



General

PPI Article Mission Statement

The Progress & Poverty Institute (PPI) Article 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 to spur conversation and debate.

Guidelines

Posts on the *PPI* 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. nonacademic) voice
- Familiarize the reader with the general topic under consideration before introducing the Georgist perspective Include links to related resources and organizations
- Galvanize the reader to react and/or do something concrete

Requirements

Word count:

- 800 - 2000 words

Format for sharing:

- Share a Google doc or email a Word doc to Vernon K. Walker at vwalker@progressandpovertyinstitute.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.

**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 bullet or 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.

- Include one header image
- All post images must be at least 710px wide.
- No 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, please contact Vernon K. Walker at vwalker@schalkenbach.org

Author bio:

- Every post must be accompanied by an Author bio
- Author bio should be 50 words max.
- Link to your social media and personal websites

After Submission

Editing

We may edit your post or bounce it back to you for revisions. We may edit anchor text and links that are not relevant to your post.

Exclusivity

We ask that your article not be published elsewhere previously, or simultaneously. If you'd like to republish a guest post that ran on the PPI site, please wait at least 2 weeks to do so. Update it to make it current and link to the original post.

Deadline

We ask that your articles be submitted 7 calendar days prior to your scheduled run date.



Promoting

Please plan to promote your post throughout your social networks. We ask that you share it more than once on multiple networks over multiple days. The time frame and scheduling are up to you.
