Blog Post Guidelines

Thank you for contributing to the Kleinman Center blog. Our blog is a forum for discussion, analysis, and commentary around news, issues, and discoveries in the energy policy arena.

Our blog is an open space for exploring new ideas, asking compelling questions, and sharing insights that cross sectors and disciplines. Your voice adds to our community of diverse voices and perspectives. As you write, please keep the following in mind:

Audience
The primary audience we aim to reach is professionals (industry leaders and policy makers). Secondary audiences include the Penn community (faculty, students, and researchers), as well as interested consumers.

Authors
You are part of a larger group of bloggers, which include Kleinman staff, faculty, fellows, visiting scholars, professionals, and students.

Voice / Tone
We welcome your voice and the many unique voices on our blog. We want to hear your voice. Keep it conversational, yet informed. Keep it free of jargon. While your target audience is professionals, please be accessible to all audiences by explaining highly technical concepts or linking to background information.

Length
Kleinman Center blog posts are no longer than 600 words. If your story requires more space, consider a two-part series.

Content
Timely and compelling news hooks should guide your writing. Content must be practical and fact-based (with references and citations). Share stories and examples, and help your readers connect the dots.

Links
Include relevant links conversationally in the body of your post. Avoid formal bibliography lists, parentheticals, or hyperlinked URLs.

Where possible, link words that describe the thing you are linking to. For example:
The New York State Supreme Court issued a temporary restraining order. She published a leaked document.

Alternatively, you might reference an action or event:

The company built a $300 million facility. He told reporters last week.

Essential Elements

Your blog submission must include the following:

- Headline (~60 characters)
- Promotional teaser (~200 characters)
- Body content (~600 words)
- Supporting image (photo, chart, or graphic)
- Image credit (a description and/or the source)
- Links

Your image must be in the public domain, or you must secure permission and/or a credit from the creator. If you have any questions on licensing or usage issues, please consult your Kleinman Center contact.

Stylistic Elements

To expedite our review process, please follow these style guidelines:

- Use uppercase title style in your headlines and sub-headlines (i.e. Tortoise and Hare)
- In lists of three or more, use the serial-comma (i.e. books, pencils, and paper).
- Spell out full names of institutions, terms, or commonly shortened phrases upon the first reference (then use the applicable acronym or abbreviation).
- When referencing a less-known person, include the full academic or professional title.
- When referencing our university, use University of Pennsylvania or Penn.

Submission Process

1. Send your draft and images to Lindsey Samahon at lsamahon@upenn.edu.
2. Allow 48 hours for review, editing, and posting.
3. When your post is live, you will receive an email confirmation.
4. You will also see your blog post promoted on our website and through social media. We encourage you to share through your networks and social media channels.

The Kleinman Center reserves the right to reject written work that fails to meet these guidelines.