



## IKI news stories on website

For the articles on our website, we first need a catchy hook, meaning a special occasion or milestone that also other implementing organisations and our readers will find interesting. This could for example be the adoption of a law or the signing of a contract, that the project has been working towards, the completion of certain project activities or the achievement of measurable outcome and success by the project. The article itself should then be structured as follows:

**Short headline** – 50 characters max – It should describe in a catchy way the main message of the article to attract readers

**Teaser** – 200 characters max – Two lines with further information to attract attention – the teaser is presented on the IKI homepage and in the news archive directly under the headline, it is not presented again in the article after opening it

**Text** – about one page – The article should be no longer than one page and be structured like this: In the first two sentences, the questions should be answered: Who? What? Where? When and Why? Put the main, the most important information in the first sentence. Ask yourself, what do I want to tell? What is new? Who did it and what did she or he do? Where did it happen? When and – last, but not least – why did she or he do it? Why is this message so important? Following, all the circumstances, the facts the reader needs to know to understand the importance of the message, should be explained. It is also possible to include links to share materials (e.g. technical manuals) that have been produced within the IKI project. You can send the draft either in English or in German. We will later translate the final article.

**Pictures** – Please send at least three (better more) photos with captions and copyright information which we may publish with the article on the website and use on twitter as well. If there are people in the photo, we need a declaration of consent from the people shown. Please have the "Model Release" ([download](#)) filled out and send it to us. If the persons have been photographed during an event and have given their consent by entering their names in a participation list, please send us the list with the pictures. To ensure that the images can be processed further in the best possible quality, they should not only be included in the WORD document, but also made available in the original file.

Please don't hesitate to contact us ([communications@z-u-g.org](mailto:communications@z-u-g.org)) in case you have any questions!

We are looking forward to receiving your draft article!

Your IKI communications team.