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# Fact Sheet For Feature Writing

## Purpose of Feature Writing

- **Engage:** Capture the reader's interest with a story that is more in-depth than a basic news report.
- **Inform:** Provide comprehensive background information, context, and details about the topic.
- **Persuade:** (Optional) Sway readers' opinions or encourage them to take action, depending on the feature's aim.
- **Entertain:** Offer an enjoyable reading experience through storytelling techniques.

## Key Components

1. **Headline:** Captivating and summarizing the essence of the story.
2. **Lead (Lede):** An opening paragraph that hooks the reader, often with an anecdote, striking fact, or question.
3. **Nut Graf:** A paragraph that outlines the central theme or purpose of the story, providing a roadmap for what's ahead.
4. **Body:**
  - **Background Information:** Essential details that set the scene or provide context.
  - **Development:** The story's main content, including arguments, descriptions, and narratives.
  - **Supporting Elements:** Quotes, statistics, anecdotes, and examples that enrich the narrative.

5. **Conclusion:** Wraps up the story, often tying back to the lead or looking forward to the future.
6. **Call to Action:** (Optional) Directs readers toward further engagement or exploration of the topic.

### Types of Feature Articles

- **Profile:** Focuses on an individual's life, achievements, and character.
- **Trend:** Explores current movements or shifts in society, culture, or industry.
- **Issue:** Investigates a particular problem or topic, offering in-depth analysis.
- **Human Interest:** Tells a story that appeals to emotions, showcasing personal experiences or challenges.
- **How-To:** Provides step-by-step guidance on completing a task or solving a problem.

### Writing Style and Techniques

- **Narrative Flow:** A well-structured narrative that guides the reader through the story.
- **Descriptive Language:** Vivid descriptions that engage the senses, painting a picture for the reader.
- **Active Voice:** Keeps the writing dynamic and direct.
- **Variety of Sentence Structures:** Enhances readability and maintains the reader's interest.
- **Direct Quotes:** Adds authenticity and perspective.

### Research and Preparation

- **Thorough Research:** Gather detailed information from reliable sources to ensure accuracy.
- **Interviews:** Conduct interviews with relevant individuals to add depth and authenticity.

- **Fact-Checking:** Verify all facts, quotes, and details to maintain credibility.

### **Ethical Considerations**

- **Accuracy:** Commit to truth and accuracy in all aspects of the story.
- **Fairness:** Present a balanced view, especially when covering controversial topics.
- **Respect:** Treat all subjects and sources with respect and consideration.

### **Visuals and Graphics (Optional)**

- **Photographs:** Enhance the story and provide visual interest.
- **Infographics:** Offer a visual representation of data or concepts.
- **Videos:** (For online features) Add an engaging multimedia element.

### **Conclusion**

Feature writing is an art that combines factual reporting with creative storytelling to produce an engaging and informative piece. By following these guidelines, writers can craft stories that resonate with their audience, providing depth and insight into a wide range of topics.