

NATIONAL BOARD

for Professional Teaching Standards®

Writer's Guidelines

The National Board is committed to elevating the voices of National Board Certified Teachers, staff, board members and other experts to help advance accomplished teaching and shape the debate on improving education in America.

Our blog, The Standard, is located at www.nbpts.org/news-and-blog/the-standard/. It reaches thousands of educators including candidates for Board certification, National Board Certified Teachers, administrators, policymakers and opinion leaders.

We welcome short blog posts (approximately 650 words) on topics that are timely, relevant, useful and thought-provoking. For any submissions, National Board staff will edit your submission for clarity and to conform to AP style and our organizational editorial style. If changes are substantive, we will send it back to you for your approval before posting. We'll need a short bio, a professional picture and a candid picture of you in the classroom.

Topics

In particular, we are seeking original and engaging pieces that touch on the following themes (explicitly or through experiences):

- Leadership and innovation in the following areas:
 - instruction
 - school and district
 - association
 - policy
- NBCTs in transformation efforts
- NBCTs involved in teacher preparation

Form and Style

- **Blogs should be between 500-700 words.** Use sub-headings or bulleted lists to break up the text of lengthier articles.
- **Compelling titles are important.** Questions often work well as titles. We may suggest alternate titles.

- **Casual tone.** You can introduce a sense of humor but by all means, take a point of view and focus on your point.
- **First person is great. Avoid the passive voice.** The National Board is focused on elevating teacher voices and perspectives, plural – express your point of view.
- **What is your call to action?** What would you like readers to do, think, feel? The answers to these questions fit best near the bottom of your piece.
- **Anecdotes from your personal experience, research or recent news add interest.**
- **Use hyperlinks** to content on other websites, if needed. Try to find the original and best source to link.
- **Try to avoid education jargon or “alphabet soup”** – acronyms that are not commonly known make writing less relevant.
- **Send us a picture to post along with your article.** We need your bio, professional picture and also a classroom picture. Ideally, this would include students, but we know that’s not always do-able.