horizontal line

Format of Feature Writing

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### **1. Headline**

* **Captivating and Descriptive:** Draws readers in with intrigue or emotion, hinting at the story’s theme or focus.

### **2. Subhead (Optional)**

* **Additional Context:** Provides more detail about the feature’s content, complementing the headline.

### **3. Lead (Lede)**

* **Engaging Opening:** A compelling introduction that sets the tone, introduces the topic or main characters, and hooks the reader. It can be anecdotal, descriptive, surprising, or pose a question.

### **4. Nut Graf**

* **The Essence:** Located after the lead, this paragraph gives the story's thesis or main idea, explaining why the story matters and what it will cover.

### **5. Body**

* **Development:** The story unfolds in a structured, engaging manner. This section is often segmented into several parts, including:
  + **Background Information:** Contextual details that help the reader understand the subject’s significance.
  + **Main Narratives:** The core stories, arguments, or descriptions that drive the feature.
  + **Supporting Evidence:** Data, quotes from interviews, research findings, and expert opinions that lend credibility and depth.
  + **Themes:** Recurring ideas or motifs that tie different parts of the story together.
* **Transitions:** Smooth and logical connections between different sections, maintaining flow and coherence.

### **6. Direct Quotes**

* **Voices of the Story:** Incorporate firsthand insights from key figures or experts to add authenticity, perspective, and emotion.

### **7. Imagery and Descriptions**

* **Vivid Detailing:** Use descriptive language to paint pictures in the reader’s mind, making the story memorable and immersive.

### **8. Conclusion**

* **Reflective Closure:** Wraps up the story satisfyingly, often tying back to the lead, reflecting on the story’s implications, or looking to the future. It should leave a lasting impression on the reader.

### **9. Sidebar (Optional)**

* **Additional Information:** Boxes or sidebars that include related information, statistics, timelines, or mini-profiles complementing the main narrative.

### **10. Call to Action (Optional)**

* **Engagement:** Encourages readers to engage further with the topic, whether through social media, further reading, or personal reflection.