

# GUIDELINES FOR AVOIDING GENDER BIAS

	Exclusive	Inclusive
Use inclusive language	The average American citizen is proud of his heritage.	For the most part, American citizens are proud of their heritage.
Use individuals' names.	Robert Smith and his wife	Robert and Alice Smith
Use no titles when they refer exclusively to the marital status of one of the persons.	<ul style="list-style-type: none"> <li>• Jim Clark and Mrs. Brown</li> <li>• The Rev. Joan Johnson and husband</li> </ul>	<ul style="list-style-type: none"> <li>• Jim Clark and Sara Brown</li> <li>• The Rev. Joan Johnson and Mr. Paul (or Joan and Paul Johnson)</li> </ul>
Use inclusive terminology for all generic groupings.	<ul style="list-style-type: none"> <li>• Clergyman</li> <li>• Laymen</li> <li>• Clergy and wives</li> <li>• Chairman</li> </ul>	<ul style="list-style-type: none"> <li>• Clergy or Ministers</li> <li>• Lay persons or Laity</li> <li>• Clergy and spouses</li> <li>• Chairperson or Chair</li> </ul>
Avoid sexual personal pronouns when talking about a person's activities.	When a voting member votes yes, he votes for...	A voting member's yes vote means...
Find functional substitutes for problem words.	<ul style="list-style-type: none"> <li>• Forefathers</li> <li>• Brotherhood</li> <li>• Fraternity</li> </ul>	<ul style="list-style-type: none"> <li>• Ancestors, Forbears, Companionship, Kinship, Unity, Comradeship</li> </ul>