

## Blog Guidelines

### **RSF Blog Mission Statement**

*The RSF Blog will serve to increase readers' understanding of current issues through a Georgist lens. Posts should represent the writers' viewpoints and opinions, and should be written so as to spur conversation and debate.*

### **Guidelines**

Posts on the RSF website are meant to serve as a resource for individuals - Georgists and not-yet-Georgists alike - interested in exploring a Georgist take on what's happening around the world on any given day.

The best posts will:

- Be timely - if it's making headlines, it's a good topic for the blog
- Be succinct - the whole post should be summed up in the (punchy!) headline you give it
- Be bold - don't be afraid to take a stand on the issue you're covering
- Be written in a way that is accessible to all readers, regardless of their familiarity with Georgist principles (i.e. no jargon, no unexplained references)
- Be written in a conversational (i.e. non-academic) voice
- Familiarize the reader with the general topic under consideration before introducing the Georgist perspective
- Include links to related resources and organizations to help interested readers fully explore your topic
- Galvanize the reader to react and/or do something concrete

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## Requirements

### **Word count:**

- 800 - 2800 words

### **Submission Format:**

- Share a Google doc or email a Word doc to [webmaster@schalkenbach.org](mailto:webmaster@schalkenbach.org).

### **Links:**

- Link to other content whenever relevant. Every link included must add value for readers.

### **Paragraph length and spacing:**

- Keep paragraphs short. No longer than 5 lines.
- One or two spaces after a period is acceptable.

### **Originality:**

All writing must be produced by the author or properly attributed to original source.

**Formatting:**

- Use headers and subheaders to break up your post.
- Avoid big blocks of text.
- When writing headlines be specific and indicate a benefit to the reader. Read "[How to Write a Headlines](#)" if you need pointers.
- Use bulleted lists unless rank or order are important, in which case, use numbered lists.
- End the post with a question or a call to action for comments. The more specific, the better.

**Images:**

We love images! We use them to break up text, make the blog post scannable and to support data. Ideally, we include one image at every scroll depth, so an image is always visible.

- Provide at least one header image
- All post images must be at least 710px wide.
- No stock photos/photos to which you do not hold the rights
- Include images that illustrate the topic of the post
- If you're having trouble finding appropriate images for your post, let us know and we will supply them

**Author bio:**

- Every post must be accompanied by an Author bio of at most 50 words
- A headshot may be supplied but RSF cannot guarantee that it will accompany the publication(s)

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## After Submission

**Acceptance:**

Your post will be reviewed for quality clarity, and originality. Applicants will be notified by email of the decision to publish or not. Pieces accepted for publication will be sent to a professional copy editor for review. RSF reserves the right to make stylistic changes as suggested by our copy editor, but will return the piece to the author for substantive revisions, if they are required.

**Compensation:**

Authors of published blog posts will be compensated for their effort at a rate set by RSF. In order to receive compensation, authors must sign a legal agreement to be provided by the Foundation stating that, among other things, RSF has the right to reproduce and distribute the work via electronic and print materials.

**Publication:**

Blog posts will be published to the RSF website, and may be included in the monthly newsletter, the RSF Digest, as well as any future publications in which the work is relevant. Authors of published works will be notified of the publication date(s) of their piece(s) prior to their release.

**Response to Public Comments:**

Authors should be available to respond, as appropriate, to comments from the public on their published work(s) in the first week after publication. RSF staff will work with the author to facilitate the response process.