

Safety for the Long Haul Inc.
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www.safetyforthelonghaul.com



Guidelines for Guest Essay/Blogs, October 2021

Safetyforthelonghaul.com welcomes guest essays! They may cover almost any topic in the realms of traffic safety and motor transport. Editorial guidelines are loose. Yet there are some suggestions and requirements. They include:

- Length: 800 to 1,000 words is the “sweet spot” but essays can be longer if content dictates.
- Easy readability is essential. We assess essays using our own editorial skills and Spell Check measures provided in Word. Here are some targets:
 - Reading grade level: <13. (<12 is better)
 - Flesch reading ease: 35+
 - Words/sentence: <16
 - Sentences/paragraph: <7
 - Passive sentences: <15%.
- We strongly encourage visuals and charts, but they must be easily understandable. No more complex than you would find in a freshman textbook, for example. A target for tables is ≤ 10 data cells. One or two “eyewash” visuals (i.e., those highlighting the topic but not conveying information) may be fine.
- Though there is flexibility depending on the topic, most essays will cite 5+ research sources in the text and list them at the bottom. (Example: In text: Evans (2004). In listing: Evans, L. *Traffic Safety*. Science Serving Society, Bloomfield Hills, MI. ISBN 0-9754871-0-8, 2004.)
- Hot links to other sites in the essay text are not allowed.
- Your author credentials at the bottom may include full contact information and a website link.
- It’s understood that almost any essay will be self-promotional. It features your knowledge and capabilities. You may describe client services. But essays should not be infomercials. The editing process may include iterations relating to this distinction. The main goal is to inform readers, not to recruit clients.
- Essays must stand up to scientific scrutiny. Our essays are not as detailed and rigorous as journal articles, but statements must be driven by data, research consensus, or authentic personal experience.
- We want your opinions to come through clearly and compellingly. Yet they have to be well-grounded.
- Feel free to e-mail or call Ron Knipling to discuss your ideas or questions. E-mail: rrknipling@gmail.com. Phone: (301) 229-2023.