



Audience

Authors should commit themselves to write for the website's primary audience—parish pastors who are interested in the best fruits of study and reflection that will serve their preaching. Foremost in mind for the author should be the goal of strengthening and supporting the church's proclamation of the biblical material. Articles should be written with creativity and imagination in a style that is fully accessible to a careful but non-specialist reader in the practice of ministry. Avoid in-house talk; the website's audience will have a broad ecumenical reach. (For example, avoid statements like "We in the ELCA," "We Lutherans," "We Presbyterians," etc.) References to all denominational groups should be in the third person.

Genre

The audience for this site will be preachers seeking sustenance and inspiration for the preaching task. The genre we seek, therefore, is sharp, personable, and thoughtful reflection that engages the reader.

Web Medium

Because of the web-based nature of this resource, certain characteristics of writing for the web should be kept in mind.

- Be succinct.
- Write for scannability. Avoid making users read long, continuous blocks of text. Shorter sentences and paragraphs are better.
- Consider using bullet points or section headings, where appropriate, for ease of reading.

Where needed, section headings may be added or other adjustments made by the editors to make the article easier for the web-user to read. Editors may also select phrases or sentences from an article for pull quotes; these might be slightly modified, as needed for clarity.

Author Information

Place your **name** alongside the title at the top of the article. At the end of the article please include a **brief biographical statement** (two or three sentences) in which you identify your institutional affiliation, mention relevant publications, or note other details that might help readers place the article in terms of your work and areas of interest. Finally, please send a **photo** along with the article. This can simply be sent as an attachment—a photo that is at least 150 dpi (either in jpeg or tiff format).

Submission of Manuscript

Articles should be submitted as an electronic file via e-mail to cbp@luthersem.edu. We would prefer a Microsoft Word file, but, if necessary, we can use a file from another PC-compatible word processing program. You will receive confirmation of receipt of your article within two working days.

Style

Except as otherwise noted in these instructions, authors should follow the directives of [Society of Biblical Literature Handbook of Style](#) (Peabody, Mass.: Hendrickson, 1999). For spelling, follow *Merriam-Webster's Collegiate Dictionary: Eleventh Edition* (Springfield, MA: Merriam-Webster, 2003); for place names, *Merriam-Webster's Geographical Dictionary: Third Edition* (Springfield, MA: Merriam-Webster, 1997).

Serial Comma

Use commas throughout a series, e.g., “faith, hope, and love,” as opposed to “faith, hope and love.”

Documentation

Authors warrant that all work is their own, that anything quoted or paraphrased from another source is properly cited, and that all direct quotations have been carefully checked for accuracy and reproduced exactly as printed in the original source. Any changes or additions within a quotation should be placed in brackets.

- **Citation**

Use the forms of citation and abbreviation for books of the Bible and other ancient documents specified in the [SBL Handbook of Style](#), ed. Patrick H. Alexander et al. (Peabody, MA: Hendrickson, 1999). If this handbook is not available to you, write out full titles and the editors will abbreviate.

- **Footnotes**

Footnotes (rather than endnotes) should be used as needed, but sparingly. Simply use Word’s “insert footnote” feature. Please follow the [SBL Handbook of Style](#) for footnote style (see section 7.2 for general examples). Do not abbreviate titles of journals or books in your text or endnotes. Considering the wide audience, full titles should be provided.

- **Internet Citations**

Citation of source from the internet can be used as needed, but sparingly. Please include an accession date to identify the date you cited the material from the internet; we will include them because of the often ephemeral nature of websites. We recommend you always retain in your own files a hard copy of material cited from online sources in case questions arise later.

Translation

- **Biblical Translations / Versions**

As a rule, use the NRSV for biblical quotations in English. If another version is used for cause, indicate which version (e.g., Jeremiah 31:31 NIV).

- **Biblical Quotations: Transliteration**

All Greek and Hebrew will be transliterated according to the [SBL Handbook of Style](#). Other non-Roman alphabets should be quoted in transliteration.

- **Foreign Languages**

If using foreign languages (including biblical languages)—even apparently familiar terms and phrases, unless these are included in *Merriam-Webster’s Collegiate Dictionary*—always provide an English translation set within parentheses after the foreign word, clause, sentence, or paragraph. Underscore or italicize all foreign words or phrases, unless enclosed in quotation marks or in a block quotation.

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