Guidelines for articles in the DEAR Programme Community Updates / Newsletters

- inspired by Capacity4Dev

AUDIENCES: The DEAR Community Update has 800+ subscribers. They cover the following groups: DEAR project staff and partners, European Commission staff, Researchers and Academics in DEAR/Global Citizenship Education, Teachers and other DEAR practitioners

PURPOSE: Knowledge-sharing and lessons learnt around Global Citizen Education, DEAR projects and the Programme, its projects, as well as interested practitioners. This includes:

- Showcasing "what works, what doesn't and why"
- Stories to show impact and inspire action

LENGTH: maximum 500 words for a story. 200-400 for other articles
Up to 300 words can be added at the end, e.g. background information. Annexes may also be possible.

STYLE: **KISS(ES): K̲eep i̲t S̲hort and S̲imple**. **E̲xtra** points for a **S̲tory**.

Answer the questions: Who, What, When, Why and How?
Be concise and to the point and include very concrete examples. For example, describe specific attitudes, actions and people, rather than project objectives and mission statements.

To avoid: jargon, vague and abstract language. All abbreviations must be spelt out.

Ask someone who does not know the topic if he/she understands the article. "Test" the article on a twelve-year-old. If they understand it, then it is "media-worthy".

STRUCTURE:
First few lines: include the key message and take-away.
This should inspire people to keep reading. If not inspired, they will simply stop reading.

Sometimes a pyramid structure works: broad context - specific context - thesis.
Include at least one quote that is short and shares an opinion or project impact.

supporting global change

Optional for the end: Section with key take-aways, Background information, Contact info and links and/or a Call to Action.

VISUALS: 3-5 photographs and possibly a video.
This can be of the interviewee, an infographic, symbolic picture (e.g. a blackboard) or a visually attractive and original event.

Articles for broader reach - for the VOICES & VIEWS section of Capacity4Dev:
Specific purpose: feature development actors from across the world sharing knowledge on development practices and policies, with an operational insight.

Each article should include at least one "human voice" (e.g. a young activist, student, a teacher...). The article can revolve around their personal story, or at minimum include one quote (usually of their opinion). Is the person exceptional or a typical person involved in the project? You may need to organise an interview, or simply find material in feedback surveys, existing videos, on social media etc.

Consider diversity when selecting the "voices" within one or across several articles.
Try to find "testimonials" from people of various ages, socio-economic classes, sexual orientation, and to aim for gender balance and inclusivity, e.g. people with disabilities. If you work with many nationalities, be sure to give a voice to people across the EU Member States and partner countries, in particular of the global south.

Beyond depth shown through personal stories, the scale of the project should also be clear. For example, how many individuals participated in the outreach activities or have been approached by the advocacy efforts? And what has changed so far as a result?

More about Capacity4Dev, the EU platform on which DEAR Community Updates are posted: Capacity4dev is an online knowledge sharing tool, not a promotional communication service, nor a news media service.