Useful hints

1. Length

Articles from silver partners should have a length of around **6.500 characters**, including spaces. Articles from gold partners may have a length of around **13.000 characters**, including spaces.

Counting: In most word processing programs, you will find the exact number of characters under the "Count Words" menu option.

Using Info boxes

Structure your article and take advantage of the opportunity to include one (silver partners) or several (gold partners) "info boxes" to provide information that is useful but not relevant for the essence of the article.

TIP 1

2. Submission date

The latest submission date for all articles is **March 31, 2020**.

The Laswell Formula

Do you know the Laswell Formula? This is the list of the Five Ws (and one H) used in journalism: Who? What? When? Where? Why? How? And we can add another W: What source? The answers to the Five Ws (and one H) are a proven method for structuring your article.

TIP 2

3. Editing

After submission, our editorial staff will fine-tune the content and design of the article with you. In addition, all articles will be edited for uniformity of language and correctness.

The "good entrance"

"You can tell a good novel from the first sentence." That may work for novels, but other rules apply to journalism! Don't overload the entrance with information. Above all, don't put too many facts in one sentence, and don't make the paragraphs too long.

TIP 3

4. Picture material

Please send us **your company logo** (as an eps file with 300 dpi resolution) and as much picture material as possible (also with a resolution of 300 dpi and a minimum size of 1.800 x 1.200 pixels). Silver partners should provide 1 to 3 pictures, gold partners 2 to 6. Our photo director Marion Lenzen (-> Contacts) will assist you with questions on technical standards and resolution.

The Pyramid principle

Every article follows the principle of the inverted pyramid, in which the most important information is presented first (climax first). This is followed by important supporting facts, then interesting details and finally less important information.

TIP 4

Useful hints

5. Style

Please note that our International Yearbook follows the rules of journalistic reporting. And so please don't write your Yearbook article in the sober, matter-of-fact style of a Communication on Progress report or conference presentation. Rather, you should take advantage of the possibilities that a reporting or narrative style offers. Quotes and descriptions of the situation also give your article colour and life. But please ensure that our standards of serious journalism and, of course, verifiability of the statements do not suffer. That might sound complicated at first, but it's not! To help you achieve this with ease, we offer you the help of a "Script Doctor", who will advise you on style questions and your article's design and give you suggestions for improvement. In brief: Our Script Doctor will ensure that your article is right for the Yearbook.

And always think about the Sustainable Development Goals!

Please don't forget to refer to the SDGs! Most projects are designed to deliberately address specific Sustainable Development Goals. A clear reference usually can't hurt.

TIP 5

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