



Blog Post Guidelines

Thank you for submitting to the Kleinman Center blog.

Our blog posts invite timely analysis and commentary around news, issues, and discoveries in the energy policy arena. This is an open space for exploring new ideas, asking compelling questions, and sharing your expert insights that cross sectors and disciplines. Your voice adds to our community of diverse voices and perspectives. As you write, keep in mind the following:

Length

Kleinman Center blog posts are no longer than 600 words. If your story requires more space, consider submitting two separate posts under separate titles.

Audience

Policymakers are our primary audience. They are busy, so keep it breezy. They may not be expert on your topic, so keep it jargon free. Secondary audiences include the students and faculty, practitioners, and interested consumers.

Authors

You are part of a larger group of bloggers, which include Kleinman staff, faculty, fellows, visiting scholars, professionals, and students. Orient yourself with their recent contributions.

Voice and Tone

We want to hear your voice. We encourage you to be conversational yet informed. While some of your readers may be specialists, please speak in plain language to all audiences.

Content

Timely and compelling news hooks should guide your writing. Content must be practical and fact-based (with references and citations). Support your ideas with data and examples. Share stories and examples, and help your readers connect the dots. Remember we are a policy center—reference existing or proposed energy policies or recommend your own. If your blog was inspired by a conference, internship, or other learning experience, your write-up should only make passing mention of it, and instead focus on your new insights on policy.

Links

Include relevant links conversationally in the body of your post. Avoid formal bibliography lists, parentheticals, or hyperlinked URLs. Links are a great way to stay under 600 words—simply link to the details or backstory.

Where possible, link words that describe the item or concept 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 (~400 characters)
- Body content (~600 words)
- Supporting images where applicable (photo, chart, or graphic)
- Image alternative text (accessible descriptions of each image for our visually impaired audiences)
- Links
- A headshot and short bio of the author

Stylistic Elements

To expedite the process, please follow these style guidelines:

- Use uppercase title style in your headlines and sub-headlines (i.e. For Whom the Bell Tolls)
- 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 on the first reference and Penn on later references.

Submission & Publishing Process

1. Submit your draft through our [blog submission form](#).
2. Watch your email for a personal response from your editor. Most blog post decisions are made in 2-3 business days.
3. If your blog is approved, you will receive a copyedited version. Confirm or reject edits and send the final file to your editor.
4. When your post is live, you will receive an email confirmation. Posts are 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.