

# Transfers Magazine Article Guidelines

## Converting knowledge into action

Our goal is to translate academic transportation research into condensed, readable versions for planners, policymakers, the press, and the public. By making your peer-reviewed, published journal article more accessible and available to a wide audience outside the academic sphere, your research can inspire real policy changes.

Our authors achieve this goal by following our basic article guidelines:

### Focus on why it matters

Avoid discussing your statistical methodology unless a minimum amount is necessary to make your argument. We want to know what your findings mean, not how you found them. What is the practical significance of the problem you have studied? How do your findings add new information? How can your research affect the public policy decisions around the problem?

### Remember the audience

Our readers are generally well-informed, but are not experts or academics. Do not underestimate their intelligence, but also do not overestimate their familiarity with your subject. Simple tables, graphs, maps, or other images that are clearly understood without statistical training are very helpful in illustrating your points.

### Emphasize readability

Our version is based on your previous, rigorous reviewed work, so readers can refer to your longer journal article if they want more in-depth information. Avoid footnotes, excessive citations, large tables, and academic jargon. Instead, convey your concepts clearly, directly, and in a more informal style akin to a print magazine.

### Link to action

Mere analysis of a transportation problem is not enough, nor is a simple call for more research. Don't shy away from tangible policy recommendations or discussion about the improvements they would bring. Your knowledge becomes powerful when it is read, understood, and used by those in position to influence policy. This action is not a side effect of your article, but rather its primary goal.

### 2,500 words

The condensed version of your journal article should be able to be read, processed, and understood in one sitting, capturing the reader's attention from beginning to end.

Questions? Email [editor@transfersmagazine.org](mailto:editor@transfersmagazine.org)



# Transfers Magazine Opinion Piece Guidelines

## Converting informed opinion into action

Our goal is to translate academic insights around transportation research into real policy changes. In addition to condensed articles, our authors can contribute op-ed columns that seek to persuade planners, policymakers, and the public about new directions for transportation policy.

Our authors achieve this goal by following our basic opinion guidelines:

### Offer specific recommendations for action

Mere analysis of a transportation problem is not enough, nor is a simple call for more research. Specific policy recommendations, and discussion about the improvements they would bring, are necessary to make your point fully.

### Focus on why it matters

Avoid discussing methodology, academic jargon, or inside-baseball policy intricacies. We want to know what your message of change is and what it means. What is the practical significance of the solutions you offer? How would your proposed actions improve people's lives?

### Remember the audience

Our readers are generally well-informed, but are not experts or academics. Do not underestimate their intelligence or overestimate their familiarity with your subject - a succinct introduction to the problem may be necessary, as well as one or two high-level statistics to illustrate its importance. While opinion often do not use graphs, tables, maps, or other images, you can still convey ideas and information quickly through informal, active language.

### Emphasize readability and voice

Readers can refer to longer journal articles if they want more in-depth information on the problem you present. Convey your concepts clearly, directly, and forcefully. Unlike articles, the best columns reflect the author's personal voice and read like a convincing interpersonal conversation.

### 800-word limit

You only have time to make one point well. Your message should be able to be summarized in one or two sentences, and your main point should lead the column, not be worked in at the end.

Questions? Email [editor@transfersmagazine.org](mailto:editor@transfersmagazine.org)

