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Promoting peace through  
mutual respect,  
understanding &  
cooperation - one  
individual, one community  
at a time.

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## How to Submit Information for the Sister Cities International Quarterly Newsletter

All member programs belonging to Sister Cities International are encouraged to submit articles and photos for our quarterly newsletter. Consider these factors when preparing your story:

1. **Stick to the Word Limit.** Limit story submissions to 250 words in length.
2. **Write Pyramid-Style.** Use news writing format. Tell the most important information first. Get to the point right away. Don't start the story with several sentences about the history of your sister city relationship. This makes a more interesting and attention-grabbing story.
3. **Give Advice.** Focus on lessons learned. How can another sister city organization do a similar project? What from your experience might help others? Describe successes and challenges your sister city organization faced and how you overcame them.
4. **Submit Photos.** A quality photo can make or break a story. "Action shots" showing people doing something are always best. Pictures of statues, gardens and awards without any people are rarely used. Be sure to include a description of what is happening (50-75 words) and list the names of the people in the picture. If sending a digital photo, scan at a minimum of 300 dots per inch (dpi), save as .tif or .jpg and email to [communications@sister-cities.org](mailto:communications@sister-cities.org). If sending more than one photo, please send each photo attached to a separate email message. Submission of a photograph to Sister Cities International means that you have obtained the permission of the individuals in the photograph to use their image in promotional materials.
5. **Include contact information.** Include a phone number, email address and website address (if possible) for your sister city program.

**Publication Deadlines** (stories and photos must be **received** by this date)

Spring 2007: January 29, 2007

Summer 2007: April 30, 2007

Fall 2007: August 10, 2007

Winter 2007: October 8, 2007

Sister Cities International reserves the right to edit any newsletter submissions. Submissions may be used in other publications, on the website at [www.sister-cities.org](http://www.sister-cities.org), or for promotional work conducted by Sister Cities International. If you have any questions please contact the Communications Department at [communications@sister-cities.org](mailto:communications@sister-cities.org) or 202.347.8630.