

Guidelines for Article Submissions

Audiences

- **Primary:** Prospective students, current students, and alumni
- **Secondary:** faculty/staff, industry

Submission requirements

- Word count: 1,000–1,500 words (or as otherwise assigned)
- Send stories in Word format
- Provide a ~160-character excerpt or summary of the article
- Include hyperlinks where appropriate, especially if they link to Cornell's sites
- Format should include headings and distinct paragraphs to break up running text
- Provide captions for all photos and note where they belong in the article, if they have been provided to you; note where photos should be placed in the story
- Consider using a variety of text formats, like bulleted lists and stylized quotes

Of note:

- Our publishing platform does not support subtitles under the main article title
- Headings, excerpts, and titles are subject to change to meet SEO best practices
- Marketing and Communications will make stylistic changes for consistency among published articles from various contributors
- Bylines are reserved for first-person article submissions and are generally not given to writers unless under special circumstances

Feature story examples

[Executive MBAs dive into innovation and entrepreneurship](#)

[Johnson's LGBT community: Genuine, engaged, valued](#)

[Societal Solutions Scholars are bettering the world, one grant at a time](#)

Event coverage examples

[MBA Women in Investing: Ramona Persaud discusses uncertainty, change, and career success](#)

[Business Minor co-founder discusses what he “didn't learn in medical school”](#)

Thought leadership & industry examples

[Opening the door for everyone: Reducing gender inequality in hospitality leadership](#)