

Style Manual

2013

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About

Connections is the official newsletter of Avondale College of Higher Education. It has been publishing announcements, a calendar, news and features of interest to staff members and students since 1987. *Connections* is accurate, balanced, credible and fair. It reports and it explains, and it is accessible and timely. Avondale's Advancement Office publishes 27 editions of *Connections* during the academic year.

Circulation

Circulation of the print edition of *Connections* is about 400. Circulation of the electronic edition of *Connections* is about 350. This includes other Avondale stakeholders such as Members of Parliament, members of the media and leaders of the Seventh-day Adventist Church in Australia, the New Zealand Pacific and the South Pacific.

Editorial focus

The editorial focus of *Connections* is on how Avondale:

- Fosters a Christian learning community
- Offers quality research-based higher education
- Prepares students for lives of service

Editorial team

Editor

Brenton Stacey

Brenton is Avondale's public relations officer, a position he has held since 2005. He brings a decade's experience as a communicator in publishing, media relations, public relations, radio and television, mostly within the Seventh-day Adventist Church and its entities, to the role. Before joining the college, Brenton served as an assistant editor at Signs Publishing Company, working predominately as news editor for the Seventh-day Adventist Church in the South Pacific's weekly magazine, *Record*. He then joined the church's Communication and Public Relations Department as news correspondent, primarily producing the television program, *Adventist News*.

Phone: 4980 2251

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Email: brenton.stacey@avondale.edu.au

Editorial assistant

Sara Thompson

Sara is a Bachelor of Arts student specialising in communication and majoring in international poverty and development studies at Avondale College of Higher Education. She is completing an internship in public relations at Avondale and has served as Avondale's public relations assistant this year.

Policies

Advertisements

Connections accepts classified and display advertising for free, provided the advertisement offers a service of benefit to staff members or students.

Specifications for display advertising are as follows:

Portrait

- P1, 92.5 millimetres wide by 141.5 millimetres high
- P2, 92.5 millimetres wide by 92.5 millimetres high
- P3, 92.5 millimetres wide by 43.75 millimetres high
- P4, 43.75 millimetres wide by 141.5 millimetres high
- P5, 43.75 millimetres wide by 92.5 millimetres high
- P6, 43.75 millimetres wide by 43.75 millimetres high

Landscape

- L1, 141.5 millimetres wide by 92.5 millimetres high
- L2, 92.5 millimetres wide by 92.5 millimetres high
- L3, 43.75 millimetres wide by 92.5 millimetres high
- L4, 141.5 millimetres wide by 43.75 millimetres high
- L5, 92.5 millimetres wide by 43.75 millimetres high
- L6, 43.75 millimetres wide by 43.75 millimetres high

Connections will publish advertisements for two weeks depending on space.

Submit advertisements in colour as high resolution PDF files.

Announcements

Avondale staff members and students are welcome to announce not-for-profit or fundraising events in *Connections*. Announcements are a maximum 60 words. *Connections* will publish announcements for two weeks depending on space.

Articles

Articles published in *Connections* are subject to the “Licence to Copyright” Writer Release Form. This grants to Avondale a non-exclusive irrevocable licence to use the articles for promotion and for not-for-profit or public relations purposes.

Bylines

Connections uses bylines to identify the writer(s) of an article. The person listed first is the primary writer.

Brenton Stacey/Sara Thompson

Connections also uses bylines to identify the title of the position of the writer(s), unless the writers’ names appear in the masthead.

Associate Professor Daniel Reynaud/Lyndelle Lawrence

Dean, Faculty of Arts and Theology, Avondale College of Higher Education/Arts writer

Connections also uses bylines to identify the place the writer(s) wrote the article. Use city or town, state or province and country separated by a comma.

Cooranbong, New South Wales, Australia

Logos

Do not use logos of other companies or entities without permission.

Photographs

Photographs published in *Connections* are subject to the “Licence to Copyright” Photographer Release Form. This grants to Avondale a non-exclusive irrevocable licence to use the photographs for promotion and for not-for-profit or public relations purposes.

Connections will only publish photographs of children with the consent of at least one of the children’s carers or parents.

Submission

Writers submitting articles for publication in *Connections* will demonstrate an ability to write compelling news by:

- Including a lead of 25 words or less that answers the questions “who,” “what,” “when,” “where” and “why” or including a lead published without changes
- Using active voice (less than 5 per cent passive sentences)
- Filing an article within 5 per cent of the word limit
- Including a heading published without changes
- Including information from more than four sources
- Reporting all facts accurately
- Checking all style, including spelling and grammar, is correct

Deadline

Submit articles by 12.00 PM Mondays.

Format

Attribution

Acceptable forms of attribution are:

Professor Ray Roennfeldt says, “. . .

. . .,” says Professor Ray Roennfeldt.

Professor Ray Roennfeldt: “. . .

File format

Submit articles as text (.txt) files.

Method

Submit articles via email to Brenton Stacey (brenton.stacey@avondale.edu.au).

Students submitting articles for publication in *Connections* as part of the assessment for the unit, Print Journalism, should email Brenton with a courtesy copy to Carolyn Rickett (carolyn.rickett@avondale.edu.au).

Sources

Quotes from sources create variety, even though only one person writes the article. Quotes also enhance credibility. We expect news articles to give us facts. So, the reporter is obligated to provide facts not opinions.

However, opinions about facts are often more interesting than the facts themselves. So, the crucial thing is we clearly delineate between the two—and quotes are useful in accomplishing this.

While it is out of place for the reporter to make such statements as, “This is the best thing ever in the history of Avondale,” it is quite acceptable to quote someone else who makes such a statement. The statement, which is an opinion, may be right or it may be wrong. But the person said it, and that is news.

Not only do quotes enhance news reports by projecting an image of objectivity, they also make the article easier to read. They function in news articles in much the same way conversation does in story writing. They provide both visual and organisational belief.

Even though a person may have attended an event and seen everything from beginning to end, they should not feel qualified to write about it without having spoken with at least three or four people to get their reactions, background details, plans for future events and the like.

Quote from one of the event's organisers, from at least one participant and from a beneficiary of the service provided.

Standards

Photographs

WordPress

Author: 75 pixels wide by 75 pixels high

Large: 600 pixels wide

Medium: 280 pixels wide by 180 pixels high

Find An Expert: 425 pixels wide

Style

Connections adheres to the Commonwealth of Australia's *Style Manual*, but the following house style takes precedence.

Spelling and word punctuation

Names of organisations

If names of organisations change, use current name, but on first reference add, "formerly [former name]" or "the then [former name]."

Pacific Adventist University, formerly Pacific Adventist College.

. . . the then Pacific Adventist College.

Sentence punctuation

Email

Format email addresses without punctuation marks.

brenton.stacey@avondale.edu.au

Capital letters

Titles and modes of address: Titles

Use lower case for titles of positions.

Julie is executive assistant to the vice-president (learning and teaching)

Titles and modes of address: Modes of address

Shorten, except for associate professor or professor.

Pr for pastor

Dr for doctor

Rev for reverend

Refer to a person by using their professional title, if applicable, their first name and their family name in first references and by their first in second and subsequent references.

Dr Lynden Rogers

Lynden

Do not use gender titles such as Miss, Mr, Mrs or Ms.

Geographical terms: Buildings, structures and public places

Capitalise the names of buildings, departments, events and rooms.

Bethel Hall

Student Services

Forum

Conference Room

Publications: Titles of books and other publications

Use title case for titles of books, speeches or songs.

"This Is My Father's World"

Numbers and measurement**Expressions of time: Dates**

Use day and month separated by a comma then date and year separated by a comma.

Tuesday, August 6, 2013

Expressions of time: Time of day

Use hour and minute separated by a full stop then the upper case *AM* or *PM*.

9.15 AM

10.00-11.00 AM

11.45 AM-12.45 PM

Glossary

A

Adventist Church

See **Seventh-day Adventist Church**.

Adventist Development and Relief Agency

ADRA is acceptable on second reference or in headlines. Do not use an em rule to separate *ADRA* with the name of a country office. Refer to ADRA Australia as *Adventist Development and Relief Agency (ADRA) Australia*.

ADRA Papua New Guinea

Advisor

Use *adviser*.

Alumna

Graduate (female singular).

Alumnae

Graduate (female plural).

Alumni

Graduate (male plural, but generally accepted to be gender inclusive).

Alumnus

Graduate (male singular, but generally accepted to be gender inclusive).

ANSA

Avondale Nursing Students' Association.

Approximately

Use *about*.

ASA

Avondale Students' Association.

Author

Use only to describe writers of published works. Use *writer* for all other descriptions.

Avondale College of Higher Education

Avondale is acceptable on second reference or in headlines. Two campuses: Lake Macquarie, located in Cooranbong, New South Wales, Australia; and Sydney, located in Wahroonga, New South Wales, Australia.

Avondale College Seventh-day Adventist Church

Use *Avondale College Seventh-day Adventist Church* on first reference and *the church* on second and subsequent references.

Award

Qualification conferred on the authority of the Avondale College Council when a student completes a course.

Kirsten will receive the award of a Bachelor of Arts (communication).

C

Conference

A local area consisting of a number of Seventh-day Adventist churches. Use a geographic designation instead (eg. Jeff is youth director for the church in northern New South Wales). See also Division and Union.

College Church

See **Avondale College Seventh-day Adventist Church**.

Contemporary Choir

Use *Avondale College of Higher Education Contemporary Choir*.

COSMOS

An acronym—COSMOS Offers Students Missionary Outreach Service—for an Avondale student club. Use *COSMOS*.

Course

A single course leading to a higher education award or a course recognised as a combined or double degree leading to one or more higher education awards.

D

Division

A regional area consisting of a number of Seventh-day Adventist unions. Use a geographic designation instead.

... the South Pacific region of the church.

... president of the church in the South Pacific.

Dorm

Use *residence hall*.

F

FigTree

School of Ministry and Theology staff and student association.

G

Gentlemen

Use *men*.

H

Hope Channel

The alternate, preferred name for Adventist Television Network, the worldwide Seventh-day Adventist Church's official, donor-supported satellite television network.

I

Indoor

Use *on campus*.

L

Ladies

Use *women*.

Last

Do not use when referring to numbers and measurement. Use *past* instead.

Avondale launched its Environmental Sustainability Policy this past month.

Library

Use *Avondale Libraries* followed by the name of the campus in brackets.

Avondale Libraries (Lake Macquarie campus)

M

More than

Use for numerical relationships.

Dr John Cox served as president of Avondale for more than five years.

O

On campus/Off campus

Used to describe attendance mode of a course. Do not use to describe residential status. Do not use *indoor/outdoor*. Use of these terms to describe where a student lives may lead to confusion and should be discouraged or at least qualified.

Over

Use for physical location or spatial relationships

The plane flew over the city.

Outdoor

Use *off campus*.

P

Pastor

Shorten and use immediately before a name on first reference. Otherwise, use minister.

Pr Shane Roberts is minister to students living in Watson Hall.

R

RA

Residence assistant.

Residential

Use *a student who lives in the residence halls*.

S

Sabbath school

Bible study held as part of Saturday services at Seventh-day Adventist churches and events.

Use *Bible study*.

SDA

Do not use. The shortened version of *Seventh-day Adventist* is *Adventist*, which is the acceptable term on second and subsequent references.

Second Coming

Use *Second Coming of Jesus*.

Seventh-day Adventist

Do not abbreviate. The shortened version is *Adventist*, which is the acceptable term on second and subsequent references.

Seventh-day Adventist Church

Use *Seventh-day Adventist Church* on first reference. Use *Adventist Church* on second and subsequent references.

Spirit of Prophecy

Books and articles written by Ellen G White, one of the founding pioneers of the Seventh-day Adventist Church.

Subject

Use *unit*.

States

Do not abbreviate states of Australia.

U**United States of America**

Use *US* on second and subsequent references.

Union

A regional area consisting of a number of Seventh-day Adventist churches or conferences.

Use a geographic designation instead.

Seventh-day Adventist Church in Australia

Unit

A unit of study or subject approved by the Academic Board for offer at Avondale . For undergraduate courses a unit usually consists of six credit points.

V**VET**

Vocational Education and Training (formerly VTE, Vocational and Technical Education).

W**Worldwide Seventh-day Adventist Church**

Refers to General Conference of Seventh-day Adventists. Do not use *General Conference* or GC.

Y**Youth**

Use *young adults*.