

Content Template: HIGHLIGHT

Highlights are written content pieces, similar to an article, that describe a noteworthy ECA happening. Highlights can showcase a particular project, milestone, event, or other news item that warrants a write-up and promotion on the site. Highlights may pertain to both Bureau-wide news or program-specific happenings. Highlights can be associated with directly related videos, photo galleries, or audio, if those multimedia assets exist. Highlights should help promote the mission, work, and accomplishments of ECA programs. We recommend that these highlights be written in a third-person journalistic style to promote credibility.

Highlight Data	
[Title]	<p>Character Maximum: 80 w/spaces</p> <p>Title briefly describes the focus or theme of the highlight, and functions like an article headline. In most cases, titles should try to avoid using full program names because of character limits. If necessary, it may use the preferred shortened form or abbreviation for the program—or include the program name in teaser text, rather than the title. Examples:</p> <ul style="list-style-type: none">• Empowering Women and Girls Through Sports• Assistant Secretary Stock Presents Fulbright Alumnus With Arts Award• Secondary School Teachers From Around the World Gather for TEA Reunion• Major League Baseball Standouts Travel to Japan on ECA Exchange
[Date]	

Image field	
[Photo]	<p>(All stories need at least one photo that follow the specifications below)</p> <ul style="list-style-type: none"> • High resolution, 300 dpi. • Well composed tight shot (max 3 people, ideally fewer – group shots don’t work well for web/print layout). • People are in action. • Properly focused. • Not over or under exposed. • Captions that include: <ul style="list-style-type: none"> o ECA participant(s) nationality. o ECA program he or she is affiliated with. o Exact location where taken. o Month/year date. o Whatever is happening in the photo and why should be addressed in the caption. <p>**PLEASE DO NOT EMBED/PASTE THE PHOTO INTO YOUR WORD DOC**</p>

Highlight Content	
[Body]	<p>Character Maximum: 2200 w/spaces</p> <p>Insert body text. Highlights should be written in third person with accessible, yet credible tone. First-person quotes may be incorporated, where appropriate. Each highlight should describe the news item or happening, and frame it within the context of how it has contributed to the creation of global mutual understanding.</p> <p>Highlights should mention and introduce ECA programs or initiatives that are directly related to the subject of the highlight and provide enough background information to familiarize readers. For example, if a Highlight is about IVLP, authors should briefly describe that the program involves short-term visits to the U.S. for current and emerging foreign leaders.</p> <p>Remember to put the “news” first (“bottom line up top”), and any background/explanatory information after that (e.g., the 2nd paragraph).</p>

