

## Feature types for SBCA's "On Balance"

The following is a list of types of blogs that can be published on the SBCA website. If you have an idea for a different type of blog we are certainly open to suggestions. All features should be balanced, and cover topics of interest to the membership.

### **JBCA Article Tie-in**

Suggested Word Length: 600-700

A summary/discussion of an article in the current issue of the JBCA, written by author. The piece should be more than a simple summary of the article approach and results/conclusions; it should put the research into a broader context.

### **Economics Will Travel / Reporting from the Field**

Suggested Word Length: about 600 words

A description of life in a particular job, a description of a job detail in another country or another job, or a trip. These features may target students curious about what it is like to work in the field of benefit-cost analysis, or others thinking about what it means to be a professional economist working on BCA or related issues.

### **Book Review**

Suggested Word Length: 1,000-1,100

A review of a new book that is coming out on BCA. The review should give the reader a good sense of the content and appropriate audience for the book (i.e, level of difficulty), and how the book fits into the literature. Conversational observations may make the review more engaging and easy to read.

### **Commentary or a BCA Perspective on Current Events**

Suggested Word Length: 800-1000

An economist's view on a timely (or timeless) issue that relates to BCA--theory, applications, methods, tools. Technical / analytical pieces are preferred to pieces that take an advocacy approach to policies.

### **Opinion Piece**

Suggested Word Length: 800-1000

This type of piece is more of an op-ed, than commentary. While analytical in focus, the author is taking a position on an economic or policy issue. These pieces are more likely to be controversial than any of the others. To ensure that it is still appropriate, the posts should be well-reasoned and acknowledge that there are other views and highlight the key assumptions, facts, or values that lead them to advocate for their position.

### **Practical Perspectives / Teachable Moments**

Suggested Word Length: around 500 words

Piece would deal with issues of interest to working professionals or practitioners. Could be informative and thoughtful pieces providing practical or professional observations or advice. Another possibility is a discussion of "teachable moments"—events in the policy world that provide fodder for classroom discussions.

### **Work in Progress**

Suggested Word Length: 600-900

Piece should provide context as well as summarize the work and indicate what it does that is new. Be sure to draw connections to BCA. Be sure to identify any interesting connections to events in the news, articles in the SBCA, practical/policy applications, usefulness for those teaching BCA, or other considerations.

### **Interview with a well-known economist**

Suggested Word Length: around 1,000 words

Questions would explore the individual's career, their membership or involvement/views of SBCA, relevant questions on research, the role of economics in public policy, or other questions relevant to the individual.

### **Description of Upcoming Event**

Suggested Word Length: around 500 words

Short piece highlighting an upcoming event (SBCA or other relevant conference or other event) to raise interest, providing appropriate links and other material to make it easy to attend.

### **Reporting Back from SBCA or Other Relevant Event**

Suggested Word Length: 500 to 800 depending on the topic

Reporting back following a conference, webinar, seminar, symposium) or other event relevant to the SBCA membership. The blog should introduce and provide some information about the event, but then the author has a lot of leeway as long as the topic is of interest to the membership and the writeup is substantive, informative and interesting.