

Periodical Author Guidelines

2017



Introduction

Congratulations! You have been chosen to write on a periodical for the new *Encyclopedia of Seventh-day Adventists* (ESDA). Your selection indicates that you have distinguished yourself as an authority on this periodical or are in the best position to gain expertise and thus can write an authoritative article accessible to the church and to the public. This article will be the go-to source on this subject and so should meet the high standard that all ESDA articles will achieve: thoroughly researched, primary-source based, information-rich, clearly written, accurate, honest, comprehensive, engaging, authoritative, and written for both Adventists and the wider public. These criteria should be kept in mind throughout the article-writing process. This guide will take you through a step-by-step process to help you produce such an article. More resources for ESDA authors can be found at this link (<https://goo.gl/YklFzg>).

Step One: Orientation

Be sure to orient yourself with the word length and due date of your assignment so you can finish on time and within the parameters. It would be optimal to finish before the due date but only if this is not to the detriment of quality.

<u>Periodicals</u>	<u>Words</u>	<u>Due Date</u>
Short	250 – 1,000	6 months
Medium	1,000 – 3,000	1 year
Long	3,000 – 5,000	1 year
Very long	8,000 – 10,000	2 years

Step Two: Research

I. Preliminary Research

Before primary research, check the places that could provide an overview of the periodical and its history.

- The periodical’s website should come up when you type the title into a search engine (for active periodicals). The history of the periodical will be in the section “About Us,” “Our History,” or something similarly worded.
- Next, read the entry in the 1996 *SDA Encyclopedia* which contains very lengthy articles for some major periodicals and brief snippets for the more minor. The 1996 *Encyclopedia* also has articles such as “Publishing Work” that will offer context for your periodical in the history of the Adventist publishing work.

II. Web Research

- Check if articles have been written on the history of the magazine by searching on Google and the SDA Periodical Index (<https://www.andrews.edu/library/ASDAL/sdapiindex.html>). Contact a staff member of the periodical who can apprise you if anything has been written on the history.
- Much of the original research on the history of the periodical will revolve around the issues of the periodical. GC Archives contains the most extensive online collection of Adventist periodicals (<https://goo.gl/2ZwNE4>); other sites with collections are the Adventist Digital Library (<http://beta.adventistdigitallibrary.org/>), LLU Digital Archive (<http://archives.llu.edu/>), and the periodical’s website itself.

- If the magazine you are researching has not been digitized, the Center for Adventist Research, GC Archives, and other repositories, as well as the periodical office should have print copies. Contact a periodical staff member who may be able to send you digital copies or point you to where you can get them.
- General Conference Committee and NAD minutes are here (<https://goo.gl/83cAjD>). You may obtain minutes of the periodical board from its office. For other kinds of minutes that may have actions on periodicals, you may need to contact the division, union, or conference of the territory in which the periodical is published.
- Books, articles, and academic papers may yield insights into the history of the periodical. General SDA histories share the role of periodicals in the mission of the church (<https://goo.gl/vqPhP1>; <http://adventistdigitallibrary.org/>).
- Some histories, such as M. Carol Hetzel's *The Undaunted*, treat on the history of Adventist publishing. The ESDA main office can furnish you with a digital copy.
- Andrews University provides free access to its graduate papers, and several touch on periodical histories (<http://digitalcommons.andrews.edu/graduate/>).
- Some editors, such as William Johnsson of the *Adventist Review*, have written memoirs that include entire chapters on their time at a periodical (<http://www.adventistbookcenter.com/embrace-the-impossible.html>).

III. Visiting Research

As mentioned above, obtaining assistance from the periodical's staff will be important for your research. Conduct interviews with as many of the periodical editors as you can, even of defunct magazines. Longtime staff may also be interviewed. Although ideally done in person, interviews can also be conducted over several types of media: telephone, letter, email, Skype, or some other mobile app. Be sure to save these interviews through transcription and/or electronically. Please consult the ESDA Oral History Interview Guide (<https://goo.gl/xQR1iM>) for instructions on how to conduct an interview.

The final step in the research phase is to pursue any source not specified in the other steps. This could be newspapers, websites, media, social media, unpublished articles, etc. It is a good idea to ask others about possible sources.

Important note: Your article must be based on primary sources. Since the ESDA will be a digital resource, every effort should be made to digitize (scan) and preserve the *unique and significant primary sources* that were used to write your article. Please follow the instructions in "Preserving Primary Sources" found here (<https://goo.gl/YklFzg>).

Step Three: Writing

Because each type of periodical article will differ in various ways, the outline below is only a very general structure. The layout of the article can follow one of two models: 1) chronological, in which the history of the periodical is traced from its origins to the present, or 2) thematic, beginning with a brief overview of the history of the periodical then examining by theme separate sections (e.g., important administrators, name changes, defining eras, etc.). The first model is outlined below.

Please include day, month, and year when citing dates. Endnotes adhering to the Turabian style should be used (<https://goo.gl/q1iyjt>).

- I. Background
- II. Founding
- III. History
- IV. Outlook
- V. Lists

I. Background

- Briefly describe the Adventist work in the area or the region in which the periodical headquarters is located
- What events or developments led to the belief that a periodical was needed

II. Founding

- What led to the founding of the periodical?
- Who were the people that brought it into existence?
- What role did church structure play?
- Where was the periodical office first located?
- Who was the publisher?
- Who were its first staff?
- What was its initial name, and how often was it produced?
- What was the mission of the periodical?
- Who was its intended audience? What was its circulation?
- What was the content of its first issues? Who were its contributors?
- What was the physical size of the periodical? Was it in color? Did it feature images?
- What was the original price? How was it distributed?

III. History

- Highlight important editorial tenures and staff
- Share title changes to the periodical and the reasons behind them
- Was the periodical office relocated? Did the publisher change? If so, why?
- Did the physical size of the publication change? When did it shift to color or include photographs?
- How did the price and availability of the periodical change over the years?
- Include circulation statistics
- Mention special issues, columns, and features throughout the years
- Highlight ministries and initiatives that the magazine has been involved in
- Has the periodical received any awards or prizes?
- How did the publication change in the digital age?
- What impact has the periodical had?
- How has the periodical met its mission goals?

IV. Outlook

- What is the current status of the publication?
- How does the periodical plan to meet its mission goals in the future?

V. Lists

Two lists should be included here: the titles of the publication (if the title has changed) and the editors. See examples below for the *Adventist Review*:

Titles

The Present Truth (1849-1850); *The Advent Review* (1850); *Second Adventist Review and Sabbath Herald* (1850-1851); *The Advent Review, and Sabbath Herald* (1851-1856); *Advent Review, and Sabbath Herald* (1856-1886); *Advent Review and Sabbath Herald* (1886-1961); *Review and Herald* (1961-1971); *The Advent Review and Sabbath Herald* (1971-1978); *Adventist Review* (1978-)

Editors

James White (1849—1855); Uriah Smith (1855—1861); James White (1861—1864); Uriah Smith (1864—1869); J.N. Andrews (1869—1870); Uriah Smith (1870—1871); James White (1871—1872); Uriah Smith (1872—1873); James White (1873—1877); Uriah Smith (1877—1880); James White (1880—1881); Uriah Smith (1881—1897); A.T. Jones (1897—1901); Uriah Smith (1901—1903); W.W. Prescott (1903—1909); W.A. Spicer (1909—1911); F.M. Wilcox (1911—1944); W. A. Spicer (1945); F.D. Nichol (1945—1966); Kenneth H. Wood (1966—1982); William G. Johnsson (1982—2006); Bill Knott (2007—)

Step Four: Style and Formatting

Writing Style

Since the ESDA will be a General Conference-based publication, American English will be used. Adhering to this can be most easily accomplished by setting Microsoft Word to American English (Select “File,” then “Options,” then “Language,” then “English [United States]”).

Title and Name

At the top of the first page, include the name of the article (which is the subject) your name under the title as you would like it to appear in print.

Spacing

Include an extra line between paragraphs and italicize subheadings. After the period at the end of each sentence, only insert one space, not two.

Images

Please note that there should be *no* images (i.e., pictures, photos, portraits) whatsoever in the article. Images will be handled separately (see the document “Preserving Primary Sources” at <https://goo.gl/YklFzg>).

Documentation

Each ESDA article will have two kinds of citation formats: endnotes and sources, each in the Turabian style (<https://goo.gl/b0zsB>). Use the ESDA Documentation Manual for quick access to the Turabian style.

Endnotes

Endnotes should be used when an author wants to provide evidence for a point that may be questioned or contested. They should also be supplied for a direct quote or paraphrase and unique information from a particular source. Endnotes should not be used in the case of generally established facts. Neither should they be used to advance an argument; this should only be done in the actual body of the text.

Information that *should* be cited with endnotes include:

- The date the first Seventh-day Adventist entered a country
- The date the first person was baptized into the Seventh-day Adventist Church in a city, country, or region
- The date an individual was converted or baptized
- Correspondence (letters) between people
- Committee or board minutes or actions
- Statistical figures such as membership, enrollment, employee count, etc.
- Direct quotations or paraphrases
- Date construction began on an institution
- Official church statements
- Any controversial or disputed point

Information that should *not* be cited with endnotes include:

- Established dates such as when the General Conference was established (1863) or when Ellen White died (1915)
- Generally known facts about historical events like “World War II concluded in 1945” or “Martin Luther posted the 95 theses in 1517”
- Points that are used to advance an argument or an extensive explanation

Endnotes can be inserted in Microsoft Word by selecting “References” from the top of the menu and choosing “Insert Endnote.” Endnotes should be numerical. This is done by selecting the “Footnotes” dropdown menu, going to the “Number Format” and choosing “1, 2, 3,…” and clicking “Apply.” Note that Word can also convert sources to Turabian style by selecting the “Reference” tab in the ribbon and then selecting from the “Style” dropdown menu.

The Sources section is similar to a bibliography, except that it is comprised of a listing of all the sources used to write the article. To be thorough, however, some authors may wish to include sources on the subject that they did not use in writing or researching the article but which could be helpful to the reader for further research. The Sources page will be the final part of the article and will follow the Turabian style.

Things to Keep in Mind While Writing

Check your article for the following pitfalls to which Adventist writers are particularly susceptible. Remove or edit if you come across them:

Spiritualizing or moralizing: To reflect on or express opinions about something in terms of right and wrong, especially in a self-righteous or tiresome way.

Example: “Bob Smith was often assailed by temptation but never gave in to the devil. Like Bob, we too can be overcomers.”

Use of Adventist nomenclature: Avoid using terms and phrases that only Adventists would know without introducing and explaining them before they are employed.

Example: ABC, AYS, campaign, crusade, lost (a person who has not accepted Christ), MV, present truth, probation, remnant, spirit of prophecy, Sabbath School, SDA, Sunday Law, the message, the world, third/three angels’ message(s), etc.

Revealing bias toward your subject

Example: “Bob Smith’s motives were pure.”

Heavy judgmentalism: Akin to bias, this is negatively judging an action of your subject.

Example: “Bob Smith’s intentions were evil.”

Too much information: ESDA articles should err on the side of more information but listing a subject’s favorite color, pet’s names, and eating habits is too much information and should be left out.

Mythography: Don’t perpetuate myths about the periodical. If you *cannot* find evidence of something, either do not mention it or preface with “Some believe...” or “It is commonly held...”

Hyperbole: An exaggeration of ideas for the sake of emphasis.

Example: “Bob Smith is the greatest teacher the Adventist church has ever known.”
“Bob Smith is the most controversial theologian in Adventist history.”

Personal reminiscences: Keep out any personal experiences you may have had with the article subject. Separate from the main article, there will be a section called “Memory Statements” in which personal memories from site visitors will be featured.

Umpiring: Avoid taking sides in historical disputes; retain historical detachment.

Presentism: Presentism is “the tendency to interpret past events in terms of modern values and concepts.” ESDA articles should not stand in condemnation on the one hand or glorification on the other of what Adventists did in the past. Neither should what was done be used to win a current debate. Do not be critical just for the sake of being critical. Articles should determine what actually happened, why the article subject(s) acted the way they did, and what lessons can be drawn from it.

Step Five: Editing

Once you have finished writing the article, it is time to edit, which means reviewing your article for content, structure, quality, and flow. The editing process is to ensure the best possible article. Take your article through the steps below, reading it afresh with that particular step in mind.

1. Content: Pretend that you know nothing about the periodical and are reading about it for the first time in this article. Are you well informed about the periodical after you read it? Is the article clear? Is it logical? Does it flow?
2. Accuracy: Are the salient facts of the history of the periodical included? Are dates and names accurate? Are other details correct?
3. Structure and flow: Does the article follow a chronological order? Is any life event out of order? Are your ideas logically organized within each paragraph and within the article as a whole? Does your writing make sense to both Adventist and non-Adventist readership?
4. Quality: Are you concise? Is your sentence structure easy to follow or confusing? Do transitions between sentences and paragraphs make sense?
5. Send the article to a friend or relative to read who has never heard of the article subject, and ask them for their feedback: specifically, does the article provide a good overview of the periodical?

Step Six: Proofreading

ESDA articles will lose much of their impact and respect if the grammar is poor. Please do not skip this step; your article will be returned to you to do it.

1. Read the article, looking for the following items:
 - a. Are there any run-on sentences?
 - b. Do I use periods and commas properly?
 - c. Do the nouns and verbs agree in tense and number?
 - d. Have I made proper use of articles (a, an, the)?
 - e. Do I use words correctly?
2. Read the article again, this time out loud, asking the above questions.
3. Have a spouse, friend, or colleague proofread the article. Extra eyes usually pick up things that you have not.

Step Seven: Submit

Each individual who writes an article for the *Encyclopedia* will have an Author Page on the ESDA website. This page will include a brief biography and links to all of the ESDA articles that the author wrote. Please submit in a *separate* Word document from the article a bio of yourself no longer than three sentences. This can include any information you like but usually covers things like birthplace, education, career, accomplishments, publications, hobbies, and family. Please send this bio to your editor.

You are now ready to submit your article. There are two ways in which this can be done.

1. If you have completed your article before the due date, email your editor notifying him that you are ready to submit. The editor will then send you a link that you will click. Follow the instructions to upload the article.
2. Around the time of the due date, an email will arrive from your editor with a link and submission instructions. After you have uploaded the article, you will receive an email confirmation that it has been received, and then you will wait for the editor to contact you further.

Thank you for your contribution to the *Encyclopedia of Seventh-day Adventists* and the World Church!