

USPIS[®] WEBSITE GUIDELINES



GUIDELINES

NEWS ARTICLES

PRESS RELEASES

SCAM ARTICLES

WANTED POSTERS

ALERTS

NEWS ARTICLES

NEWS ARTICLES

Add New Page

News Settings & Sections

News Type * <input type="text" value="News Article"/>	Alert Tag <input type="radio"/> Enable <input checked="" type="radio"/> Disable	Featured <input type="radio"/> Yes <input checked="" type="radio"/> No	Location * <input type="text" value="National"/>
---	--	---	--

CTA Text <input type="text" value="Read News Article"/>	Link * <input type="text"/>
---	---------------------------------------

Yoast SEO

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Author

Publish

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

Tags

Separate tags with commas

[Choose from the most used tags](#)

News Categories

News Categories Most Used

- Annual Reports
- Chief Postal Inspector Statements
- News Articles
- Press Releases
- Resources
- Scam Articles
- Wanted Posters

[+ Add New Category](#)

1. The **Headline** (*Enter Title Here*) for the news article should be exactly as it appears on the originally sourced news article – no edits should be made.
 - a. *There is a headline character limit of 80*
2. From the **News Type** drop down menu, please select “News Article”
3. The **Alert Tag** should always be selected as “Disable”
4. Under **Featured**, this should always be selected as “No”
5. The **Location** should always be where the story in the news article in question took place
6. The **Link** should be the complete URL for the news article being referenced
7. On the right hand side, under News Categories, please ensure that ONLY “News Articles” is checked off
8. Under **Excerpt**, please copy and paste ONLY the first two complete sentences of the news article in this section
 - a. *There is an excerpt character limit of 200*

PRESS RELEASES

PRESS RELEASES

1. The **Headline** for the press release should be exactly as it appears on the originally sourced press release – no edits should be made.
 - a. *There is a headline character limit of 80*
 - b. *All press releases should be from the U.S. Department of Justice – Offices of the United States Attorneys website*
2. From the **News Type** drop down menu, please select “Press Release”
3. The **Alert Tag** should always be selected as “Disable”
4. Under **Featured**, this should always be selected as “No”
5. The **Link** should be the complete URL for the press release being referenced
6. On the right hand side, under News Categories, please ensure that ONLY “Press Releases” is checked off
7. Under **Excerpt**, please copy and paste ONLY the first two complete sentences of the press release in this section
 - a. *There is an excerpt character limit of 200*

The screenshot shows the 'Add New Page' editor in WordPress. The main content area has a title field with the placeholder 'Enter title here'. Below this is the 'News Settings & Sections' panel, which is divided into several sections:

- News Type ***: A dropdown menu set to 'Press Release'.
- Alert Tag**: Radio buttons for 'Enable' (unselected) and 'Disable' (selected).
- Featured**: Radio buttons for 'Yes' (unselected) and 'No' (selected).
- Location ***: A dropdown menu set to 'National'.
- CTA Text**: A text field containing 'Read Press Release'.
- Link ***: A text field with a lock icon, currently empty.

Below the settings is the 'Yoast SEO' section, followed by the 'Excerpt' section, which has a text area and a note: 'Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)'

The 'Author' section at the bottom shows a dropdown menu set to 'Chris Beltran (Chris.Beltran@mrm-mccann.com)'.

On the right-hand side, there are several panels:

- Publish**: Includes 'Save Draft', 'Preview', 'Status: Draft [Edit](#)', 'Visibility: Public [Edit](#)', 'Publish immediately [Edit](#)', and a 'Publish' button.
- Tags**: Includes an 'Add' button, the text 'Separate tags with commas', and a link 'Choose from the most used tags'.
- News Categories**: Includes a 'Most Used' tab and a list of categories with checkboxes: 'Annual Reports', 'Chief Postal Inspector Statements', 'News Articles', 'Press Releases' (checked), 'Resources', 'Scam Articles', and 'Wanted Posters'. There is also a '+ Add New Category' link at the bottom.

SCAM ARTICLES

SCAM ARTICLES

1. The **Headline** for the scam article should be short and to the point while clearly conveying what the subject is about.
 - a. E.g. “Advance-Fee Loan Scam”
 - b. *There is a headline character limit of 80*
2. From the **News Type** drop down menu, please select “Scam Article”
3. The **Alert Tag** should always be selected as “Disable”
4. Under **Featured**, this should always be selected as “No”
5. The **Location** should always be “National”
6. Under the **Show in alert banner?**, always select “No”
7. Under the **Tag this post to tip category**, you must select one of the following areas this scam articles refers to:
 - a. Identity Theft
 - b. Financial Fraud
 - c. Mail Fraud (there are subsections for this but ONLY select Mail Fraud)
 - d. Mail & Package Theft
 - e. Suspicious Mail
 - f. Older Americans
 - g. Cybercrime
 - h. Child Safety
8. Under the **Content** tab, there should be no more than a paragraph with a maximum 1000 characters
 - a. This paragraph contains the full description of how the scam works, how it affects people, what documents/calls they might receive, how to identify the scam, etc.
9. On the right hand side, under News Categories, please ensure that ONLY “Scam Articles” is checked off

The screenshot displays the 'Edit Page' interface for a news article titled 'Counterfeit Goods'. The page is divided into several sections:

- Header:** Shows the page title 'Counterfeit Goods' and a 'Permalink' field with the URL <https://stage.uspis.mrmclient.com/news/scam-article/counterfeit-goods/>.
- News Settings & Sections:** Contains several configuration options:
 - News Type:** A dropdown menu set to 'Scam Article'.
 - Alert Tag:** Radio buttons for 'Enable' and 'Disable', with 'Disable' selected.
 - Featured:** Radio buttons for 'Yes' and 'No', with 'No' selected.
 - Location:** A dropdown menu set to 'National'.
 - Show in alert banner?:** Radio buttons for 'Yes' and 'No', with 'No' selected.
 - Tag this post to tip category:** A text input field containing 'Financial Fraud'.
- Content Tab:** The main content area is visible, showing a paragraph of text: "Chances are you've seen a counterfeit product or knockoff. Maybe you've even purchased one and had it shipped to your home, only to find out later it wasn't authentic. Counterfeit goods are products, typically of inferior quality, sold under another company's brand. Many counterfeit goods are purchased online but some can be bought in stores, in flea markets, or through individuals on social media. Counterfeit products pose several problems. They might not meet safety and environmental regulations, which could lead to health and safety concerns. The sale of some counterfeit products can even be linked to funding organized crime or terrorism."
- Right Sidebar:** Contains several utility sections:
 - Publish:** Shows the status as 'Published', visibility as 'Public', and the publish date 'Apr 5, 2019 @ 18:33'. Includes 'Move to Trash' and 'Update' buttons.
 - Tags:** A section for adding tags, with an 'Add' button and a link to 'Choose from the most used tags'.
 - News Categories:** A list of categories with checkboxes. 'Scam Articles' is checked, while others like 'Annual Reports', 'Chief Postal Inspector Statements', 'News Articles', 'Press Releases', 'Resources', and 'Wanted Posters' are unchecked.
 - Featured Image:** A section with a 'Set featured image' link.

SCAM ARTICLES

Scam Article


Counterfeit Goods

Last updated 05.01.2019 | National

Chances are you've seen a counterfeit product or knockoff. Maybe you've even purchased one and had it shipped to your home, only to find out later it wasn't authentic. Counterfeit goods are products, typically of inferior quality, sold under another company's brand. Many counterfeit goods are purchased online but some can be bought in stores, in flea markets, or through individuals on social media. Counterfeit products pose several problems. They might not meet safety and environmental regulations, which could lead to health and safety concerns. The sale of some counterfeit products can even be linked to funding organized crime or terrorism.

Target Price (Counterfeit Goods)

Luxury goods are often prime candidates for counterfeit scams. Watch to see how one woman lost over \$1400.



Videos

Title
Target Price (Counterfeit Goods)

URL *
<https://www.youtube.com/watch?v=6CF0veiMfAg>

Description
1
Luxury goods are often prime candidates for counterfeit scams. Watch to see how one woman lost over \$1400.

Transcript
2.9.11_USPIS_Counterfeit_Merchandise_04.16.2019_Target_Price_Counterfeit_Goods
File name: 2.9.11_USPIS_Counterfeit_Merchandise_04.16.2019_Target_Price_Counterfeit_Goods.txt
File size: 1 KB

Add Row

Yoast SEO

Excerpt
Electronics, medicine, retail goods, and more are all susceptible to counterfeit. Counterfeit merchandise has scammed citizens and companies for billions of dollars.

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Author
Andrew Bryson (Andrew.Bryson@mrm-mccann.com)

9. If there is going to be a video present for the scam article, you must click the blue button titled “**Add Row**”
 - a. The **Title** of the video should be short and to the point of the video
 - b. The **URL** should be the URL in which this video lives.
 - a. Most video URLs will be from USPIS unlisted YouTube channel
 - c. The **Description** of the video should be no longer than two sentences
 - d. For the **Transcript**, attach the transcript text file for the video
10. Under **Excerpt**, please write a brief two-sentence description of the scam
 - a. *There is an excerpt character limit of 200*
 - b. E.g. “Fraudulent loan providers prey on victims through advance-fees. Protect yourself and others by understanding and reporting these loan scams”

WANTED POSTERS

WANTED POSTERS

1. The **Headline** for the wanted poster can be two different ways
 - a. If a suspect's name is available, the headline should be written like this: "[Suspect's Name] for [Crime]"
 - b. If NO suspect's name is available, the headline should be written like this: "Seeking information about [Crime] in [Location]"
 - c. *There is a headline character limit of 80*
2. From the **News Type** drop down menu, please select "Wanted Poster"
3. The **Alert Tag** should always be selected as "Disable"
4. Under **Featured**, this should always be selected as "No"
5. The **Location** should be the state/territory in which this suspect is wanted
 - a. If the suspect is wanted in multiple locations, the Location should be set as "National"
6. Under the **Wanted Details** tab, there are multiple fields that can be filled out.
 - a. If suspect has been caught, please update the poster and check off the **Captured** field
 - b. If information for any of these fields is missing, please write "N/A" on the field or leave it blank
7. The **Detail Sub Title** can be two different ways
 - a. If a reward is available, it should read: "Reward up to \$XXXX"
 - b. If NO reward is available, it should read: "Wanted"
8. Under **Downloadable Poster**, please upload the wanted poster PDF file for the case to make it easily downloadable for field agents
9. On the right hand side, under News Categories, please ensure that ONLY "Wanted Posters" is checked off

Edit Page [Add New](#)

Edward Loney for Multiple Crimes

Permalink: <https://stage.uspis.mrmclient.com/news/wanted/edward-loney-for-multiple-crimes/> [Edit](#)

News Settings & Sections

News Type * Wanted Poster

Alert Tag Enable Disable

Featured Yes No

Location * Massachusetts

Wanted Details [Page End](#)

Captured?

Detail Sub Title

Downloadable Poster No file selected [Add File](#)

NCIC Number W981389011

Name Edward Loney

Overview

[Add Media](#) [Visual](#) [Text](#)

Paragraph **B** *I* [List](#) [Link](#) [Image](#)

Publish [Preview Changes](#)

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Published on: Apr 24, 2019 @ 17:42 [Edit](#)

[Move to Trash](#) [Update](#)

Tags [Add](#)

Separate tags with commas

[Choose from the most used tags](#)

News Categories [Most Used](#)

Wanted Posters

Annual Reports

Chief Postal Inspector Statements

News Articles

Press Releases

Resources


Scam Articles

[+ Add New Category](#)

Featured Image

WANTED POSTERS

Click the image to edit or update
[Remove featured image](#)

Case Number 465-1302346-FC(1)	DOB 05/09/1942
Birth Location 	Aliases Ed Stone
Description White male, 6' 0", 225 lbs., brown hair.	Violations Conspiracy, 18 USC 371, Mail Fraud, 18 USC 1341, Wire Fraud, 18 USC 1343.
Miscellaneous Info Owner and president of International Multiple Listing Service. Known to travel to Ireland	FBI Number
Warrant Number 02/27/01, District of Massachusetts	
Gallery Images(s)	
	
Add to gallery Bulk actions	

Yoast SEO

Excerpt

Postal Inspectors urge anyone with information regarding the whereabouts of Edward Loney to call 1-877-876-2455.

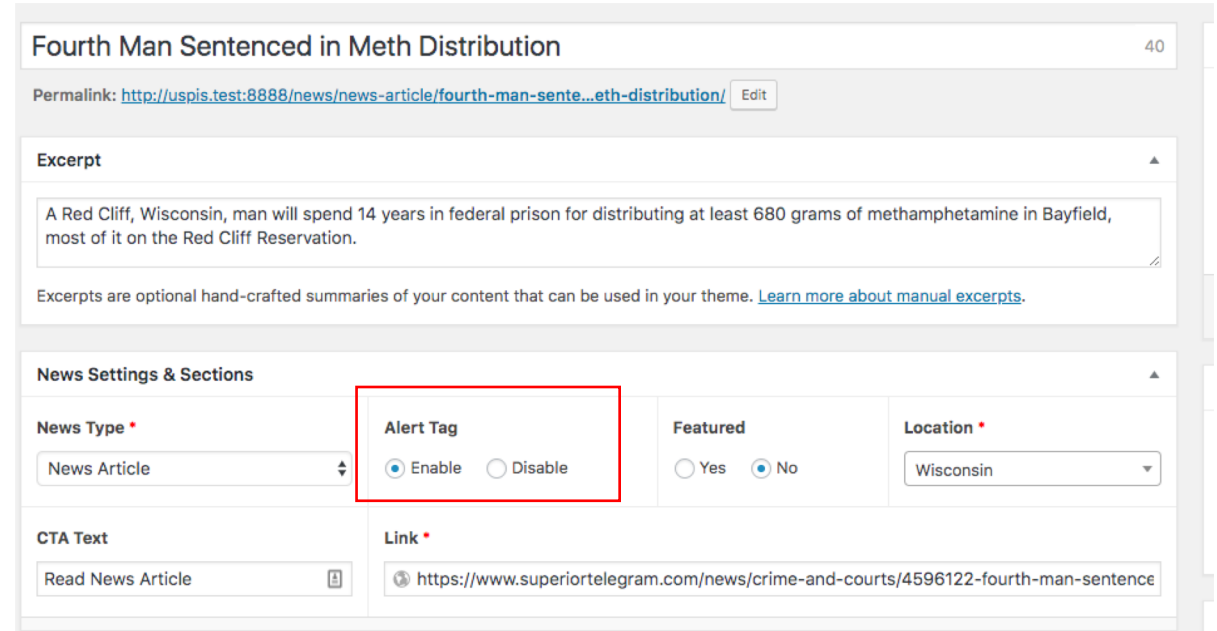
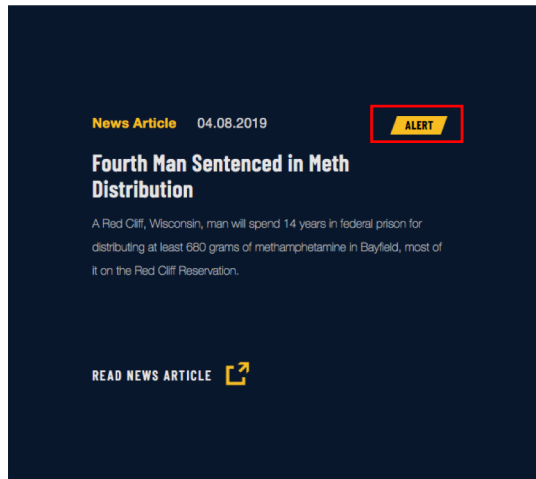
Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

8. In the “**Description**” section, please write ONLY the Physical Description of the suspect
 - a. The description should be no more than a paragraph of 1000 characters
9. In the “**Miscellaneous Info**” section, please write any additional information relevant to the case.
 - a. The information should be short and concise and should not exceed 300 characters
10. If a photo needs to be uploaded, click the blue button “**Add to Gallery**”
11. In the **Excerpt** section, it should read as:
 - a. If there is a name available, it should read as: “Postal Inspectors urge anyone with information regarding the whereabouts of XXXXXX to call 1-877-876-2455.”
 - b. If there is no name available, it should read as: “Postal Inspectors urge anyone with information to call 1-877-876-2455.”

ALERTS

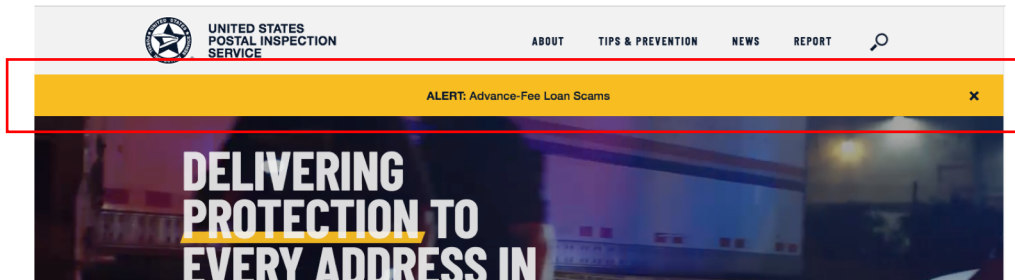
ALERTS

1. Any News Article, Scam Article, Press Release or Wanted Poster on the **News Page** can be highlighted as an “Alert”. To do this, the **Alert Tag** should be selected as “Enable”
 - a. Use this cautiously. An **Alert Tag** should only be considered when the information on the article is seen as an imminent threat
 - b. When the **Alert Tag** is enabled, an alert banner will be added to the article (see below)

A screenshot of the CMS settings for a news article titled "Fourth Man Sentenced in Meth Distribution". The settings are organized into sections: "Excerpt" (containing a short summary of the article), "News Settings & Sections" (containing several controls), "CTA Text", and "Link". The "Alert Tag" control is highlighted with a red box. It consists of a label "Alert Tag" and two radio buttons: "Enable" (which is selected) and "Disable". Other controls include "News Type" (set to "News Article"), "Featured" (set to "No"), "Location" (set to "Wisconsin"), "CTA Text" (set to "Read News Article"), and "Link" (set to "https://www.superiortelegram.com/news/crime-and-courts/4596122-fourth-man-sentence").

ALERTS

1. Scam Articles can be highlighted as an alert banner visible on the entire site. To do so, **Alert Tag** should be selected as “Enable” and **Show in alert banner** should be selected as “Yes”
 - a. Use this cautiously. An **Alert Banner** should only be considered when the information on the Scam Article is seen as an imminent threat
 - b. The Scam Article title is shown on the alert
 - c. The entire alert links out to the scam article
 - d. See below for placement on the site



Post updated. [View post](#)

Advance-Fee Loan Scams 59

Permalink: <http://uspis.test:8888/news/scam-article/advance-fee-loan-scams/> [Edit](#)

Excerpt ▲

Fraudulent loan providers prey on victims through advance-fees. Protect yourself and others by understanding and reporting these loan scams.

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

News Settings & Sections ▲

News Type * Scam Article	Alert Tag <input type="radio"/> Enable <input checked="" type="radio"/> Disable	Featured <input type="radio"/> Yes <input checked="" type="radio"/> No	Location * National
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Show in alert banner?
 Yes No

Tag this post to tip category
this post will be shown in related news and resources section on tip category page.

[Content](#) [Counter Block](#) [Related Posts](#) [Page End](#)

THANK YOU