary Smith* rather than *Mr. and Mrs. John Smith*.

C. Don't use “Elder” and “Pastor” as ecclesiastical titles unless unavoidable.

Never say *Pastor Smith* or *Elder Smith* for the second reference; simply used the last name *Smith*.

These terms can be used for identification, however: *John Smith, pastor; William Jones, local elder.*

And, of course, never use *Reverend*, even when referring to a pastor of another denomination.

D. Use the actual degree in a title; avoid the courtesy title.

*Joseph Brown, M.D.*, not *Dr. Joseph Brown*

E. Generally, only capitalize titles which are professional occupations: *Pastor Marvin Jones*, but *local elder Rayburn Ferguson*. However, a capitalized title should only be used at the beginning of a sentence, and preferably not even there

F. Use Jr., Sr., and similar without commas in names:

*Lee T. Smith Jr., Lee T. Smith Sr., Lee T. Smith IV*

## CITING SOURCES

Quote sources should have the closed quotation marks at the end of the quote, but before the closing punctuation, followed by the source, volume (if applicable), and page number:

*"The power and efficiency of our work depend largely on the character of the literature that comes from our presses,"* Counsels to Writers and Editors, page 11.

# COMMON STYLE, USAGE, AND SPELLING PITFALLS

*Accept* means “to receive willingly”; *except* means to exclude:

*He accepted congratulations.*

*They congratulated everyone except me.*

*Accidentally*, not *accidently*.

*A.D.*, *B.C.*: see H under “Abbreviations.”

*Adverse* means “harmful”; *averse* means “unwilling”:

*He is averse to the program, fearing it will have an adverse effect on the churches.*

*Adviser*, not *advisor*. But, *advisory* is correct.

*Affect* is usually a verb, meaning “to influence”; *effect* as a verb means “to cause”:

*The scandal will affect the election.*

*He will effect many changes.*

**NOTE:** As a noun, *effect* means “a result”:

*The effect will be devastating.*

*Afterward*, not *afterwards*.

*Agree to* a proposal; *agree with* a person.

*A lot*, not *alot*.

*All ready* denotes a state of being. *Already* is an adverb meaning “before now.”

*All right*, not *alright*.

*Allusion/Illusion/Delusion*:

*Allusion* is an indirect reference: *The remark was an allusion to his family history.*

*Illusion* is a false perception: *The mirage gave the illusion of a lake in the desert.*

*Delusion* is a false belief: *“He will send them a strong delusion that they should believe a lie.”*

*Altar* is a religious structure, *alter* is a change:

*He kneeled at the altar.*

*He altered his plans to be home for Christmas.*

*a.m.*, *p.m.*, not *A.M.* or *pm.*

*Amid*, not *amidst*.

*Among*: see “between.”

*And, but*: While not actually incorrect to use in beginning a sentence, *and* and *but* are generally overused. Do not use to begin a sentence unless needed.

People are *angry about* events, *angry with* people, and *angry at* things or animals.

*Any more* is an adjective, *anymore* is an adverb:

*We don’t have any more work.*

*Sally doesn’t live here anymore.*

*Any one of us could do it, but I didn’t see anyone I knew.*

*B.A., bachelor of arts, not bachelors of art; M.A., master of arts, not masters of art.*

*Backward, not backwards.*

*Beside* tells location; *besides* means “in addition.”

Use *between* for two items, *among* for three or more:

*There is good communication between the two churches.*

*The expenses will be shared among the churches in the area.*

*Biannual* means twice a year; *biennial* means every other year. It is better to find other terms for these words, since they are often confused.

*Bible*, but *biblical*.

*Bimonthly*: Do not use. Meaning is ambiguous.

*Black* is not capitalized when referring to the Negro race (*Negro* is capitalized) unless it is part of the name of an organization. (African-American may be used if the group or person prefers it.) *White* is likewise lowercase, but *Caucasian* is capitalized.

*Camp Meeting* and *Camp Meeting program* (no hyphens). **NOTE:** *Camp Meeting* is two uppercase words.

*Checkup*, not *check-up*.

*Church*: uppercase when the denomination or first mention of church name; lowercase when non-specific congregation or second/further mention of specific church.

*Collective* nouns sound plural but require singular pronouns:

*The church is proud of its building.*

*The congregation will complete its stewardship drive next month.*

*The group is looking forward to its (not their) organization as a company.*

**NOTE:** *Couple* may be singular or plural, but should be plural when referring to two distinct and associated people.

*The couple were married in 1952.*

*Community services, not community services department.*

*Comprise/compose:* The whole is *composed of* its part, not *comprised of* its parts. The whole *comprises* the parts.

*The alliance comprises 35 countries.*

*The alliance is composed of 35 countries.*

*Conference:* uppercase when a specific; lowercase when general or plural.

A person may be *convinced of* something or *convinced that* he should not do something. On the other hand, he may be *persuaded of* something, that he *should* do something, or *to do* something.

A *councilor* is a member of a council. A *counselor* is one who gives advice.

*Lucifer, Satan* (capitalize) *devil*, (lowercase).

Things *differ from* other things. People *differ from* other people in appearance, but *differ with* other people's opinions.

*Earth* (planet), *earth* (soil).

*Effect*, see “affect.”

*Elder* (see under “Titles”): Never use as title; local elder is always lowercase.

*Ensure* is to make sure of something; *insure* is to take out an insurance policy.

*Everyone* was there; *every one* of the seats was taken. (**Note** singular verb “was” is used with singular subject “one”).

*Except*: see “accept”

*Farther* denotes distance; *further* denotes additional or continued. (**Farther** is used in relation to physical distance; it means “at or to a greater distance” whereas “**further**” means “to a greater degree”)

*Faze/Phase*. *Faze* means “to disconcert”: *The pastor was not fazed by the negative members*. *Phase* indicates stage or aspect: *The last phase of a three-year project ended*.

*Flair* denotes talent or sense of style. *Flare* is a bright light or a sudden emotional outburst.

*Flaunt* means “to display boldly.” *Flout* means to mock, scorn, or ignore.

*Forebear* means to refrain from doing something. A *forebear* is an ancestor.

*Forego* is to go before. *Forgo* is to do without.

*Foreword* is the preface of a book.

*Forward* (not forwards) denotes a direction.

*Further*: see “farther.”

*God*, but *godly*.

*Groundbreaking*, *groundbreaking ceremony*.

*Headlines* are used for news articles and require a subject and a verb; *titles* go with feature articles and generally do not.

*Healthcare* (noun). *Healthcare institution* (adjective). Neither use hyphenation.

*Heaven* (God’s dwelling), *heaven or heavens* (space, sky), and *heavenly* (not *Heavenly*).

*Illusion*: see “allusion.”

To *imply* is to suggest; to *infer* is to draw a conclusion:

*From what he has implied, you might infer that he is not happy.*

*Ingathering*: always uppercase.

*Insure*: see “ensure.”

An *interpreter* renders a speaker’s words in another language. A *translator* renders written material into another language, in writing.

*Invisible*, not *invisable*.

*Irregardless* is not a word. Use *regardless*.



*Judgment*, not *judgement*.

*Life(-)*: *Life cycle, life force, lifesaving, life sentence, lifestyle, lifework.*

*Likable*, not *likeable*.

*Lot* can be either singular or plural: *A lot of people were there* (plural); *A lot of food was left over* (singular). Never *alot*.

Magazine names: *Italics*.

*Median* refers to the average age of a group or the center strip of a highway.

*Medium* is one kind of communication, such as television, radio, or newspapers. *Media* is the plural form. All other meanings use “mediums”: *spirit mediums*.

*Months of the year*: See F under “*Abbreviations*.”

*Nobody* (one word), but *no one*.

*NonAdventist* (no hyphen). **NOTE:** *nonAdventist* should be avoided as a somewhat insensitive word. Try to rephrase:

*Eighteen attending were not Seventh-day Adventists.*

The word *number* can be either singular or plural:

*The number of people was growing.*

*A number of people complained.*

Use *O* when no punctuation is used; *oh* when followed by

punctuation:

*O what a day that will be!* (Generally found only in poetry quotations)

*Oh, what a day this has been!*

*Over* is a preposition, as is *under*, not an adjective. When reporting statistics, use *more than* and *less than* instead of *over* and *under*, except for age:

*More than half the students were over 18.*

*Pastoral*, not *pastorial*.

*Pathfinder*, *Pathfinders*: always uppercase.

*Podium*: see “rostrum.”

*Predominantly*, not *predominately*.

*Presently* means soon, *at present* means now.

A *prophecy* is a prediction (noun); to *prophesy* is to make a prediction (verb).

*Pulpit*: see “rostrum.”

*Rack* may refer to a framework of some kind, or *racked with pain*, but *wrack* and *ruin*.

Redundancies: Avoid redundancies, such as ...

*advance notice* (all notices are in advance), *arrange in advance*, *cancel out*, *totally demolish*, *totally destroy* (destruction is always total), *razed to the ground*, *he spelled out the details of the program* (say “he spelled

*out the program” or “he detailed the program”), minus three degrees below zero, he has a contingency plan just in case, we have many alternatives from which to choose, he was originally born at..., a safe haven (a haven is a place of safety), third straight week in a row, chemotherapy treatment (therapy is treatment), prophecies of the future, taking a retrospective look back. (The list could go on and on. Be on the lookout for such unnecessary words).*

If you *refer* to something, you name it. If you *allude* to something, you mention it indirectly (see “allusion”).

*Rostrum* is a platform or stage; a *podium* is a small one-man platform; a *lectern* is a reading/teaching desk; a *pulpit* is a preaching stand:

A man stands *on the rostrum ... on the podium ... at the lectern ... in the pulpit.*

*Sabbath*: always uppercase.

*Seventh-day Adventist*: Use in its entirety, or abbreviate as Adventist (never SDA).

*Sizable*, not *sizeable*.

*Someday* and *someone* (one word).

*State names*: see E under “abbreviations.”

*Desperate straits*, not *straights*.

*T-shirt* is always capitalized.

*Toward*, never *towards*.

*Trust services, not trust services department.*

*Uninterested* means “apathetic.” *Disinterested* means “impartial”:

*The young people were uninterested in the program.*

*The principal was disinterested enough not to take sides.*

*Union* (when specific), *union* (when general or plural).

Do not use “more” or “less” with the word *unique*. *Unique* means one of a kind, so nothing can be *more unique*.

*Until, not ‘til or till*

*Weekend, not week-end.*

*X-ray, not X-Ray* (except *X-Ray* in headlines).

# FINANCIAL INFORMATION

## SUBSCRIPTION RATES

Families with membership in Southern Union Conference churches pay no subscription fee. Others who wish to receive *Southern Tidings* may do so by sending \$14.95 to the *Southern Tidings* office.

## MAILING LIST COST

Conferences and institutions operating under the auspices of the Southern Union Conference pay a modest production charge, plus shipping. Other approved entities pay the production charge, shipping, and five cents per label. Labels are available in pressure sensitive and “cheshire” formats. Users requiring heat sensitive labels must supply the labels at no cost to *Southern Tidings*. Lists may also be provided electronically. In such cases the production charge is the same as for cheshire labels.

## ADDITIONAL COPIES

Overruns are available, if ordered in advance of the press run, for 50 cents per copy or 20 cents per copy. Signatures may cost less.

## INSERTS

*Southern Tidings* accepts inserts. Since no more than one insert can be placed in any given issue, scheduling is important. It is, likewise, important to consult the editors early so that proper decisions can be made relative to:

1. Is the desired insert pre-printed material?
2. If yes, can it be readily inserted into the *Southern Tidings*?
3. If unprinted, would it be mutually advantageous to have the material printed at the *Southern Tidings*' printer?

4. If yes, will the “inserter” provide regular copy from which the Press will design the document? Will the copy be sent to the Press on CD or electronically? Or will it be camera-ready PDF?
5. If printed elsewhere, mechanical, scheduling, and shipping information must be exchanged between the inserter’s printer and the *Southern Tidings* printing Press.
6. In either case, will the insert size and design be conducive to mechanical insertion?
7. Is the content advertising, information, or a combination?
8. Would the insert be considered a separate periodical by the Postal Service?

Once the insert is printed and folded, *Southern Tidings* will include the material at the current advertising rate for inserts.

Inserts containing advertising will be charged the appropriate rate, as well as penalties imposed by the Postal Service (based on the percentage of space devoted to advertising).

Inserts judged by the Postal Service to be separate periodicals are subject to third-class postage charges, which *Southern Tidings* would add to other costs, making such inserts too expensive.

Odd sizes or other variables may result in additional charges. Inserts must meet the same content and design criteria as display advertisements.









