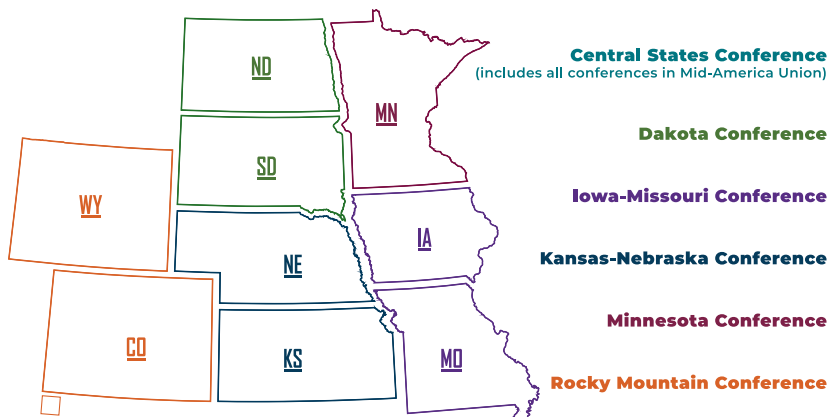2022

STYLE GUIDE

MID-AMERICA UNION CONFERENCE
COMMUNICATION DEPARTMENT

OUTLOOK

SERVING A NINE-STATE REGION IN THE HEARTLAND

Central States Conference
(includes all conferences in Mid-America Union)

Dakota Conference

Iowa-Missouri Conference

Kansas-Nebraska Conference

Minnesota Conference

Rocky Mountain Conference

**Mid-America Union Conference
of Seventh-day Adventists
8307 Pine Lake Road, Lincoln, NE 68516
midamericaadventist.org**

*With special thanks to the Southern Union
Communication Department*

Edited by Brenda Dickerson

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OVERVIEW

OUTLOOK magazine is the official publication of the Mid-America Union Conference of Seventh-day Adventists.

As such, its pages reflect the views and activities of the Adventist Church, its administration and its constituency as accurately and engagingly as possible.

OUTLOOK's tagline is Mid-America Seventh-day Adventist News and Inspiration. Church news itself is seen as inspirational for those who desire the work of the Lord to go forward. However, as a news magazine it is imperative—if credibility is to be maintained—that the articles appearing in the OUTLOOK be newsworthy, timely and written with journalistic style.

Our editorial team seeks to represent the official views of administration and president's council, along with featuring various entities, groups and departments within the Mid-America Union so that none receives preferential nor discriminatory treatment.

OUR HISTORY

The Central Advance
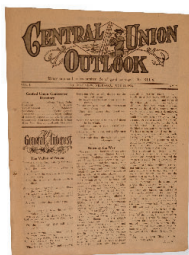
Central Union Reaper/Northern Union Outlook

1902 —— **1911** —— **1932** ——

Central Union Outlook

OUR MISSION

To communicate news and inspiration with excellence and grace via various media throughout the Mid-America Union

OUR CORE VALUES

• quality—achieving excellence

• relevance—being timely and meaningful

• missionality—being purpose-driven in nurture and outreach

1980

Mid-America Union Outlook

OUTLOOK

Present

OBJECTIVES

OUTLOOK performs five basic functions for the Seventh-day Adventist Church in the Mid-America Union:

1 Informs constituents of significant Adventist news, developments and plans

2 Strengthens the bond between church members, conferences and institutions by acquainting them with the work that each is doing

3 Serves as a medium for exchanging ideas and methods, thereby inspiring more effective Christian service

4 Presents a holistic image of the church to family members who are not Adventists

5 Maintains a point of contact for inactive members

In order to perform these five basic functions, OUTLOOK:

1. Reports relevant Mid-America news through words and images

2. Provides a medium of exchange for "how to" ideas

3. Publicizes, as space allows, promotional campaigns and offerings

4. Presents material in an interesting, attractive and journalistically solid manner

5. Serves as a bulletin board for coming events

6. Provides space for advertising goods, services and programs of value to members

7. Helps local churches meet their goals for nurture and outreach by promoting valuable resources

8. Reports on events from outside the union that may be of special interest

9. Publishes in-depth reports preceding MAUC constituency sessions

10. Develops a sense of loyalty among church members by involving them in proceedings
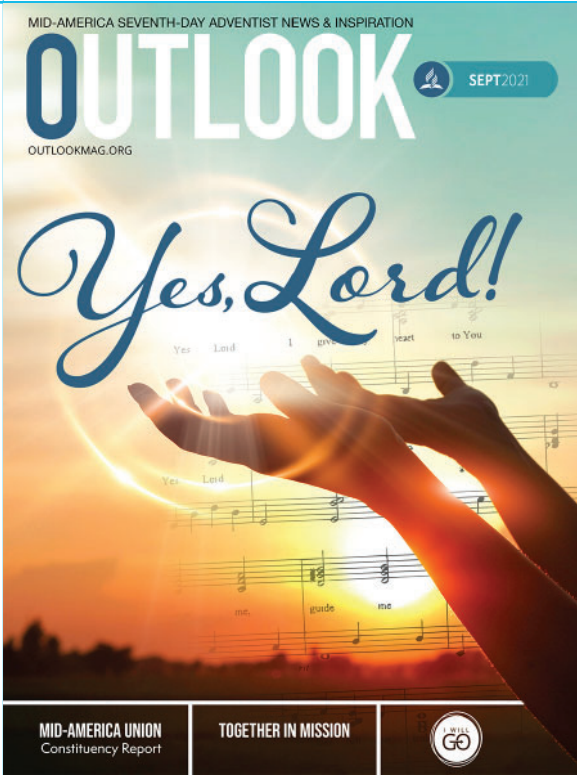
OBJECTIVES

JOURNALISTIC STYLE

As the union's vehicle for communicating with members and leaders, OUTLOOK serves as a reliable and inclusive source of news and information. Our standards for quality journalism include:

1. objective, balanced content that reflects the values of our members and organizations
2. people-oriented coverage that exudes a hometown feel
3. union wide appeal and access
4. headlines and captions that attract readers
5. photos/graphics that complement and enhance copy
6. fact-checked and verified information
7. consistent standards
8. diversified communication channels

NEWSWORTHY

With any event, we want to determine why the event has made news—find the angle from which to write the story. The fact that a church conducted a Vacation Bible School isn't newsworthy if that church always conducts a VBS. It may be news, however, if this year's VBS was different—bigger attendance, added features, etc.

For example, a single baptism is not necessarily newsworthy, even though every person who is baptized is precious in the sight of God and the church.

Even to say a church baptized 15 at the conclusion of an evangelistic series is not especially newsworthy, unless we discover that previously the church only had a membership of five. Then we could say "XYZ Church membership quadrupled at the conclusion of meetings held by the pastor last month."

And, what if the 15 who were baptized were all members of the same family? That would certainly be news, even in a large church.

TIMELY

Events should be reported promptly in order to be included as news in OUTLOOK magazine. Church communication leaders should submit articles and photos to their conference communication director as soon as possible after the event.

Obituaries and announcements should also be sent promptly. To accommodate the editing, layout and printing processes, the time lapse between when we receive content and when the magazine gets mailed is generally four to five weeks. Using terms like "last month" or "recently" help the story not feel dated.

VOICE

TONE

OUTLOOK strives to create quality, relevant and mission-oriented products for the Mid-America Union. For this reason, we look for a tone that is **balanced**, **educational** and **inspirational**.

A balanced tone means approaching a subject with the intent to show multiple perspectives. An educational tone means creating content that will engage your audience and cause them to learn. An inspirational tone means to create content in a manner that encourages and uplifts your audience.

WRITING ABOUT PEOPLE

People like to learn about other people. If you are writing about an event, get quotes from people who attended the event and include their reactions to the event. Also, be as respectful as possible with the manner in which you write about individuals.

• Don't reference a person's age unless it is relevant.
• Avoid gendered terms when referring to groups of people (e.g., "guys").
• When referring to individuals, use their name whenever possible. If unavailable, use neutral terms such as "the attendant" or "the nurse."
• If the need to reference a person's disability arises, say "she has a disability" rather than "she is disabled."
• When writing about young children, use discretion on whether or not to identify them by full name.

AVOIDING ADVENTIST JARGON

Jargon should be avoided as much as possible, as it can damage credibility and alienate your audience. For example, "The Three Angels' Message" could instead be written "The three angels' messages from Revelation 14."

Don't assume all readers possess the same familiarity with Adventist church culture.

USING ACTIVE VOICE

Whenever possible, use active voice.

- *Passive*: The fellowship room was renovated by the church members.
- *Active*: The church members renovated the fellowship room.

WRITING POSITIVELY

Use words that denote positivity rather than negativity.

- *Negative*: If you don't set a deadline, you won't complete your task.
- *Positive*: If you set a deadline, you will likely complete your task.

BASIC WRITING TIPS

Have a clear message
- Make your message clear by grouping together similar ideas and using subheadings to improve the flow of your writing.

Be consistent
- Make your voice clear by maintaining consistent tense and style throughout your writing.

Be specific
- Make your writing interesting and direct by avoiding vague language and deleting unnecessary modifiers.

VOICE

CONTENT

THESE GUIDELINES APPLY TO PRINT AND DIGITAL

OUTLOOK's format is designed to provide maximum coverage of news and inspiration that is significant to the entire Mid-America Union membership.

Note: Don't underline online. Readers automatically think underlined words are links.

FEATURE ARTICLES

Local conferences and select Mid-America institutions are offered one feature story per year. These should deal with local programs or personalities that would be of interest throughout the union.

These features go beyond the normal *Who*, *What*, *Where*, *When*, *Why* and *How* of a news story and discuss why the participants are involved, what they have accomplished, what their goals are and how they plan to go about meeting these goals.

An interesting feature story also includes illustrations, anecdotes and direct and indirect quotes. **Feature articles should be approximately 600-1,200 words**, depending on whether one or two printed pages have been allocated. Feature stories may also contain sidebars with additional content, such as bulleted lists or action steps.

COVER STORIES

Cover stories are commissioned by the editor and are **800-1,200 words**. They must be accompanied by a high resolution (**8x10 at 300 dpi-equivalent**) vertical photo of one, two or three people.

Original photo files should be submitted if possible. The cover story should also include several other high res photos.

NEWS ARTICLES

1. The answers to the questions *Who*, *What*, *Where*, *When*, *Why* and *How* will usually give the pertinent facts. These need to be included in the lead paragraph if it is a straight news story. **Note:** *Start the news story with the most important "W." Never start a story with a date unless the date is the most significant part of the story.*

2. In religious news there is often the temptation to include things that are not facts. For example: "Everyone received a blessing" is not a fact unless everyone present was interviewed and asked if s/he received a blessing. You could quote an individual who said, "I received a blessing." That would be a fact, albeit not the most dynamic statement.

3. News writing style is third person, avoiding "we," "I," "us," etc. (reserved for feature articles). News should include first and last names of anyone mentioned (last name only on second reference unless individuals have the same last name) except, in some cases, children. References to events, churches or schools should list the city and state.

4. News stories should be **350-750 words**, depending on the number of photos provided.

5. Always include at least one comment or quote in your story.

6. Self-supporting institutions are encouraged to channel news through the local conference communication department.

HEADLINES AND TITLES

Headlines are used for news articles and require a subject, verb and object. Sometimes the headline may be the only part of the article that gets read, so it's worth the time required to craft one that "tells the story." Headlines should be:
• Clear
• Specific
• Precise
• Dense with information

News Examples:
Wrong: Pathfinder Campout
Better: Des Moines Pathfinders Learn Outdoor Survival Skills

For feature stories, titles function as teasers. Be creative.

Feature Stories Examples:
My Day of Wasteful Service
The Insight that Blinds

ANNOUNCEMENTS

We accept two general kinds of announcements: Events and Notices. Items for these sections should be brief, giving only basic information.

No sales information is allowed in this section.

No announcements will be published for missing persons, location of alumni or individuals seeking mates.

OBITUARIES

Due to space limitation, obituaries must be concise. Include the person's name, date and location of birth and death, church membership and immediate surviving family.

Obituaries more than two years old will not be printed.

Example:
Lyon, Edwin "Dick" R., b. March 15, 1923 in Casper, WY. d. Oct. 14, 2014 in Torrington, WY. Member of Torrington Church. Preceded in death by son Loni; 3 brothers; 1 grandson. Survivors include wife Bertha; daughter Lori; son Gary; 3 grandchildren.

Obituary information can be submitted through an online form (easiest way) at **o**utlookmag.org/contact or to the email address listed in OUTLOOK's obituary section in print.

To avoid errors, no obituary information will be taken over the phone.

CONTENT

ONLINE ARTICLES

Online articles do not have the space limitations of print articles. However, it is still important to be aware of the reader's attention span and write in a way that keeps readers engaged. This includes using subheadings, lists, short paragraphs and varying sentence lengths.

STYLING LISTS
If items in a list form a complete sentence, capitalize the first word of every list item and use ending punctuation after each item. If all the list items are sentence fragments don't use any ending punctuation even if the items complete a fragment that introduces the list (the colon preceding the list is the punctuation).

The first word of each item can be either upper or lower case, whichever looks best. *Note: If some items in your list are sentences and some are fragments, you have a nonparallel list and need to revise the wording.* **Consistency is the goal**.

Correct:
Guests can reach the hotel from the airport using any of the following:
• the hotel shuttle
• a taxi
• an airport shuttle
• a public bus

STYLING LINKS
• Use sentence case.
• Add a period only if the link is a complete sentence.
• Don't link ending punctuation such as periods or questions marks.
• Check that all links work.
• Avoid underlining.

PHOTO CREDITS
If using an image other than from iStock, identify the source/photographer. Italicize photo credits.

THE DIGITAL MILLENNIUM COPYRIGHT ACT
www.copyright.gov.legislation.dmca.pdf

SOCIAL MEDIA

Department Authorization - Any social media account within the conference should be approved by a department/ministry director and/or the communication department. The point of contact must include a valid organization email address.

The Presence should use a Dedicated Work Email Address - Use a conference email address dedicated to a department. This will allow for your conference to grant multiple people access and reduce the risk of losing access to your social media account.

Name - Be sure to choose a name that accurately reflects the department/ministry and mission, while staying consistent with your internal guidelines for use.

Label as an Official Account - The word "official" should be clearly stated in the social media bio or About section of the account.

Use Consistent Branding - To help develop a cohesive identity that supports your conference and the Seventh-day Adventist Church, use the official Adventist logo alongside your conference identity inline with NAD brand guidelines whenever possible. Use the same name, profile image, header images and bio on each platform to affirm brand recognition and help constituents identify official accounts.

Contact Information - The social media presence should have a URL of an official conference website in the bio or About section of the social media presence. Provide additional contact information such as phone number, business address, and email address, where relevant.

MANAGING YOUR SOCIAL MEDIA ACCOUNT

Conference Facebook Account - Best practice is to create a generic email account from your conference to manage your page so you can maintain consistent management of the page, even when someone who manages it leaves the department.

Account Protection - Please check your privacy and security settings to be sure they are up to date. Use strong, unique passwords and change them every six months.

Facebook Page Admins - Facebook Pages should have two or more administrators to prevent being locked out of the Page in the event that someone leaves the department before you are able to transition to the new manager of your Facebook page.

PAGE MANAGER ACCESS (New Pages)

People with Facebook Access - These people can switch into the Page and manage it directly on Facebook, or by using other tools like Meta Business Suite or Creator Studio.

People with Task Access - These people can't switch into the Page on Facebook, but they can manage specific tasks using other tools like Meta Business Suite or Creator Studio. With task access you can give them the ability to:

• Create, manage, or delete posts, stories and more as the Page
• Respond to direct messages as the Page
• Review and respond to comments, remove unwanted comments and report activity
• Create, manage and delete ads for the Page
• See how the Page, content and ads perform

Community Managers - Community managers can moderate chat comments, suspend or remove people who violate community standards, and see all admins of this Page.

RULES OF ENGAGEMENT

• Your main goal should be to educate and inform, while some other posts are made to keep people entertained and engaged.

• When in doubt on how to respond to a comment, ask yourself if it is true, and from whom or where you can get the facts about the information you need to create a response. Then only educate in your response.

• If a comment is of a sensitive matter or seems to be confrontational, take the conversation offline and request they call you directly to help resolve the issue. Never try to resolve the issue online.

SOCIAL MEDIA BEST PRACTICES

1. Favor quality over quantity.
2. Post more original images to maintain a fresh feeling.
3. Appeal to a younger audience by being authentic, transparent and relevant.
4. Offer a reasonable level of support and comfort to those who may be struggling.
5. Encourage positive engagement with all readers/viewers with the end purpose being to promote spiritual, emotional and social growth.
6. Refrain from needlessly offending your audience.
7. Preserve a balance between purposefully presenting challenges/questions and maintaining a manageable schedule for responding to comments.

TIPS

Always use a photo if possible
• This increases the likelihood of your post being shared.

Don't spread yourself too thin
• Choose 1-3 social platforms to use for your ministry.
• Don't leave a site inactive; dedicate at least 30 minutes per day.

Use scheduling tools
• **Hootsuite:** hootsuite.com
• **Facebook publishing tools:** facebook.com
• **Schedugram:** schedugr.am

Include Hashtags
• On Instagram and Twitter, include at least 5 hashtags. Posts on Instagram with more than 10 hashtags routinely gain more likes than those without.
• Include brand hashtags (#OUTLOOKmag and #MAUC)

Topic examples
• **Inspirational:** testimonies, quotes, sermon audio/video
• **Informational:** service times, upcoming events, news
• **Relational:** Q&A, prayer requests, live chat, behind the scenes

SOCIAL MEDIA SIZES CHEAT SHEET

CONTENT

FACEBOOK

1200x675
COVER

For best results upload an RGB JPG less than 100KB

Images with a logo or text may be best as a PNG

170x170
PROFILE

TWITTER

1500x500
COVER
max file size: 10MB
accepted file types: JPG, GIF or PNG

400x400
PROFILE
max file size: 10MB
accepted file types: JPG, GIF or PNG

INSTAGRAM

110x110
PROFILE
square photo: make sure to maintain an aspect ratio of 1:1

1280x1080
IN-STREAM PHOTO

PHOTOS AND CAPTIONS

Feature and news stories should be accompanied by at least one and up to five high quality photographs or illustrations.

Include the name of the photographer or submitting entity with each image.

PHOTO SIZES

High quality images are needed to go with your article. In order to be printed, photos must be approximately **8x10 at 300 dpi**.

Lower resolution images are converted to this size before being sent to the printer, causing them to pixelate.

In order to determine a photo's size in inches, you can divide a photo's pixels by 300. For example: **(Number of pixels) 1,200 pixels ÷ 300 = 4 inches (width)**.

WRITING PHOTO CAPTIONS

Because photo captions are the most read type element in a publication, standards for accuracy, clarity and completeness are high. As with headlines, captions should be crisp. As with stories, they must be readable and informative. When readers see a photo they want to know:

- Who is that?
- What's going on?
- When and where was this?
- Why is it important?

Captions should explain the picture to the reader's satisfaction. They need not—and should not—tell what the picture makes obvious. Instead, they should supply interesting and vital information that the picture cannot.

CONTENT

CONTENT

1. Captions should include the names of all pertinent people and their positions, if important in the article. Use full first and last names—no courtesy titles such as Elder or Dr.
2. Names should be given from left to right in most cases.
3. Use complete sentences with closing punctuation.
4. If the caption contains names only (no titles or biographical information) separate names with commas. If identifiers are used and are separated from names by commas, use semicolons to make it clear which descriptor belongs with which name.
5. Always double-check name spelling.
6. Historic present tense is preferred (see below).

Typically photo captions should be written in historic present tense—freezing a moment in time. If a second sentence follows it is usually in past tense and provides background information relating to the photo. However, any caption recalling history should be past tense.

Note: If any caption in an article is past tense, all captions in that article should be past tense.

Example:

Wrong: Elder Brown and Pastor Smith hold shovels.
Better: Local church elder James Brown (middle) and members of the XYZ Church Building Committee participate in the recent groundbreaking ceremony for a community center scheduled to open next fall.

VIDEOS

Video can be an engaging and powerful medium. The following tips will help you create better video while in the field and help make your video project a success.

TIPS (from Steven Foster)

- Steady movement of the camera enhances video quality. This can be achieved by using a stabilizer or track.
- Better to under expose and under mic (aim for -12 dB). It's much easier to bring up the exposure and sound than it is to recover over exposure and ruined audio.
- Don't use on-board mics. Use a recorder or have a line into the camera. This will provide higher quality.
- Always have spare batteries when you are videoing.
- Lighting: do research; be prepared for the environment.
- Come 30 minutes prior to your video/interview start time to provide ample setup time. Allow 10 minutes for take down.
- Make sure the color looks right; eyeball it. Use automatic settings if you are uncomfortable with the camera.
- Don't ever say, "I'll fix the video in post-production." On average it will take you five times longer to fix in post-production vs. fixing the problem while filming.
- Google tutorials: Look up online what people recommend for your camera and setup. There are lots of great resources on YouTube and Adobe tutorials.
- Always get your own footage when possible vs. using stock.
- When using a mobile phone: set it down and compose the shot as best you can. Avoid hand-holding during the video.

CONTENT

CONTENT

IN THE STUDIO

- Studio equipment can range from affordable to extremely expensive. Learn to use the equipment you have to its potential and beyond.
- Prepare in advance. Know what you want from your shots and what lenses you will use, along with making sure all batteries work and your set is built.
- Test all levels beforehand, including light and sound.
- Google lighting setups and different styles of interviews and set designs. Innovating allows you to fit a subject with a style that befits their personality.
- Be imaginative. A paper Chinese ball lantern can function as a soft box and look great on screen.
- Prep the subject with the topic of the interview ahead of time. In your own time, rehearse the questions. This will lead to a more fluid conversation.
- Story over moments: Aim for a story that will keep people watching, not a shot or soundbite in the middle of a video that will lose its audience.

POST-PRODUCTION

- Familiarize yourself with different platforms for post-production. The YouTube revolution has allowed high-quality programs to be available inexpensively to almost anyone.
- Allow 2-3 times the time it took to shoot the video for post.
- Four things to keep in mind: **Sound, Faces, Color, Pacing:**
  1. Audiences are more willing to forgive bad image than bad sound.
  2. Frame the image so faces are the key focal points.
  3. Unnatural color tones distract audiences from the message you want to communicate.
  4. Pacing is the difference between a boring interview and a peppy one. For example, listening to a specific rhythm while you edit can help.
- Ensure you have the rights to all content you add, especially music.
- When you finish, watch the entire project at least three times, but not in the same day. You will better pick up on things to improve this way.

LIVE STREAMING VIDEO BASICS

Live Streaming is broadcasting live or pre-recorded video over the internet in real time. This is typically done through software and hardware that transmits the video production to viewers through various channels such as YouTube, Facebook, Zoom, or another internet-based platform.

Different streaming platforms provide additional capabilities and functionalities. Here are a few options for you to consider:
- Zoom
- StreamYard (Mid-America Union Communication Department has an account that is available for our local conferences to use)
- Re-Stream
- ECamm

Zoom is the easiest live streaming software to set up. You will need a paid version of the software if you want to stream to your social media outlets.

StreamYard and Re-Stream provide more customization and options for producing your live stream and distributing it to your social media channels.

ECamm Live is a professional level streaming platform that is only for Mac at this time.

The basic hardware involved is an internet-connected device (for example, a tablet, phone, laptop, or desktop computer). You will need to make sure your audience can hear you, so you will need an external microphone or the device's microphone that you are using. Allow your audience to see you with an external video camera or the internal webcam of your laptop or desktop computer. Using lighting will help increase the quality of your video production.

Using a dedicated ethernet connection is preferred when live streaming so your connection remains stable and strong. In contrast, a wifi (wireless) connection could result in inconsistencies in the delivery of your stream. If you stream over wifi, you should do an internet speed test by Googling it to ensure your connection is at a rate that is recommended by the software you plan on using. For example, StreamYard suggests an upload speed of at least 4 Mbps.

NEWSLETTERS

CONTENT

THINGS TO CONSIDER FOR YOUR eNEWSLETTER*

- Make it easy and obvious how to sign up for your newsletter.

- Promote your newsletter on other platforms and mediums.

- Publish no less than monthly. Weekly is ideal.

- Track clicks, not opens. (iOS 15 is not reporting open rates correctly.)

- Track your web traffic from email.

- Write a new subject line for every issue.

- Use a welcome series to onboard new readers (automated series of messages).
  - Welcome, thank you for signing up. This is what you can expect from us.
  - Welcome to our newsletter. Did you know you can find us on social media at...
  - Here are three popular articles over the last three months.
  - Did you know that you can submit classified ads or obituaries?

- Images within a newsletter make a difference if they are quality images or good photos that you have taken for a particular piece. It has been found that photos are not a requirement for a good newsletter. Some of the top newsletters do not have photos.

- Profile a person (teacher, Pathfinder, newly baptized member).

- Spotlight a ministry (community service center, children's ministries, campground).

- Report key facts from ministerial reports.

- Ask a question of the month and run answers you receive.

- Anticipate events and arrange for good coverage (ask for basic 5 W's plus at least two quotes and contact information).

- Include a "good news" story or a story of hope with every newsletter, or a call to action.

- Don't be afraid of unsubscribers.

*Adapted from "How to Reach New Audiences with Email Newsletters," by Heidi Thompson, and the Columbia Union Conference Communication Advisory, 2014

The Mid-America Union Communication department uses MailChimp for its newsletter, myOUTLOOK.

Sign-up for our newsletter at bit.ly/myoutlook

Another popular online newsletter service is Constant Contact.

GRAMMAR AND MECHANICS

ASSOCIATED PRESS STYLEBOOK

OUTLOOK magazine uses the *Associated Press Stylebook* (latest edition) as its reference for grammar and mechanics.

If questions of grammar and mechanics arise that are not addressed in OUTLOOK's in-house rules, refer to the *AP Stylebook*, except in the following circumstances.

OUTLOOK DEVIATIONS FROM *AP STYLEBOOK*

- **ACADEMIC ABBREVIATIONS**
  PhD, not Ph.D.; BA, not B.A. (see In-house Rules: Academic Abbreviations)

- **BIBLE CITATIONS**
  See In-house Rules: Bible Citations.

- **HEALTHCARE**
  One word. Healthcare, not health care.

- **REFERENCES TO WORKS**
  Italicize rather than using quote marks.

- **TELEPHONE NUMBERS**
  123.456.7890, not (123) 456-7890 or 123-456-7890 (see In-house Rules: Telephone Numbers)

- **TIME**
  9 am, not 9 a.m. (see In-house Rules: Time)

IN-HOUSE RULES

References in parentheses are *Adventist News Network*, *Christian Writers Manual of Style, North American Division, General Conference* or *Yahoo! Style Guide*.

ABBREVIATIONS First mention of organizations, agencies and groups should be spelled out. Second reference may use ABC with no parentheses. Note: Adventist Health System never abbreviates.

ACADEMIC ABBREVIATIONS When used after a name, an academic abbreviation is set off with commas. **Correct:** Pam Jones, PhD, will be **Incorrect:** Dr. Pam Jones, Ph.D., will be

ACADEMIC DEGREES bachelor's degree; master's degree; associate degree; Bachelor of Science; Master of Arts; Doctor of Ministry

ADVENTHEALTH One word

ADVENTURER club

AUTHOR BIO Complete sentence at end of article telling who the person is or what s/he does (position, church membership, etc.)

BAPTISTRY Use these spellings: baptistry; baptize.

BIBLE CITATIONS *(CWMS)* Abbreviate books of the Bible following the "General Style."

Gen.	Est.	Mic.	Col.
Ex.	Job	Nah.	1 Thess.
Lev.	Ps.	Hab.	2 Thess.
Num.	Prov.	Zeph.	1 Tim.
Deut.	Eccl.	Hag.	2 Tim.
Josh.	Song	Zech.	Titus
Judg.	Isa.	Mal.	Philem.
Ruth	Jer.	Matt.	Heb.
1 Sam.	Lam.	Mark	James
2 Sam.	Ezek.	Luke	1 Peter
1 Kings	Dan.	John Acts	2 Peter
2 Kings	Hos.	Rom.	1 John
1 Chron.	Joel	1 Cor.	2 John
2 Chron.	Amos	2 Cor.	3 John
Ezra	Obad.	Gal.	Jude Rev.
Neh.	Jonah	Eph.	
		Phil.	

BIBLICAL Always lowercase: biblical

BOLDING In first reference, names of people currently living on Earth (in news and AdventHealth sections)

BYLINES Name of author without titles placed before an article (only used in feature articles)

CAMP MEETING Two words, both lowercase: camp meeting

CHRISTIAN RECORD SERVICES FOR THE BLIND Subsequent references may be Christian Record or CRSB (not CRS).

CHURCH Seventh-day Adventist Church; or the Adventist Church (global body)
Ex: The congregation knew the church needed repairs. (generic)
Ex: The Centerville Church, located in the Dakota Conference (specific)
When two or more churches are referenced, lower case churches.
Correct: The Hinkley and Hutchinson churches

CITATIONS Italicize book or article title being referenced and enclose in parentheses.
Correct: "Prayer brings Jesus to our side" (*Christ's Object Lessons*, 250).

COMMUNICATION DIRECTOR
John Doe is communication (no s) director for the Iowa-Missouri Conference. (for author bios)

COMPOSITION TITLES Italicize titles of songs, TV shows, speeches, books, magazines, etc. Capitalize articles (a, an, the, etc.) or words of fewer than four letters ONLY if they are the first or last word in a title.

CONFERENCES Capitalize when used as a direct part of a proper noun. Otherwise, do not capitalize.
Correct: The Kansas-Nebraska Conference reached a consensus. The Kansas-Nebraska and Iowa-Missouri conferences reached an agreement.
Correct: The conference reached a consensus.

CRUSADE *(ANN)* Never use this reference to 12th-century Christian military campaigns against Muslims when describing an evangelism event. Instead, use *meeting*, *series*, *campaign* or *public evangelism outreach*.

DEPARTMENTAL NAMES Capitalize proper names.
Correct: Office of Education, Women's Ministries Department, Youth Ministries, Treasury

DEPARTMENTAL TITLES Lowercase unless used in its entirety: ministerial director: director of the Women's Ministries Department

EMAIL No hyphen.
Correct: email; email address

E-BOOK e-book

GOD Capitalize pronouns for God (He, Him, His) unless within a quotation that doesn't.
Correct: We believe He lives.

GOSPEL Lower case unless part of a proper noun. Gospel Commission.
Correct: She wanted to share the gospel with others. The Gospel of Luke says that...

HEALTH MESSAGE *(ANN)* Jargon for Adventist counsel on health. Instead say Adventist emphasis on healthful living.

HEALTHCARE (noun). Healthcare institution (adjective). One word with no hyphenation.

INGATHERING Always capitalize.

KINGDOM (*CWMS*) Lower case when referring to the spiritual kingdom.
Correct: the kingdom of God
Also Correct: heaven

MAGABOOK Capitalize: Magabook

GRAMMAR AND MECHANICS

MINISTRIES Capitalize if referring to the department, as opposed to general use.
Correct: The Youth Ministries Department is hosting...
Correct: Jessica works with youth ministries.

NAME REFERENCES In conference news stories, use an adult individual's full name upon first reference and last name alone on additional references. For children under 18 years, use full name or first name upon first reference and first name alone on additional references. (Editor may choose not to print names of minors for security reasons.)

NEWS WRITING In news content, the main facts of the story should appear in the first paragraph. Third person is preferred, except for quotations. Use bold face type the first time anyone's name is mentioned. Use last name only for subsequent references.

NEWSPAPER TITLES Italicize

OBITUARIES Arrange alphabetically by last name; use Arabic numerals (1,10, etc.); stepson, step-grandson, etc.

ONE-DAY Church

OUTLOOK All uppercase, no italics: OUTLOOK or OUTLOOK magazine

PACIFIC PRESS PUBLISHING ASSOCIATION Pacific Press on subsequent mention

PATHFINDER, PATHFINDERS Always capitalize.

PERCENT Spell out percent unless it is in a table; then use % sign.

PHOTO CAPTIONS Historic present tense is preferred. Identify people left to right (l-r) unless (r-l) is clearly better. Describe action in one or two complete sentences with end punctuation (see p. 21 for examples).

PHOTO CREDITS First and last name of photographer. If unknown, "Courtesy Minnesota Conference" (person or organization). Multiple photos per page: "Photos: Bruce Forbes" No end punctuation.

RADIO STATIONS List call letters; insert one space, then list call numbers.
Correct: WUSG 88.7

SABBATH SCHOOL *(NAD)*
Sabbath school; lower case names of divisions.
Correct: She attends the primary class at Sabbath school.

SCRIPTURE Capitalize when used in reference to the Bible as a whole. Do not capitalize when using the word as a substitute for a specific text.
Correct: In Scripture we read
Correct: They studied one scripture verse

SECOND COMING (*CWMS*)
second coming

SEVENTH-DAY ADVENTIST *(GC)* Use in its entirety (Seventh-day Adventist) or on second reference as Adventist (not SDA). We assume all churches in conference news sections are Adventist unless otherwise specified.

SPIRIT Capitalize when used in reference to the Holy Spirit or Spirit of God.

TELEPHONE NUMBERS Telephone numbers are divided into segments using periods.
Correct: 123.456.7890
Incorrect: (123) 456-7890

THREE ANGELS' MESSAGES

TIME Use am and pm without periods rather than "in the morning" or "in the evening." Use figures except for noon and midnight. Use a colon to separate hours from minutes when necessary.
Correct: 11 am or 3:30 pm
Also Correct: the 11 o'clock service

TITLES Courtesy titles such as "Elder" or "Pastor" are capitalized. Generally used only on first reference in news stories. Correct: Pastor John Smith, who baptized the candidates, said... Also Correct: Gary Thurber, president of the Mid-America Union, will be the featured speaker.

TRADEMARKS (*Yahoo!*) In news reporting and non-commercial contexts, it is okay to use trademarked words without obtaining permission or using the symbols.

VACATION BIBLE SCHOOL Three words, each capitalized. If referenced more than once, use VBS.

WORD OF GOD Capitalize Word when referring to the Bible.
Correct: He reads the Word of God daily.
Correct: The word of the Lord came to the prophet.

WORLD CHURCH In reference to the global Adventist Church

ADD YOUR OWN

Accept means "to receive willingly." **Except** means to exclude: He accepted congratulations. They congratulated everyone except me.

Accidentally, not *accidently*.

Adverse means "harmful." **Averse** means "unwilling": He is averse to the program, fearing it will have an adverse effect on the churches.

Affect is usually a verb, meaning "to influence." **Effect** as a verb means "to cause": The scandal will affect the election. He will effect many changes. *Note: As a noun, effect means "a result": The effect will be devastating.*

Afterward, not *afterwards*.

Agree *to* a proposal; agree *with* a person.

Allusion/Illusion/Delusion: Allusion is an indirect reference: The remark was an allusion to his family history. Illusion is a false perception: The mirage gave the illusion of a lake in the desert. Delusion is a false belief: "He will send them a strong delusion that they should believe a lie."

Altar is a religious structure. **Alter** is a change: He knelt at the altar. He altered his plans to be home for Christmas.

Any more is an adjective. **Anymore** is an adverb: We don't have any more work. Sally doesn't live here anymore. Any one of us could do it, but I didn't see anyone I knew.

Backward, not *backwards*.

Beside tells location. **Besides** means "in addition."

Use **between** for two items, **among** for three or more: There is good communication between the two churches. The expenses will be shared among the churches in the area.

Biannual means twice a year. **Biennial** means every other year. It is better to find other terms for these words, since they are often confused.

Bimonthly: Meaning is ambiguous; best not to use.

Black is not capitalized when referring to the Negro race (Negro is capitalized) unless it is part of the name of an organization. (African-American may be used if the group or person prefers it.) **White** is likewise lowercase, but Caucasian is capitalized.

Comprise/Compose: The whole is composed of its part, not comprised of its parts. The whole comprises the parts. The alliance comprises 35 countries. The alliance is composed of 35 countries.

Councilor/Counselor: A councilor is a member of a council. A counselor is one who gives advice.

Couple/Few: A couple refers to two; a few refers to more than two, but not as many as other indefinite quantities such as "some" or "several."

Earth (planet), earth (soil).

Ensure is to make sure of something. **Insure** is to take out an insurance policy.

Everyone was there. **Every one** of the seats was taken. (*Note singular verb "was" is used with singular subject "one"*).

Except: See "Accept."

Farther denotes distance. **Further** denotes additional or continued. (Farther is used in relation to physical distance; it means "at or to a greater distance" whereas "further" means "to a greater degree.")

Faze/Phase: Faze means "to disconcert": The pastor was not fazed by the negative members. Phase indicates stage or aspect: The last phase of a three-year project ended.

Flair denotes talent or sense of style. **Flare** is a bright light or a sudden emotional outburst.

Flaunt means "to display boldly." **Flout** means to mock, scorn, or ignore.

Forbear means to refrain from doing something. A **forebear** is an ancestor.

Forego is to go before. **Forgo** is to do without.

Foreword is the preface of a book. **Forward** (not *forwards*) denotes a direction.

Further: See "Farther."

God: Capitalize God when used as a proper noun, lowercase godly.

Illusion: See "Allusion."

Insure: See "Ensure."

An **interpreter** renders a speaker's words in another language. A **translator** renders written material into another language, in writing.

Invisible, not *invisable*.

Irregardless nonstandard. Use *regardless*.

Life cycle, life force, lifesaving, life sentence, lifestyle, lifework.

Lot can be either singular or plural: A lot of people were there (plural). A lot of food was left over (singular). Never *alot*.

Magazine and book names: Italicize.

Median refers to a value that lies at the midpoint. A median age divides a population into two numerically equal groups. The median on the highway is the center strip that divides it into two equal parts.

Medium is one kind of communication, such as television, radio, or newspapers.

Media is the plural form of medium.

NonAdventist: No hyphen; Should be avoided as a somewhat insensitive word. Rephrase as: Eighteen attending were not Seventh-day Adventists.

Number can be either singular or plural: The number of people was growing. A number of people complained.

Use **O** when no punctuation is used; **oh** when followed by punctuation: O what a day that will be! (generally found only in poetry quotations) Oh, what a day this has been!

Pastoral, not *pastorial*.

Podium: See "Rostrum."

Presently means soon; at present means now.

A **prophecy** is a prediction (noun); to **prophesy** is to make a prediction (verb).

Pulpit: See "Rostrum."

Redundancies: Avoid redundancies, such as *advance notice* (all notices are in advance), *cancel out, totally demolish, totally destroy* (destruction is always total), *razed to the ground*, *he spelled out the details of the program* (say "he detailed the program"), *minus*

three degrees below zero, *he has a contingency plan just in case*, *we have many alternatives from which to choose*, *he was originally born at*, *third straight week in a row*, *prophecies of the future*, *taking a retrospective look back*, etc.

If you **refer** to something, you name it. If you **allude** to something, you mention it indirectly (see "Allusion"). **Rostrum** is a platform or stage; a **podium** is a small one-person platform; a **lectern** is a reading/teaching desk; a **pulpit** is a preaching stand: A person stands on the rostrum ... on the podium ... at the lectern ... in the pulpit.

Sabbath: always uppercase when used alone, but Sabbath school.

Desperate **straits**, not *straights*.

T-shirt is always capitalized.

Toward, never *towards*.

Uninterested means "apathetic." **Disinterested** means "impartial": The young people were uninterested in the program. The principal was disinterested enough not to take sides.

Don't use "more" or "less" with the word **unique**. Unique means one of a kind, so nothing can be more unique.

Weekend, not *week-end*.

X-ray, not *X-Ray* (except X-Ray in headlines).

ADD YOUR OWN

ADVERTISING

Advertisements in OUTLOOK magazine are intended to offer an avenue for direct communication between members of the Mid-America Union and its supporting entities.

We reserve the right to reject any advertising that does not conform to the policies below.

SPECIAL REQUIREMENTS

1. The name and contact information of the official representative must be included with the original submission.
2. First-time advertisers must submit a letter of recommendation from their local pastor, elder or conference official.
3. The company/individual must be in good financial standing with the Mid-America Union (no outstanding invoices).

UNACCEPTABLE ADVERTISING

- conveys ethnic, religious, gender or age bias or prejudice
- originates from persons or entities that have suits against the Seventh-day Adventist Church or any of its entities
- promotes products in direct competition to the Adventist Book Center
- disparages a competitor's product or service
- offers credit, debit or charge cards, or similar financial instruments including insurance policies

DIGITAL ADS

WEB
Banner advertising can be purchased by the month at outlookmag.org/advertise and appears in line with other content on outlookmag.org.

Podcast and web content advertising is also available at outlookmag.org/advertise.

MAILING LIST POLICIES

The official membership lists of the conferences in the Mid-America Union are maintained on eAdventist.net. Each conference owns its own membership data, to be used in accordance with the guidelines established by eAdventist.net for confidentiality and security. OUTLOOK draws its member mailing list from this source per authorization of each conference.

Unless otherwise requested by the individual, all family units on the membership records are on OUTLOOK's mailing list. The eAdventist.net website makes provision for the selection of promo mail, union paper and/or *Adventist Journey*.

Those who move outside the union remain on the list until a membership transfer is completed.

The responsibility of adding, deleting and updating names and addresses of the church membership rests with the local church and/or conference. Some conferences in the Mid-America Union have authorized OUTLOOK staff to assist with this function.

Mailing address changes should be made through local church clerks (best option) or by contacting local conference offices.

If members have not moved but suddenly stop receiving OUTLOOK magazine, the problem can usually be resolved by checking with their church clerk first and then their local Post Office.

Conference membership records are carefully guarded. However, certain uses are allowed per policy. Church entities (e.g., Voice of Prophecy, ADRA, Christian Record Services for the Blind) are generally allowed use, subject to the conference treasurers' approval of each request.

- **Lists are not available for commercial or personal purposes.**
- **Authorization for use is limited to the single mailing requested.**
- **The list is not to be transferred to another party or copied in any way.**
- **A small charge per label is made for each use.**

OUTLOOK subscribers fall into four categories:

1. Members—family units with membership in Mid-America Union Conference churches*
2. Schools—each academy and college chaplain's office within the union, and college/university libraries in the NAD
3. Complimentary—Adventist organizations inside and outside the Mid-America Union and selected individuals
4. Paid Subscribers—individuals not holding MAUC membership who pay an annual subscription fee

*Every family unit with membership in a Seventh-day Adventist Church within Mid-America Union territory is eligible to receive OUTLOOK magazine at no personal cost (member subscriptions are funded by the local conferences).

Additional print copies are available in limited numbers on request. Email info@maucsda.org.

For those who enjoy reading magazines online, flip-through PDFs of OUTLOOK are available free every month at outlookmag.org.

ADVENTIST BRANDING

The Seventh-day Adventist Church, its entities, institutions and churches may use the registered trademark and logo. The General Conference reserves the legal right to protect the integrity of the church against misuse or unauthorized use of the registered trademark or logo. The global elements adopted by the General Conference include the creation grid, the church symbol, Advent Sans typeface, and color system. The following is adapted from **identity.adventist.org**.

CREATION GRID

The Creation Grid is a seven-column layout structure to be used in the majority of design situations to communicate our conviction that all time leads to a beautiful end.

The first six columns are yours to fill with text, images, illustrations, patterns, logos or anything else, and in those six columns you should do all your work of communicating information. But the seventh column, the Sabbath column, is to be set apart—to be special and different from the other six columns, as a reminder and visual celebration of the last day.

The Adventist symbol can be placed anywhere in a layout, but it is the only non-background element that may be placed in the Sabbath column.
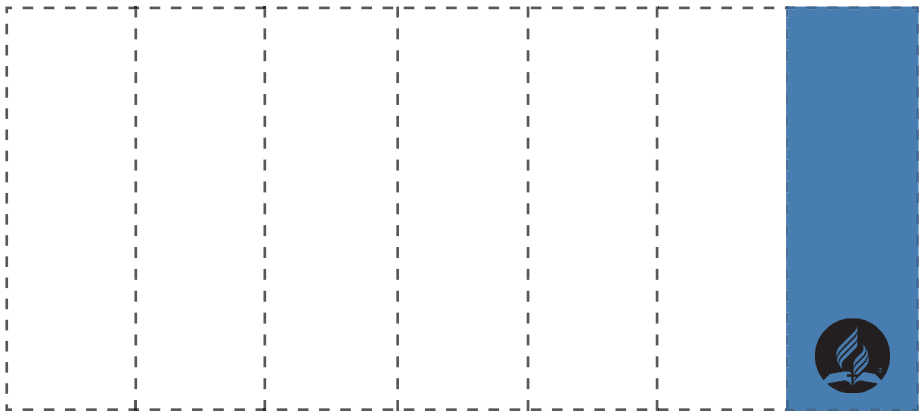
THE CHURCH SYMBOL

The symbol, which can be downloaded at identity.adventist.org, is a registered trademark of the Seventh-day Adventist Church, and use of the symbol is important in instances when communicating an official association with the Seventh-day Adventist Church.

The symbol is free to exist in isolation, detached from the name of the church or entity. It is always preferable for the symbol to have a thoughtful relationship to the rest of the design system. It is recommend in most cases, where the symbol is detached, it sit within the Sabbath column.

When not using the Adventist symbol within the Sabbath column or locked up with an entity name, the preferred version is the knocked-out circular version, which allows for more graphically pleasing layouts.

It is recommended that the symbol only be used in solid-color versions. The symbol may be a different color than the accompanying wordmarks, but all elements of the symbol should appear in the same color.

DO
- Give adequate space around the logo
- Use light and neutral backgrounds
- Reference the Global Identity Standards Manual if you have additional questions
- Download manual and logo files at www.adventist.org/information/identity/logo

DO NOT
- Add graphic elements to the symbol of logotype within the minimum area of isolation
- Use on a background pattern that may obscure legibility
- Substitute any other typeface or style for the official logo
- Substitute the full name with initials or any other name

ADVENTIST BRANDING

IN ISOLATION

WITH IDENTIFIER

Mid-America Union Conference
of Seventh-day Adventists

ADVENT SANS TYPEFACE

Google Noto Sans* is the basis for what is being called Advent Sans, which is open source and can be found at identity.adventist.org. Google Noto Sans is also open source and can be found at google.com/get/noto. It is recommended that entities transition to or use Advent Sans or Google Noto Sans to ensure a consistent image within the Seventh-day Adventist Church.

This publication was created using Google Noto Sans typeface.

COLORS

There is no longer an official global color or color system, but the NAD has adopted the recommended base palette built upon the work done for Adventist Living Pattern System, or ALPS (below).

Within this variable color system, the Adventist symbol can be adapted to match or compliment other layout elements, provided **the symbol always remain a single, solid color**. It is recommended that the Sabbath column be used as an area for tasteful color application. If using the symbol over a color in the Sabbath column, the symbol should appear in white.

PRIMARY COLORS

Emperor
Hex #4b207f
RGB 75, 32, 127
CMYK 82, 100, 0, 12
Pantone 268

Earth
Hex #5e3929
RGB 94, 57, 41
CMYK 48, 69, 74, 57
Pantone 476

Grapevine
Hex #7f264a
RGB 127, 38, 74
CMYK 38, 95, 51, 29
Pantone 216

Denim
Hex #2f557f
RGB 47, 85, 127
CMYK 100, 72, 38, 28
Pantone 302

Campfire
Hex #e36520
RGB 227,101,32
CMYK 11, 76, 100, 1
Pantone 1595

Tree Frog
Hex #448d21
RGB 68,141,33
CMYK 80, 23, 100, 9
Pantone 362

Ming
Hex #3e8391
RGB 62,131,145
CMYK 87, 38, 40, 8
Pantone 7474

SECONDARY COLORS

Warm
Hex #ffa92d
RGB 255,169,45
CMYK 4, 34, 100, 0
Pantone 7409

Cool
Hex #4d7549
RGB 77,117,73
CMYK 76, 31, 100, 19
Pantone 364

ADVENTIST BRANDING

ADVENTIST BRANDING

EXAMPLES OF ADVENTIST BRANDING
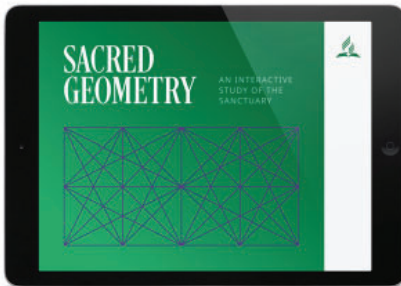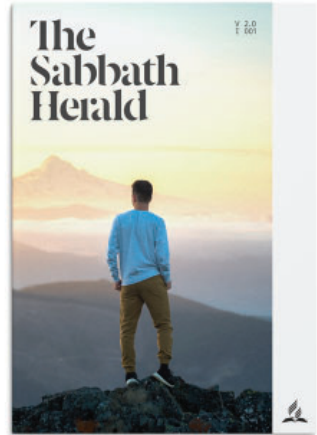
ADVENTIST RESOURCES: Purchase business cards, stationary and accessories at adventid.com.

ARTICLE WORD LENGTHS

NEWS STORIES

1 story + 1 small photo: ~750 words per page

1 story + 1 large photo: ~550 words per page

1 story + 2 photos: ~500 words per page

1 story + 3 photos: ~350 words per page

2 stories + 1 photo: ~650 words per page

2 stories + 2 photos: ~550 words per page

2 stories + 3 photos: ~450 words per page

FEATURE STORIES (per spread)
1,000 words, one photo, pull out quote
850-900 words if sidebars or multiple photos

FEATURE STORIES (single page)
500-600 words + 1 high-quality photo

NOTES
- The word count will fluctuate depending on photo caption length, photo quality/size and length of headlines.
- All of the above numbers include the author bio which on average is 10-15 words.
- **1 quarter-page ad** = ~250 words
- **1 photo (medium sized)** = ~200 words

PHOTO QUALITY TIP
Divide photo's pixels by 300 = size in inches
Example: Photo size (1200 pixels) ÷ 300 = 4 inches (width)

MEDIA RELATIONS

TIPS FOR WORKING WITH MEDIA OUTLETS*
Developing relationships with media professionals is an important means of distributing information and influencing the public toward a positive image of Seventh-day Adventists.

1. **Consider your story:** Does it have a newsworthy focus (health, education, community service, awards, etc.)?
2. **Choose the right outlet(s):** Each kind has a different style and type of story they cover (newspaper, radio, TV, Internet, social media).
3. **Outline your selling points:** Impact (largest, first, most money); Unusual (oddness makes news); Proximity (local connection). Have facts, figures, visuals ready.
4. **Select "experts" you can interview** and quote (make sure they are prepared to give a statement if called by the media).
5. **Send a "media advisory"** (brief announcement to arouse curiosity) to selected contacts, followed by a full news release that could be a stand-alone story. Put this in the body of your email, not as an attachment.
6. **Follow up with a phone call** that conveys excitement, respect and realism. Weekends are the best time for getting media coverage of religious events. Ask when their deadline is.
7. **Always say thank you.** After you've persisted and finally gotten coverage of an event, send the person you worked with a nice note thanking them and saying you hope to be able to help with more stories in the future.

HOW TO GET THE ATTENTION OF RELIGION EDITORS
Working with a religion editor is usually your best hope of getting media coverage. Religion editors are interested in:

1. trends in spirituality
2. human interest stories (of people who happen to be Adventists)
3. national stories that have a local angle
4. diversity in churches
5. recent church stats that are significant
6. profiles of religious people struggling to cope with addictions
7. how Adventism fits with—or is different from—other Christian denominations

Condensed from Media Outreach: How to Get Your Stories in the Media *by George Johnson, Jr.*

COMMUNICATION DURING MAJOR EVENTS

Before:

- **9-12 months:** Hosting organization plans communication strategy, including social media, video and print reports.
- **A few weeks:** Collect as much material as possible and begin pre-writing articles.
- **A few days:** Alert internal and external media and pitch coverage angles, if appropriate.

Day Of:

- **Handle** public media.
- **Anticipate/prevent** (if possible) crisis issues.
- **Provide** event-appropriate coverage, which may include livestreaming, tweeting and retweeting (with designated hashtag), Facebook updates/photos, etc.

Late in Day or Day After:

- **Post** short news story and photos on website.
- **Link** to story from social sites.
- **Email** the link to OUTLOOK and NAD Communication departments.
- If applicable, **share** press release with local media.

Week After:

- Post and send to interested parties an in-depth news story with photos, quotes, highlights and stats. If applicable, include a statement from your administrator(s) thanking constituents or other stakeholders and outlining a vision for the future.
- Archive copies of materials created, budgets, contractors, vendors, etc. for future use.
- Evaluate your communication strategy.
- Solicit and analyze feedback for improving future events.

MEDIA RELATIONS

NOTES

You've heard the old adage, "A picture is worth a thousand words." That is never more true than in printed or web publications. A well written story is nice, but the photo grabs a reader's attention and makes them stop and take a look. Here's the good news: just about any modern camera can take pretty good pictures in the right hands. So here are my 10 commandments for taking great images for publication taken from my own experience as a magazine editor, website editor and photographer.

—Ryan Teller

1. Thou shalt compose thy shots using the rule of thirds. Imagine drawing a tic-tac-toe board over your shot. Now make sure your subject is lined up where the lines intersect. Why? The mind is a funny thing and without going into a bunch of psychology, your viewers like your photos better. Trust me.

2. Thou shalt orient thyself to most effectively use available light. Imagine yourself an artist and the light as your brush. Don't be afraid to move your subject, yourself or your light source so that your subject is bright enough, and to avoid weird shadows. *Note: Fluorescent lights are generally the enemy of good photography because of their unnatural color and straight down light that creates unnatural shadows on your subject's face. If you're inside, try to use the light from a window (behind you) or another light fixture (such as a lamp) to help fill in the shadows. Sunlight generally creates the most natural and pleasing photos. However, direct noonday sunlight can also be your enemy, because it will make your subject squint and create harsh shadows on the face. Sunlight filtered by clouds is generally the best, or find a spot in the shade if possible.*

3. Thou shalt use light, color and focus to highlight your subject. Draw the attention of the viewer to the most important part of the image (hint: the eyes). Here are three you can use with any camera.
1. Light: Try to make your subject brighter than the rest of the scene.
2. Color: Adjust your background or lighting to make sure the background colors do not detract from your subject.
3. Focus: To create a sharp focus, move your subject away from the background. For example, when taking a photo of someone in front of a bunch of plants or trees, move your subject 15-20 feet in front of the trees instead of one or two feet. That way, even if your camera is automatic, your subject will be sharp and the background is likely to be a little blurry.

4. Thou shalt not take photos of posed groups of people (if at all possible). Group shots are typically pretty boring (unless they are doing something unusual), primarily because there is no central focus for the eye (see Commandment 3). Plus they don't really tell a story. So instead of taking a dull group shot, take a closeup. Closeups allow the reader

to feel the emotions and actions of the subject and generally tell a better story.

5. Thou shalt take photos of people in action. The primary purpose of including a photo with a story is to get the attention of the reader and help them experience the story on a different level. What is your story about? Take closeup pictures (see Commandment 4) of people doing whatever it is you're writing about.

6. Thou shalt get as close as possible to your subject. I may be belaboring this point, but closeup photos are almost always more interesting than wide photos. Don't be afraid to walk up close and get some shots. If you're embarrassed, remember that if you act like you know what you are doing, people will assume you do. If you're worried about your subjects getting upset, most people don't mind. If they do, trust me, they'll usually get over it when they see your great photos.

7. Thou shalt look for unusual angles and perspectives. Did I mention close ups? What about shooting from ground level? Or straight overhead? What about from the perspective of

the speaker? Use your imagination, and you'll be amazed at the results.

8. Thou shalt take as many photos as possible. While you may be an expert at getting the composition, focus and exposure right, you can't predict the facial expressions and actions of your subjects. Always shoot twice as many images as you think you need. If you have a crazy idea for a shot, take it. And take plenty of candid shots when people are relaxed and not "posing" for the camera.

9. Thou shalt not submit photos to an editor without picking a few of the best and using photo software to make them better. Send a nice variety of different shots—closeup, action, portrait, overview (wide shot), etc. Usually five options will do. Make sure to send captions that identify who's in the photo, where it took place and what is happening. A host of free editing software is available for enhancing your photos. So after you pick the shining gems out of your pile of photos, use a photo editor to enhance the color, fix exposure problems or just straighten out a slightly crooked angle.

10. Thou shalt legally use others' images to illustrate your story if no others are available. Many websites list millions of photos available for use under Creative Commons license. Flickr.com is a great place to find photos and you can adjust the search criteria for appropriate license (commercial, noncommercial, editable, etc.). Be sure to credit the photographer and link back to the source. You can learn more about Creative Commons licensing at creativecommons.org

Bonus Commandment: Thou shalt read voraciously and practice relentlessly to improve your skill. The Internet is full of resources to help you take better pictures. Here are a few to get you started:

- www.kenrockwell.com/tech.htm

- www.iphonephotographyschool.com/quicktips

- www.popphoto.com/how-to/2014/12/photographyz-26tipsbetterphotos

FREE ONLINE RESOURCES

STOCK IMAGES*

- pexels.com
- freeimages.com
- unsplash.com: Great modern photography submitted by independent artists/photographers
- A Conference ministry may request images from Gettyimages.com or elements.envato.com through the MAUC communication department

Be sure to check each license before use. Most free images will require attribution.

MUSIC DOWNLOADS

- soundcloud.com/groups/legal-free-music-downloads
- freemusicarchive.org "It's not just free music, it's good music."
- audiojungle.net
- musicbed.com
- bensound.com

DESIGN TOOLS

- behance.net: Graphic design portfolio site. Create a portfolio and share projects or browse other's work and follow them for inspiration.
- canva.com: Graphic design tool that enables anyone to be a designer.
- designspiration.net: Tool for discovering great art, design and photography.
- digitalartsonline.co.uk: Check out portfolios for current trends and news.
- digitaltutors.com: Great tutorials for all Adobe software.
- helpx.adobe.com: Great tutorials created by Adobe for Adobe products including InDesign, Photoshop, Illustrator and more.
- youtube.com: Just search what you need help with. Tons of tutorials to choose from.

SOCIAL MEDIA TIPS

- sdadata.org
- moz.com/beginners-guide-to-social-media
- gcflearnfree.org/topics/socialmedia (video tutorials)

RESOURCES

QUICK REFERENCE

OUTLOOK NEWS ARTICLES (~number of words per page)

1 story + 1 small photo:	750
1 story + 1 large photo:	550
1 story + 2 photos:	500
1 story + 3 photos:	350
2 stories + 1 photo:	650
2 stories + 2 photos:	550
2 stories + 3 photos:	450
One quarter page ad equals:	~250 words
1 medium-sized photo equals:	~200 words

FEATURE ARTICLES

Spread: 800-1,000 words + 1-2 high quality photos + 1 pull-out quote or sidebar
Single page: 500-600 words + 1 high quality photo

PHOTOS

Print: 8x10 at 300 dpi
To determine a photo size: Divide a photo's pixels by 300 = size in inches.
Example: 1,200 pixels ÷ 300 = 4 inches (width).

High quality images (up to 5) are needed for feature articles. Include the photographer's name or submitting organization with each image.

Best photos: people in action or relationship

PHOTO CREDITS

iStock images: not credited
Submitted photos: Photo: Name/Organization (if applicable)

CAPTIONS

1. Include names of all pertinent people.
2. Names should generally be given left to right.
3. Always double check name spelling.
4. Tell what is happening in one or two sentences.
5. Write captions in historic present tense.
6. Use complete sentences with closing punctuation.

ADD YOUR OWN

QUICK REFERENCE

OUTLOOK

Seventh-day
Adventist® Church
MID-AMERICA UNION