Publishing House/Media Institution
Article Guidelines

2017

Introduction

Congratulations! You have been chosen to write an article on a publishing or media institution (hereafter referred to as "publishing house") for the new *Encyclopedia of Seventh-day Adventists* (ESDA). Your selection indicates that you have distinguished yourself as an authority on this institution 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 the publishing house 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.

Publishing and Media Institution	Word Length	Due Date
Short	500 – 3,000	1 year
Medium	3,000 – 6,000	18 months
Long	6,000 – 10,000	2 years

Step Two: Research

I. Preliminary Research

If you have written anything previously on the publishing house, consult your work again in order to refresh yourself. Next, read the 1996 *Seventh-day Adventist Encyclopedia* article on the publishing house, bearing in mind that if the name changed, then it may be under the previous name. Reviewing this source is just so you can know what has been written on the subject in the previous *Encyclopedia*, not to reproduce the entry. In fact, one of the reasons for the ESDA project is to update research from the 1996 *Encyclopedia*, correct inaccuracies, fill in gaps of information, and publish a new article based on the primary sources now available to us, reflective of current understanding. Nonetheless, the former *Encyclopedia* provides excellent overviews of publishing houses and will be invaluable to the formation of your article. You will likely want to keep the article handy throughout the writing process.

II. Web Research

- Perform a search on the internet for your publishing house. Scroll through the first five pages of the hits, seeing what is available online. If the publishing house has a website, glean what you can from it.
- Do a search for the publishing house on the SDA Periodical Index (https://www.andrews.edu/library/ASDAL/sdapiindex.html), and on the GC Archives site (https://goo.gl/2ZwNE4) or check the back issues section of the periodical's site.

- Some publishing houses have had books, sections in books, or articles written about them. Check the GC Archives book section (https://goo.gl/vqPhP1), the Adventist Digital Library (http://adventistdigitallibrary.org/) and other sites.

- Has your publishing house been the subject of any thesis or dissertation? Check with school libraries, or do a search on the James White Library database (http://jewel.andrews.edu/search~S9/X) and its Digital Commons (http://digitalcommons.andrews.edu/dissertations/). General histories of Adventism will discuss publishing houses and the role they played in the growth of the church.

- There will also be reports, discussions, votes, and actions on the publishing house at GC sessions, spring and fall councils, conventions, etc. (https://goo.gl/83cAjD).

- For an official church source on the publishing house, do a search in the *SDA Yearbook* (https://goo.gl/mkwfPC) and the *Annual Statistical Report* (https://goo.gl/SqDi2v). The *Yearbook* provides vital information about the publishing house and its leaders, including the address, administration, book publishing committee, and periodicals published. Older *Yearbooks* include territory covered, advisory committee, periodical editors, branches, and languages published. The *Annual Statistical Report*, especially in the first half of the twentieth century, provides figures for book and periodical sales, total sales, buildings, employees, number of periodicals, and languages published.

III. Visiting Research

- Contact the publishing house and inquire about the records they possess. Usually, they will have board and committee minutes as well as annual reports. Publishing houses also produce bulletins, brochures, and catalogues featuring their products. Biennial reports were often printed and distributed.

- Be sure to request to look at correspondence which should be preserved and will usually be generated by the administration of the publishing house. The GC Archives, Center for Adventist Research, and other archives will hold correspondence and other records for certain publishing houses.

- For some small and medium-sized publishing houses, there are few written records available. If this is the case, then oral histories and interviews will be a necessary source (and will also be valuable for more well-documented publishing houses as well). Try to find interviews that have already been conducted, but also conduct new ones of administrators and longtime staff of the publishing houses. 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: 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

The structure of the article can follow one of two models: 1) chronological, in which the history of the house is traced from its origins to the present, or 2) thematic, beginning with a brief overview of the history of the house then examining by theme in separate sections (e.g., important administrators, name changes, defining eras, etc.). The first model is outlined below.

If the publishing house is now defunct, after the title of the article state the dates it was in operation (e.g., "Operational from 1922 – 1976"). When citing other dates, try to include day, month, and year. Endnotes adhering to the Turabian style should be used (https://goo.gl/q1iyjt). At the end of the article, include the address of the institution as well as the geo-coordinates of that address.

I. Developments
II. Founding
III. History
IV. Historical Role
V. Outlook
VI. Lists

I. Developments that led to establishment of the publishing house
Briefly trace the beginning of the Adventist work in the area or region in which the publishing house was first located.

- How did the church's mission necessitate the establishment of a publishing house? Was it because of the need of rapid and convenient mass printing of evangelistic publications, to print in the language(s) spoken in the area, high shipping costs or other economic realities of shipping it from a faraway publishing house, or some other factor?
- Who was the first person or board/committee to suggest that a publishing house should be established? Highlight the important individuals or groups that put in motion the plans for the publishing house.
- What were their stated reasons? Share the discussions.

II. Founding of the publishing house

- Individuals instrumental in the founding of the publishing house
- Church administrative units that facilitated and oversaw the founding
- Original location of the publishing house (city and address)
- Reasons for the location
- Date when construction began
- Early sources of funding or subsidization
- Date when the publishing house opened (day, month, year)
- Description of the facility as well as publishing equipment
- Publishing house's charter mission
- Founding leaders and staff
- Kinds of initial publications

III. History of the publishing house, with emphasis on important events and periods

- Kinds of publications produced throughout the years (pamphlets, tracts, books, periodicals, media)
- Titles of periodicals with the span of years that the periodical was produced, basic statistics on languages, and subscriptions or distribution
- Impact of publications
- Name and location changes of the publishing house with the reasons and rationales for them as well as the circumstances and/or people who initiated them
- Branch and satellite facilities
- Subsidiary organizations, labels, or imprints
- Important leaders and staff
- Challenging times
- Important events
- Significant eras
- Adaptations to the changing publishing industry
- Alterations to the original mission

IV. Historical role of the publishing house
Discuss and reflect on the publishing house's relationships to and impact on the following throughout its history:
- Seventh-day Adventist World Church
- Country, region, or continent in which it is located
- Public (in terms of mission to "the world")

V. Outlook

- Where the institution is presently in relation to its mission
- Judging from its history, outline what the institution has to do to be successful in fulfilling its mission in the future

VI. Lists

- In chronological order, list the official names of the publishing house.
- In a separate list, list its leaders which may variously be titled managers, presidents, or even board chairs in the early years. Although in biographical articles initials in names should be spelled out when first introduced, in these lists, render the name that the officers popularly went by, i.e., as listed in the *Yearbook*.

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 publishing house. 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 publishing house and are reading about it for the first time in this article. Are you well informed about the publishing house 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 publishing house 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 publishing house?

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!