

Writing for Adventist Journey

News

Adventist Journey is the monthly magazine for the North American Division. It is mailed to Adventist homes and churches across North America and is available to read/watch on the NAD's website at the [Adventist Journey tab](#) under News. For most news articles, we follow an "inverted pyramid style" that keeps all the most important details answering these six basic questions — who, what, where, when, why, and how — in the beginning of the article, often within the first paragraph or two. Details then are unpacked as the article progresses.

News article lengths vary. Below is a basic outline of what constitutes short, medium, and long news.

Short: 300-500

Medium: 501-950

Long: 951-1,400

Anything longer than approximately 1,400 words may fall into the category of "news feature." Please contact us for any news article that goes beyond 1,400 words. Submit your articles via email with MS Word document attachment or Google document ("unlocked" Google document links are acceptable).

News and feature page assignments/word counts

When looking at word counts per page, which is often the case for magazine publishing, follow this formula:

1 page article — 450-600 words per page (range considers graphic elements to be used)

2 page article — 800-1,100 words for spread (range considers graphic elements to be used)

3 page article — 1,300-1,500 words for three pages (range considers graphic elements to be used)

4 page article — 1,650 -2,200 words for four pages, two spreads (range considers graphic elements to be used)

Features

We publish a variety of features in different categories: Feature, Interview, Perspective, Profile, Story, Devotional, Column. To determine what type of article your piece is and where it might fit, please contact us. Word counts and page designation framework is in above section.

Writing for NewsPoints

NewsPoints is our weekly [e-news](#) service and is available in e-newsletter form under the [NewsPoints tab](#) under News on the NAD website. We publish content every week, except during major holidays. For most news articles, we follow an “inverted pyramid style” that keeps all the most important details answering these six basic questions — who, what, where, when, why, and how — in the beginning of the article, often within the first paragraph or two. Details then are unpacked as the article progresses.

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Our primary focus for news is events/occasions that have impact and interest across the North American Division. Events that include NAD leadership, multiple unions/conferences, significant life experiences for past and current NAD leadership, NAD college/university news, and division wide initiatives are just some of the types of news pieces we publish. Submit your articles via email with MS Word document attachment or Google document (“unlocked” Google document links are acceptable).

A Few Writing Tips

- Quotes from “expert” sources to facilitate greater understanding of the news being shared are encouraged. These should be no more than three short- to mid-length sentences. This is an opportunity to give explanation or important editorial information that falls outside of the factual news reporting.
- Vary sentence length.
- Use active voice when possible; avoid passive voice/phrasings. Use action verbs when appropriate and possible.
- Show, don’t tell. If something was “wonderful” show the reader why—and let the reader determine it was wonderful based on the reporting (crowd response, quotes, etc.), not just because the writer said it was.

Something to Remember

“Our energies should be devoted to the publication of literature of the purest quality and the most elevating character. . . . The great object of our publications is to exalt God, to call men's attention to the living truths of His word. God calls upon us to lift up, not our own standard, not the standard of this world, but His standard of truth.”

—*Ellen G. White, Counsels to Writers and Editors, pp. 11, 12*

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