

# *Journal of American Folklore* Style Guide for Authors

The *Journal of American Folklore* **generally** follows *The Chicago Manual of Style* (18th edition). The following guide is intended to augment the *CMS* in instances particular to this journal and to the discipline of folklore.

**JAF styles that  
contradict CMS are highlighted in red text.**

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## FILE FORMAT

Submit all review manuscripts as Microsoft Word documents.

See “Illustrative Materials” for guidance concerning photos, tables, graphs, and drawings.

## RUNNING TEXT

To submit clean, consistently formatted manuscripts to the Press, follow this paragraph formatting.

- Use size 12 pt. Times New Roman font
- Body paragraph format:
  - Do not use tabs or extra hard returns to manage spacing
  - Use paragraph formatting set to single spacing with “auto” spacing before and after paragraphs, and .5” indent on the first line.
  - Manually change indentation for text after block quotations as necessary
- Refs Cited format: should also have before/after paragraph spacing set to “auto,” but with a hanging indent at .5”
- Use embedded end notes set to display the note text at the end of the document; use Arabic number format (1, 2, 3, etc.)

## SYSTEM OF HEADINGS

There are three levels of headings commonly used for *JAF*. Level 1 headings are centered, capitalized, and set in italics. Level 2 headings are flush left, capitalized, and set in roman. Level 3 headings, which are seldom used, are embedded in the paragraph, followed by a period, and are bolded; they are capitalized, the closing period is set in bold, and there is no space between the paragraph with the 3-head and the one that precedes it.

*Level One*

Level Two

**Level Three.** The beginning of the paragraph... Lorem ipsum dolor sit amet. Et quaerat quasi at temporibus obcaecati ut cumque quia ...

## ARTICLES AND PERSPECTIVES

**Long Essays** present significant research findings and theoretical analyses from the disciplinary perspective of folklore. Length: 8,000–14,000 words, including abstract, notes, and bibliography. Articles should begin with a 50- to 75-word abstract

summarizing essential points and findings and keywords from the [AFS Ethnographic Thesaurus](#).

**Short Essays** may be narrower in scope, focusing on a single issue of definition, interpretation, method, or practice. Length: 3,000–5,000 words, including abstract, notes, and bibliography. Essays should begin with a 50- to 75-word abstract summarizing essential points and findings and keywords from the [AFS Ethnographic Thesaurus](#).

**Perspectives Essays** are short essays, such as commentaries, interviews, dialogs, profiles, creative work, or articles that provide framing for previously published JAF articles. Length: 3,000–5,000 words, including abstract, notes, and bibliography. Essays should begin with a 50- to 75-word abstract summarizing essential points and findings and keywords from the [AFS Ethnographic Thesaurus](#).

## Heading Content and Format

Place, in order, on the first page of the manuscript:

1. Affiliation statement: a 1-sentence affiliation statement.  
In the printed journal, it appears at the bottom of the first page of an article, dialogue, or note.
2. Author's name: Small caps, flush right.
3. Article Title  
A line break is preferred after the colon, especially if the title and the subtitle are approximately equal in length.
4. Abstract: Italicize, flush left.  
Do not include an "Abstract" heading.
5. Keywords from the AFS Ethnographic Thesaurus  
Only the first word is capitalized, and terms need not be in alphabetical order.

### Sample Essay Head

SUSAN J. RITCHIE is Assistant Professor of English, Elon University

SUSAN J. RITCHIE

Contesting Secularism: Reflexive Methodology, Belief Studies, and Disciplined Knowledge

*Abstract text in italics*

**Keywords (from the AFS Ethnographic Thesaurus and Library of Congress Subject Headings):**

Digital media, performance, social media, heredity, race, ethnicity, DNA

## **REVIEWS**

Reviews should be between 700-1100 words, including the citation information that runs at the top of the review and the body of the review itself.

### **Documenting Sources in Reviews**

If the author quotes from the source being reviewed, the passage is followed by a parenthetical reference.

\_\_\_\_\_” (p. 34).

If the author quotes from an outside source, the abbreviated publication information not given in the text appears in a parenthetical reference.

Echoing Frits Staal (“The Meaninglessness of Ritual,” *Numen* 26:2–22, 1979), then, Glücklich claims that magic is therefore empty of meaning.

This book builds on the work of others (for example, Joan Radner, ed., *Feminist Messages*, University of Illinois, 1993:79).

She made it clear that she “cared deeply about folklore” (Jane Q. Smith, “Things I Care About,” *The Website of Folklore Opinions*, [http://f-opin.org/smith\\_things.html](http://f-opin.org/smith_things.html), accessed May 13, 2007).

### **Review Head Content and Format**

In order, on the first page of the manuscript:

1. Title and production information about reviewed material
2. Review author’s name: Small caps, flush left
3. Review author’s affiliation: Italic, flush left

### **Sample review head**

**The Hyena People: Ethiopian Jews in Christian Europe.** By Hagar Salamon. (University of California Press, 1999. Pp. xxi + 157, 19 black-and-white illustrations, notes, references, index.)

REINHOLD R. HILL [SMALL CAPS]  
*Ferris State University*

CINDY L. GRISHAM  
*Independent*

## **Book Reviews**

Follow the Chicago Manual of Style for guidance in citing reviewed books. Include all relevant details in publication information, but NOT the price.

### **Sample book review head**

**Tommy McGinty's Northern Tutchone Story of Crow: A First Nation Elder Recounts the Creation of the World.** By Dominique Legros. Mercury Series Canadian Ethnology Series. (Canadian Museum of Civilization, 1999. Pp. 268, abstract, foreword, map, references.)

## **Sound Reviews**

If the sound reviews contain a videography, put it after the audiography.

### **Sample sound review head**

**The Best of *Broadside* 1962–1988: Anthems of the American Underground from the Pages of *Broadside* Magazine.** 2000. Produced, compiled, and annotated by Jeff Place and Ronald D. Cohen. Smithsonian Folkways Recordings, CDs (5), SFW CD 40130.

### **Sample sound review for a radio or web broadcast**

**From Sagebrush to Steppe.** 2005. Produced by Hal Cannon and Taki Telonidis for Deep West Radio/Western Folklife Center. 14 minutes 36 seconds. First aired on [US] National Public Radio, November 27, 2005. Available on the internet at <http://www.npr.org/templates/story/story.php?storyId=5028282>.

## **Film Reviews**

### **Sample film review head**

**Unraveling the Stories: Quilts as a Reflection of Our Lives.** 1997. By Luanne Bole-Becker and Bob Becker. 57 min. Video format, color. (BB Sound & Light, Ltd.)

## Exhibit Reviews

The headnote must specify: the title of the exhibit, which is set in bold and followed by a period; the name of the institution(s) which produced it, followed by a period; the location of the exhibit, and when it will be open (see punctuation formatting in examples below).

Exhibit titles are set in italics in running text, but not in the review head.

Exhibits appearing for a specific time at one location use this format:

**The National Folk Festival.** Produced by the National Council for Traditional Arts in partnership with the Michigan State University Museum and the City of East Lansing. East Lansing, MI, August 10–12, 2001.

Permanent or semi-permanent exhibits use this format:

**The National Folk Festival.** Produced by the National Council for Traditional Arts in partnership with the Michigan State University Museum and the City of East Lansing. East Lansing, MI. This is a permanent exhibit.

Exhibits in which only the opening date is specified use this format:

**The National Folk Festival.** Produced by the National Council for Traditional Arts in partnership with the Michigan State University Museum and the City of East Lansing. East Lansing, MI. This exhibit opens on August 10, 2001, and the closing date has not yet been announced.

Traveling exhibits use this format:

**The National Folk Festival.** Produced by the National Council for Traditional Arts in partnership with the Michigan State University Museum and the City of East Lansing. East Lansing, MI. This traveling exhibit will appear at The Nutmeg Museum, Farmington, CT (July 1, 2007–August 30, 2007), The Bay State Museum, Boston, MA, (September 15, 2007–November 1, 2007), and The Hoosier Museum, Indianapolis, IN (November 15, 2007–January 15, 2008).

Additional information may be provided at the discretion of the author or exhibit review editor.

Curator or individuals involved in the production of the exhibit may be specified:

**Ohio Folklore and Art: An Exhibit.** Produced by the Buckeye Council for Folklore and Culture and the Buckeye Museum. Curated by Jane Doe. Exhibit Web site by John Smith. Cleveland, OH, May 15–17, 2005.

Additional funding sources may be specified:

**Ohio Folklore and Art: An Exhibit.** Produced by the Buckeye Council for Folklore and Culture and the Buckeye Museum, with funding from the Folklore in Ohio Foundation. Curated by Jane Doe. Cleveland, OH, May 15–17, 2005.

## Digital Media Reviews

Digital media review headnotes must specify: the title of the project or media, set in bold and followed by a period; the name of the author(s) or institution(s) which produced it, followed by a period; a URL to the project or media under review. It does not matter whether urls have live links or not. However, the links should NOT be underlined.

**Remembering the Reedys: Appalachian Music, Migration, and Memory.** By Timi Reedy and Tammy Clemons. (<https://remembereedy.blogspot.com/>, 2020)

**Picturing Milwaukee: BLC Field School, Seeing the World from a New Perspective.** (Accessed May 11, 2020) (<https://blcfieldschool.blogspot.com/>)

**The Ubume Challenge: A Digital Environmental Humanities Project.** By Sam Risak. (<https://scalar.chapman.edu/scalar/the-ubume-challenge-a-digital-environmental-humanities-project/index>).

### Digital project head

**The Ubume Challenge: A Digital Environmental Humanities Project.** By Sam Risak.

<https://scalar.chapman.edu/scalar/the-ubume-challenge-a-digital-environmental-humanities-project/index>

SAM RISAK  
*Chapman University*

### Digital media head



**Picturing Milwaukee: BLC Field School, Seeing the World from a New Perspective.** Architecture and Art History doctoral programs at the University of Wisconsin (Milwaukee and Madison).

<https://blcfieldschool.blogspot.com/> (accessed May 11, 2020)

## REVIEW ESSAYS

Generally, review essays are between 3,500 and 8,500 words long. Like regular reviews, they are published in two-column layout. Unlike regular reviews, they have a title, and can use endnotes, and/or a works cited section, or quotes can be cited using the “p. x” in parentheses as in the reviews, as long as it is clear which reviewed work is being cited.

### Sample Review Essay Head

Compiling the Tradition: Topic Records’ *The Voice of the People*

**The Voice of the People** (Vols 1–20), 1998. Topic Records CDs (20) TSCD 651–670. Notes by Reg Hall.

Stephen D. Winick  
*Delaware Valley Regional Folklife Center*

If the works reviewed are not from a single source or there are too many to be conveniently listed at the head, the citation in the head may be omitted.

## OBITUARIES

Obituaries are published in a two-column format (like the reviews). The person being eulogized and his/her birth and death year are listed followed by the author of the obituary. Obituaries are approximately 550 words long. It’s okay to use the person’s first name in subsequent mentions, especially when the writer was a personal acquaintance. Books mentioned in the obituary can be cited in-text with the title, publisher’s name, and year; it is also permissible to use Notes and References Cited, when needed.

### Sample Obituary Head

Warren E. Roberts (1924–1999)

HENRY GLASSIE (SMALL CAPS)  
*Indiana University*

## CONTRIBUTOR INFORMATION

The author(s) of each research article, dialogue, or note is listed on the Contributor Information page in the back of the issue. List *only the year* in parentheses after published books by the contributor; also list the editor of a book if the author has published a chapter. Include the journal name and year for articles by the contributor. List all names of co-authors or co-editors.

**Katherine Borland** is Assistant Professor, Department of Comparative Studies in the Humanities, Ohio State University, Newark. She is author of *Creating Community: Hispanic Migration to Rural Delaware* (2001) as well as several articles on festival, women's oral narrative, and literacy. Currently, she is completing a study of the politics of festival entitled, "The Naked Saint: Unmasking Class, Gender and Sexuality in Nicaraguan Festival."

**Valdimar Tr. Hafstein** is a PhD candidate at the University of California, Berkeley, and an Adjunct Lecturer at the University of Iceland. He has published on such diverse topics as biological metaphors in folklore theory, the supernatural encounters of roadworkers in Iceland, collecting in the Scandinavian Renaissance, and mechanical reproduction in the age of ART (assisted reproductive technology). In addition to intellectual property and international organizations, his current research interests focus on heritage politics and theories of everyday culture.

## NON-DISCRIMINATORY LANGUAGE

- Care should be given so that an author's language does not discriminate or exclude others. This is especially the case with, but is not limited to, the use of gender-specific pronouns. CMS approves of the use of the generic singular "they" as needed (see especially CMS18 5.266).
- The choice and use of acronyms and initialisms related to gender identity and sexual orientation and how to style them is ultimately up to the author.
- The identifying term "Anglo" should only be used when specifically referring to a person of Anglo-Saxon descent. It should not be used when referring generally to "White" people.
- The identifying term "Black" should be capitalized, as should "White" when referring to a category of people, but the author's preference will be respected.

## PUNCTUATION

Follow CMS18 for punctuation. Like CMS, JAF style uses double quotation marks, and periods and commas are always inside quotation marks (see CMS18 6.9 for more).

He described what he heard as a “short, sharp shock.”

A JAF exception to CMS style: proper names ending with “s” or “z” use only an apostrophe in the possessive (and not an additional “s”). Examples: Boas’ work; Dundes’ lectures; Jesus’ disciples

## USE OF FOLK- WORDS

The following words should be spelled consistently unless the author has reason to treat the words differently.

folk art  
folk dance  
folklife  
folk song  
folktale  
folkways  
fieldworker and fieldwork  
foodways

All other spellings (including the use of hyphens) should be consistent with spellings found in *Merriam-Webster’s 11th Collegiate Dictionary*.

## TALE TYPE AND MOTIF REFERENCES

Generally, the reference numbers of both tale types and motifs appears only with the first mention of the type of motif.

### Tale Types

References to tale types assigned by Aarne and Thompson in *The Types of the Folktale* (1961) should be referred to with the abbreviation AT followed by a space and then the number.

AT 330B

Formal titles of tale types should be given in quotes and should be capitalized.

“The Cardplayer”

If additional indices are used, appropriate references should be used. All indices, including, Aarne and Thompson’s should appear in the references cited.

References to tale types assigned by Aarne, Thompson, and Uther in *The Types of International Folktales* (2004) should be referred to with the abbreviation ATU followed by a space and then the number.

The ATU is the preferred source for tale types.

## Motifs

References to motifs from Aarne and Thompson's *The Motif-Index* (1955–58) should be referred to with the word “Motif” (capitalized) followed by a space and the letter and number (with no space in between).

Motif K327

The descriptive phrases associated with each motif should have an *initial* capital letter and then in lowercase. No quotes are used.

Motif D1413.5, Bench to which person sticks

Motif K2212, Treacherous sisters

Note: If a list of motifs is given, the word “Motif” does not need to be repeated each time.

## REFERENCES TO INDIVIDUALS

The first time an individual's name is mentioned in the text of an article, the full name should be used. Afterward, only the last name should be used, unless it is unlikely that the reader will remember the full name and this information is necessary. No quotation marks are used.

## TRANSLATIONS

The 18<sup>th</sup> edition of *CMS* **no longer recommends italicizing non-English-language words or terms that are part of a multilingual author's vocabulary**. The former, customary use of non-English words set in italics is also acceptable as needed in context; in that case, a word or term used frequently in the article can be set roman after the first appearance is italicized.

- Foreign-language **quotations** are set roman
- **Translated words or terms within the text** should be placed in parentheses
- **Translated quotations** are placed inside brackets without quotation marks
- **Titles in References:** Follow CMS18 13.101; translations of foreign language book titles are in brackets, set in roman, with sentence-style capitalization.
- **Translated (into English) titles in text, unpublished translated titles:** Use parentheses; capitalize like an English title, set translation in roman (although

foreign-language title is in italics); use no quotes around translated article or chapter titles:

**(in text) published translation:**

*Contes bleus* (1863; Blue Tales)

*Muitalus Sámiid birra* (1910; An Account of the Sámi [2011])

- **Foreign language in-text quotations** are followed by the translation in brackets without quotes:

“This is the original language quote” (citation) [This is the author’s unpublished translation].

- English translations if published are within quotation marks and cited:

“This is the original language” (citation) [“This is the published translation” (citation)]

- Text translated from English by the author is **italicized in parentheses**:

English word or phrase (*original language*)

- Block quote (unpublished author’s translation, parentheses):

This is a sample block quotation in the original language, set in roman. Lorem ipsum dolor sit amet. Et quaerat quasi at temporibus obcaecati ut cumque quia. (citation)

(This is the **unpublished** author’s translation following the block quotation in the original language.)

- Block quote (published translation, no parentheses):

This is a sample block quotation in the original language. Lorem ipsum dolor sit amet. Et quaerat quasi at temporibus obcaecati ut cumque quia. (citation)

This is a sample **published** translation of the block quotation. Lorem ipsum dolor sit amet. Et quaerat quasi at temporibus obcaecati ut cumque quia. (citation)

## NUMBERS

*JAF* uses CMS's second system for abbreviating inclusive numbers in number ranges, as discussed in CMS18 9.63: only the changed part of the first number is included in the range (*except for year ranges*, as noted below).

3–10  
71–2  
96–117  
100–4  
321–5

*JAF* follows CMS18's alternate rule 9.3 for numbers. See CMS18 Chapter 9 for special cases.

- Spell out:
  - One through nine, and round “millions”: nine; 11; 25; three million; 11 million
  - Centuries: twenty-first century
  - Fractions in text: one-half; one twenty-fifth; one and two-thirds
  - First word in a sentence: Twenty-five people attended.
  - Exceptions:
    - Numerals can be used to ensure parallel construction within a sentence or paragraph.
- Use numerals for:
  - 10 and higher: 11; 25; 100; 189; 4,000; 600,000
  - Ages: He is 7 years old, a 27-year-old, a 7-year-old brother, 7<sup>th</sup> birthday,
    - *but* “in my twenties”
  - Measurements, time, and distance: 8 lb.; 5 gal.; 2 miles; 9 minutes, 8 years
    - *except* centuries (twenty-first century)
  - Ordinals (eg, 7<sup>th</sup> arrondissement of Paris):
    - *Except*:
      - Centuries: twenty-first century
      - First, second, or third: third grade, 5<sup>th</sup> grade, second grader
- Special usage:
  - Round numbers:
    - Numerals for round numbers in the hundreds, thousands, hundred thousands: 4,000; 600,000
    - Spell out for round millions, billions, etc.: three million
  - Use commas: 1,003; \$5,300
  - Year range: 1987-1989, 2005-2007 (not the same as other number ranges, as noted above)
    - the sixties or 1960s (but not ‘60s)
    - The year abbreviated (CMS18 9.32): it’s ok to use an apostrophe (not an opening single quotation mark), eg, the spirit [or class of] ’76.
  - Percentages: 35 percent; 25-35 percent; 9 percent (see CMS18 9.2 and 9.8)

- Ordinals:
  - Do not use superscripts for ordinals (use 10th grade, not 10<sup>th</sup>)
  - (2nd edition) (in References)
- Hyphenating ordinals:
  - Use a hyphen in adjectival form, but not in noun form: Nineteenth-century scientists believed...; In the nineteenth century, scientists believed...
  - No hyphen in one hundredth anniversary, the five hundredth student (see CMS18 7.96)
- Kilometers: okay to abbreviate in running text; use non-breaking space: 5 km

## IN-TEXT CITATIONS

Follow CMS18 for author-date source citations. Do not use *ibid.*

**JAF style follows this format, with no space after the colon: (author year:page). See more about distinctive JAF style in References and Notes below.**

### Citing more than one source

Two or more references in a single parenthetical citation are separated by semicolons. For more info, see CMS18 13.124.

(Armstrong and Malacinski 1989; Beigl 1989; Pickett and White 1985)

### Work with 3+ authors

As of the 18<sup>th</sup> edition of CMS, up to **six (6)** authors should be listed in a bibliography or reference list entry (see CMS18 13.23, 13.107); if more than six, **only the first three are listed**, followed by “et al.”

In a shortened note or an in-text citation, up to two authors are listed; if more than two, only the first is listed, followed by “et al.”

### More than two authors:

Bargh, John A., Katelyn Y. A. McKenna, and Grainne M. Fitzsimons. 2002. Can You See the Real Me? Activation and Expression of the “True Self” on the Internet. *Journal of Social Issues* 58(1):33–48.

In-text citation: (Bargh et al. 2012:45)

### Two authors only:

Hinderliter, Beth, and Steve Peraza, eds. 2021. *More Than Our Pain: Affect and Emotion in the Era of Black Lives Matter*. State University of New York Press.

In-text citation: (Hinderliter and Peraza 2021:11)

## ACKNOWLEDGMENTS

Acknowledgments are placed in a separate section after the body text, before the References Cited, under a Level 1 heading (centered, italic).

## REFERENCES CITED

Entries in References Cited section follow a modified Chicago format.

1. Publication year follows the author's name
2. Article and chapter titles have no quotation marks
3. CMS18 no longer requires a place of publication for works published after 1900. For works published before 1900, provide the place but not the publisher
4. Page numbers are listed with no repeating numbers (34-8 instead of 34-38)
5. No space between the colon and page number in References Cited, in-text citations, or Notes.

Example 1:

Glazer, Lee, and Susan Key. 1996. Carry Me Back: Nostalgia for the Old South in Nineteenth-Century Popular Culture. *Journal of American Studies* 30(1):1–24.

In-text citation: (Glazer and Key 1996:23)

Example 2:

Rodman, Gilbert. 1999. Histories. In *Key Terms in Popular Culture*, ed. Bruce Horner and Thomas Swiss, 34–8. Blackwell.

In-text citation: (Rodman 1999:34)

## ENDNOTES

Embed notes as endnotes, not footnotes, set to appear at the end of the document, using Arabic numerals.



Use shortened Chicago-style author-date citations whenever citing a source that is listed in the References Cited.

For sources that are cited only in Notes, and not in References Cited, follow CMS18 style for full citations, not the distinctive JAF style that applies to References Cited.

- The JAF exception for quotation marks and the placement of the publication year in References Cited does not apply to full citations in End Notes.
- As in References Cited, there should be **no space** when page numbers follow a colon. However, in the context of notes, follow CMS style in using spaces with commas.

**Examples which are *most likely* listed under Notes but not References Cited are:**

- Short non-authored/non-dated items on websites
- Blog posts (but blogs themselves should be in Refs)
- Non-authored newspaper articles
- Archival documents
- Social media posts
- Letters
- Memos
- Minutes
- Reports
- Maps
- References to scriptures (could also just be in an in-text citation).

**Sample suggestion for Further Reading (one author)**

<sup>1</sup> See Chambers (2005:26).

**Suggestion for Further Reading (multiple sources)**

<sup>1</sup> See, for example, Ivy (1995); Figal (1999); Harootunian (2000); Christy (1997); Morris-Suzuki (1998); and Foster (2009a).

If a Note cites a source that appears only in the note and not in References Cited, the note should provide a full citation with the publisher and year in parentheses.

**Suggestion for Further Reading (one author)**

<sup>1</sup> To learn more about the festival, see Richard Kurin, *Smithsonian Folklife Festival: Culture Of, By, and For the People* (Smithsonian Center for Folklife and Cultural Heritage, Smithsonian Institution, 1998).

**Blog Post [title of blog post set roman without quotes; name of blog set in italics]**

<sup>1</sup> David S. Rotenstein, I Had to Move after Exposing the Seamy History of the City of Decatur, Georgia, *History News Network* (blog), October 27, 2015, <http://historynewsnetwork.org/article/160914>.

### **Website [website: title set roman]**

<sup>1</sup> Place Matters, Casita Rincón Criollo, <https://placematters.net/node/1445> (accessed March 8, 2019).

## **ILLUSTRATIVE MATERIALS**

Illustrative materials **must not be embedded** in the text document. Submit all files separately, with illustrative material files named as the author’s last name and figure number (e.g.: Yung\_Figure 1). Captions and alt-text should be submitted using the Art List\_Template worksheet provided by UIP.

**Callouts** in the essay should indicate where illustrative materials are to appear within the text, e.g.: <INSERT FIGURE 1 NEAR HERE>. Callouts should be placed on a separate line at the end of the paragraph closest to where you'd like the image to appear. See “figure” in the Word List below for guidance about capitalization and abbreviation when referring to figures in the running text.

**Digital images** must be of sufficient quality for print reproduction. TIF files are preferred and encouraged for optimal print reproduction, but JPG, EPS, or high quality PDFs can be acceptable. Resolution must be at least **300 dots per inch (dpi)**.

**Line drawings, maps, and tables should be submitted in black-and-white at a resolution of 1200 DPI.** PDF files are preferred, but we can also accept EPS or SVG files. Use Minion Pro for type if possible; Calibri, Source Sans or Open Sans are acceptable alternatives.

**Screen shots:** Make sure the window you’re taking a screenshot of takes up the whole screen before you take the screenshot. On a Mac, hitting Command + Plus enhances your screenshot and provides a clearer result, whereas using Ctrl + Plus will do the same on Windows. See <https://youtube.com/watch?v=MOuSu0UO7Sc> for help.

### **Captions and Alt-Text**

Because all JAF content is accessible online, **all images should be submitted with captions and alt-text.** As the author, you are the authority on the materials in your article, so we ask you to provide alt text numbered items at the end of the article, after the References Cited section, e.g.:

Figure 1. caption text

Figure 1 alt text: description of image

Alt-text appears to readers in digital contexts, popping-up when readers hover over images, and can be played aloud for readers who use screen readers or text-to-speech software. It can also be viewed by readers whose limited access to digital bandwidth prevents visual content in journal articles from displaying.

**Key points to keep in mind when writing alt-text:**

- Keep it brief (about 25 words, or 50 words max)
- Describe what you see as concretely and objectively as possible, moving from general description to interpretation and beyond visual characteristics
- Avoid excessive description and details (for instance, the appearance of clothing, race and gender, unless it is directly salient to the argument)
- Write in the present tense
- Use correct punctuation and spelling; errors can confuse screen-reading software
- Avoid “a photo of” or “an image of”
- If an image contains text, repeat that text verbatim in the alt-text
- If information about the image is available in the main text or image caption, do not repeat it in the alt-text
- For complex tables and graphs, alt-text should be used in tandem with the caption to convey the main thrust of the data presented

For further details and examples for writing alt-text, see:

[https://franklin.press.uillinois.edu/cms/serve/other/Journals/Guidelines/Journals Alt Text Guidelines.pdf](https://franklin.press.uillinois.edu/cms/serve/other/Journals/Guidelines/Journals%20Alt%20Text%20Guidelines.pdf) and CMS18 3.28.

**Example:**

**<Lovejoy Fig 1 caption>** Figure 1. Community volunteers gather to paint the Guyandotte River Crayfish Endangered Species Mural. Pineville, West Virginia. Photo by Bella Lovejoy.

**<Lovejoy Fig 1 alt-text>** Community volunteers paint an unfinished mural on a brick building that features a large crayfish, blue waves, an angler's sneakers and a fishing line with a bobber, and lettering that reads “the river is for all of us.”

Additionally, authors can publish supplementary audio and visual materials on *JAF*'s multimedia site, maintained jointly by the American Folklore Society and the University of Illinois Press. These materials may include still-image files, moving-image files, sound files, and other materials that enhance published articles.