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# Format of Feature Writing

## 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.