

# **AVONDALE NEWS STYLE MANUAL**

**2016**

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## ABOUT

*Connections* is the official newsletter of Avondale College of Higher Education. It has been publishing announcements, 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 28 issues of *Connections* during the academic year.

## CIRCULATION

Circulation of *Connections* is about 360. 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*.

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Mobile: 0488 733 232

Email: [brenton.stacey@avondale.edu.au](mailto:brenton.stacey@avondale.edu.au)

### Editorial assistant

Bianca Reynaud

Bianca is a Master of Teaching (Secondary) student at Avondale College of Higher Education. Before completing her undergraduate arts degree at Avondale, Bianca studied for two years in Collonges, France, specialising in language and literature. She enjoys writing innovative poetry in both French and English, and has had her poetry published in the anthology *A Way of Happening* (Puncher & Wattmann, 2014).

## **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 50 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 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 or, preferably, as text in an email.

## METHOD

Submit articles via email to Brenton Stacey ([brenton.stacey@avondale.edu.au](mailto: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](mailto: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: 160 pixels wide by 160 pixels high

Featured image: 600 pixels wide by 400 pixels high

## 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: Name

Use initial capitals for full proper names and nouns only, and use the full name on first mention and the generic element on further mentions. Use lower case in generic instances.

Use lower case in plural instances.

The Institute of Worship funds Hymns and Songs of Praise. The institute also hosts it.

The faculty is moving to a new building.

The Queensland and Victorian governments are pledging more money.

The health and finance ministers are appearing tomorrow.

**Titles and modes of address: Titles**

Use initial capitals for titles of positions.

Kyllie Gow is Executive Assistant to the Vice-President (Quality and Strategy).

**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 family name in second and subsequent references.

Dr Lynden Rogers

Rogers

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 lower case *am* or *pm*.

9.15 am

10-11 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 *USA* 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****White, Ellen**

Seventh-day Adventist Church pioneer.

**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*.