



VIRGINIA MASONIC HERALD

MINI-PUBLICATION GUIDE

Introduction to the

Virginia Masonic Herald Style Guide

Dear Worshipful Sirs,

On behalf of the Masonic Herald Publications Board, I would like to congratulate you on being selected District Deputy Grand Master for the upcoming Masonic Year. I am sure with your experience and guidance, our Craft will continue to flourish.

Information and education are two of the pursuits of Masonic Herald. This booklet provides information to you that may help in enlightening our Brethren about the premier publication of the Grand Lodge of Virginia.

Please review the booklet to familiarize yourself with the material. This will help you point to the area that can provide the answer to most of the questions concerning the Herald.

The Herald Board offers these items, which will hopefully help you during your year as District Deputy Grand Master.

Mission and Vision Statements of

The Grand Lodge, A.F. and A.M., of Virginia

The mission of the Grand Lodge of Virginia is to teach and perpetuate a way of life that promotes the Brotherhood of Man under the Fatherhood of God and to assist its Lodges to grow and prosper.

The vision of the Grand Lodge of Virginia is to be the premier organization composed of men of integrity and character, who are honest, true to their word, believe in God, are devoted to family, charitable in their community, and courteous and helpful to each other.

Most Asked Questions

While these are few in number they are often the sticking points:

- 60, 70 and 75-year Virginia Veterans are placed in the print issue. 50-year veteran awards are placed in the *Herald's* web supplements.
- All pictures sent to the Herald need to be captioned to be considered for publication.
- All items submitted are subject to editing or cropping.
- All articles will be re-formatted to meet the Herald styles.
- All articles and pictures submitted become the property of the Grand Lodge.

Miscellaneous

Do not use “Brother” with a title and full name. The correct way is *Most Worshipful* (do not use “Brother” here) *Werner Herman Morlock, Grand Master of Masons in Virginia*. When using just the last name, the correct way is *Most Worshipful Brother Wilkinson, Grand Master of Masons in Virginia*.

1. Lodge Under Dispensation – If used as a heading in Methodical Digest, then caps; if a specific Lodge U.D. is referred to, use caps; otherwise use “under dispensation” in lowercase.
2. Divine worship – Just as it is.
3. Working under a Charter – Just as it is, as long as it is a Masonic charter.
4. Grand Lodge Seal – Caps, unless it refers to some other Grand Lodge; then use “seal” in lowercase.
5. Grand Lodge Jurisdiction – Same as “Grand Lodge Seal.”
6. Office of Grand Secretary-Caps if the position of Masonic Grand Secretary is referred to; otherwise lowercase.
7. Grand Secretary’s office – lowercase if physical location referred to; otherwise, Caps
8. Un-Masonic – preference is un-Masonic
9. Order – When referring to Freemasonry, caps; otherwise lower case.

Standards Used In Grand Lodge

The Words Listed Below Are Always Capitalized:

- Annual Communication
- Brethren (When written text consider use of members as an alternate.)
- Brother (When written text consider use of member as an alternate.)
- Craft
- Degree of Entered Apprentice
- Degree of Fellowcraft
- Degree of Master Mason
- District (followed by District number with its letter always capitalized)
- First Degree
- Fraternity
- Lecturer
- Lodge (except for other organizations, such as Odd Fellows.)
- Masonic
- Masonic Temple or Hall
- Master Masons' Association
- Master Masons' Lodge
- Refreshment to Labor
- Seal (of the Lodge)
- Second Degree
- Secretary
- Standing Committee
- Symbolic Degrees
- Symbolic Lodge
- Third Degree
- Trustees

Style guidelines for publication of the Virginia Masonic Herald

Publications without guidelines suffer from this omission and the Herald is not an exception. Here are some of the basic items to keep in mind:

- We are a non-profit membership oriented publication
- We publish four (4) times a year, thirty-two (32) pages in length
- We carry commercial advertisements
- We carry Fraternal announcements (no charge)
- We are a full color, full bleed publication
- We are under the review of the Grand Master and Grand Secretary

Though this is not an exhaustive list, it is general enough to provide a clear idea of possibilities, and opportunities, as well as limitations within this publication.

The premier style guide for grammar and punctuation for the Virginia Masonic Herald is the MLA (Modern Language Association) Handbook, although this guide is produced to address most of the common items without having to use the MLA Handbook.

When working with an article, often a Brother asks, "How many words?" Answer, approximately three hundred words per column. Below is general break out for word count.

Space	Approx. word count
¼ page	225 words
1 column – 1/3 page	300 words
½ page	450 words
2 columns – 2/3 pages	600 words
Full page – 3 columns	900 words
Full page – 2 columns	1,000 words

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Masonic Herald Deadlines, Times, and Dates

Issue	Deadline Date
Spring	February 1
Summer	May 1
Fall	August 1
Winter	November 1

General Rules

Full titles

In articles, use full titles:	Abbreviations
Most Worshipful	Mt. Wor.
Right Worshipful	Rt. Wor.
Worshipful	Wor.
Brother	Bro.

Title Abbreviation in Articles

In the article and picture descriptions use abbreviated titles:
M. W.
R. W.
Wor.
Bro.

Lodge Number

Never use the “#” sign for anything – always use “No.”, e.g.: Peyton Randolph Lodge No. 1774.

Past Grand Master

Whenever a Past Grand Master is in an article, use the titles as above, but put in parenthesis (after his name) his year, e. g.:
Most Worshipful Alan Wayne Adkins (1997)

Photographic and Image Format

.TIF standard image format for Herald
.JPG are acceptable but not preferred
Publish specifications are 300 dpi ‘unmodified’

Text Format

Contributor’s submissions should use unformatted text since it will have to be formatted to meet the requirements of the Herald.

Font Size

Times Roman 10pt.