Format Long essay (Calibri; 11pt; 1.5-spaced; 1-inch margins)

***Title***

**Author:** 3-5 lines; full name; research interests; earlier publications; academic field(s). The views contained in this article are the author’s alone and do not represent the views of [your employer].

**Abstract:** 7-10 lines; no citations

**Bottom-line-up-front:** 2-4 lines; your key take-away

**Problem statement:** 1-3 lines; Why did you write this article? Which problem(s) do you address?

**So what?:** 3-5 lines; What should be done and by whom? And/or essentials in conceptual change?

Your text (up to 3000-5000 words; endnotes not included)

Endnotes