



The Record Magazine

Style Reference

News and Events:

Southwestern Happenings: This section is reserved for Conference and/or Union-wide events, such as a ministries retreat or training that would be available to everyone in the territory. These submissions should be formatted with the date (day only), name of the conference or entity, followed by a colon, the event title, location (**venue name or city, no address**), and contact information.

Example: 17, Arkansas-Louisiana Conference: Men's Ministries Retreat, Camp Yorktown Bay, MensRetreat.com

University, Union, and Conference News: News submissions should adhere to the following format:

Short Headline
Longer Sub-Headline
CITY, ST. – First paragraph.
Body paragraph.
By Jill Williams, Communication Director
Photo by Rob Williams
Captions

Article Submission Checklist:

Headlines and Subheadlines: Headlines should be 3-5 words, subheadlines should be 6-10. Subheadlines should not be a continuation of the headline in sentence format.

Correct: Pathfinders Host Fundraiser
 Fort Worth Club Exceeds Goal of \$3,000
Incorrect: Pathfinders Host Fundraiser
 At the Fort Worth Convention Center

Datelines: Articles should be submitted with datelines formatted in all caps followed by a space and an en dash. Only relatively unknown cities should be followed by the state. Southwestern Union territory states are abbreviated as follows: ARK., LA., OKLA., N.M., TEX. Dateline examples:

GENTRY, ARK. –
FORT SMITH –
OKLAHOMA CITY –
HARRELL, OKLA. –
SLIDELL, LA. –
NEW ORLEANS –
DALLAS –
ALEDO, TEX. –
ALAMOGORDO, N.M. –
ALBUQUERQUE –

Bible Version: The Record Magazine utilizes the New International Version of the Bible. All content should be submitted with biblical references as NIV.

Dates: Dates in articles that are listed with numerals from August through February should be abbreviated. For example: Aug. 1. ; Sept. 2 ; Oct. 3 ; Nov. 4 ; Dec. 5. ; Jan. 6 ; Feb. 7 ; Do not abbreviate March, April, May, June, or July. Dates can be listed without years and months can be listed without numerical dates.

Correct: On Jan. 5 the Keene Seventh-day Adventist Church celebrated....
The Tulsa church inauguration on April 17, 2018 was...
Last January, our church celebrated...

Incorrect: On January 15th the Keene church...
The Tulsa church inauguration was on April 17th this year

Church References: The first mention of a church should include its full name, such as the Keene Seventh-day Adventist Church. Subsequent mentions can refer to the church as “the Keene church” or “the church.” When referring to Seventh-day Adventism as a whole, it should be referred to as the Seventh-day Adventist Church, and subsequently as “the Church”.

Personal Titles and Positions: Official titles should be lowercase *except* when they directly precede names. Long titles should be placed after names.

Correct: Texas Conference President Carlos Craig spoke to the graduates

Carlos Craig, Texas Conference president, spoke to the graduates
John Doe, Southwestern Adventist University marketing and public
relations director, carried out the...

Incorrect VBS Coordinator Jane Doe said the event was a success...

Byline: The name of the article author should appear after the article. If the author is a conference or university officer/administrator, director/chair, principal? Pastor? (TBD)

Series Comma: Commas should not be used before *and* or *or* in a series.

Correct: The pastor, elders and members prepared for the meeting.

Incorrect: The pastor, elders, and members prepared for the meeting.

Adventist or Religious Verbiage: Explanation...

Adventist education

*Quotes or references to Ellen G. White books should include the full full name of the author and the full name of the book (this includes volumes). Page numbers should not be included.

Photography:

Jewelry, Modest Clothing, Tattoos: Stock images will be altered as needed to remove jewelry and ensure clothing is modest. Images submitted to the magazine with immodest clothing, jewelry or tattoos will be evaluated for relevance to the accompanying article, but may be rejected for inclusion.

Photo Captions: Photo captions should be relevant to the images. Attempts should be made to include information within the article to describe images the images. Photos with fewer than three people should identify each individual.

Photo Credits: Photo credits should be included for each photo submitted, and should be placed after the byline as "Photo(s) by Jane Doe".

Editorial Section: The editorial is written typically by the conference president or assigned at the discretion of the conference's administration/communication department. It follows an inspirational and equipping format, and opens each conference's news section. The editorial should follow the predetermined theme for each issue.

Backpages:

Advertising: Display ads (¼ page, ½ page, full page, etc.) are available by contacting the Record's Advertising Manager, Bradley Ecord, at BEcord@swuc.org. Display ads will be reviewed and approved by the editor.

Updated June 4, 2018

Classified ads: \$40 for 50 words, .50¢ per word over (maximum of 100 words total). Ads will be edited for clarity and suitability. Ad content is reviewed and approved by the editor.

Announcements: Reserved for announcements from schools and church organizations, typically for an event such as alumni homecoming. Events must be free in order to qualify for the announcement section. Other free events will be allowed at the discretion of the editor. Maximum of 50 words.

Milestones: The milestones section is reserved for anniversary, wedding, birthday and birth announcements. Submissions will be included as space allows and at the discretion of the editor. Maximum of 50 words.

Obituaries: Obituaries should be submitted directly to the conference, edited, and then submitted to the Record for inclusion. The exception to this would be for individuals who are outside of the Southwestern Union territory. Submissions should include the following information: Full name, date and place of birth, date and place of death, church membership, service to the church (if applicable), individuals who preceded the decedent in death, and survivors (if applicable).

Format Example:

Doe, Jane, born Dec. 13, 1901, Augusta, Ga.; died Feb. 17, 2018, Ardmore, Okla. Church membership: Ardmore Seventh-day Adventist Church. Preceded in death by husband, James Doe, and sister, Ellen Poe. Survivors: son, Franklin Doe (JoElla), of Keene, Texas; daughter, Francine Robert (William), of Albuquerque, N. Mex.; three grandchildren and 13 great-grandchildren.

Note: With few exceptions, the names of nieces, nephews, cousins, aunts, uncles, grandchildren, great-grandchildren and in-laws are not included as survivors.

Paid Obituaries: Paid obituaries are available at a rate of \$25. A photo can be included for an additional \$25. Paid obituaries will be edited for clarity.