

What Kind of Feature Are You Featuring?

Personality Profile

Focuses on a person

Must have more than one source

Lead must set the scene, be a moment in time and include many details

Lead is fact based, not assumed

Facts aren't quoted but used in transitions

First quote must be from main character

Use quote/trans/quote format

Photo should be an environmental portrait

In-Depth Feature

Focuses on a topic

Must have 3-5 sources including a professional

Story contains research and links

Lead must focus on a person

Lead is fact based, not assumed

Facts aren't quoted but used in transitions

First quote must be from main character

Photos, videos, graphics and other secondary coverage is required

Follow Up

Focuses on a event (previous news or brief)

Must have at least two sources

Story is based on a previous tweet, brief or previous story

Lead contains WWWWWH

Linked or added to original post

Goes beyond news and shows the characters involved in the event

Facts aren't quoted but used in transitions

Photo gallery from the event should accompany the story

Video should be used

Sports Feature

Focuses on a person in a sport then discusses the team

Must have more than one source

Lead must set the scene, be a moment in time and include many details

Lead is fact based, not assumed

Facts aren't quoted but used in transitions

Use game stats in transitions

Team stats and previous games must be mentioned

Photos of the main character(s) are required

Observation

Writer must attend an event

Sights and sounds make up the story

Lead must set the scene, be a moment in time and include many details

Conversations are used for quotes

Q&A

Long interview required

Questions based on previous answers

Answers combined under one question

Must have an info lead

Direction of Story

1 Brainstorm/Assign

2 Research

3 Write Questions

4 Interview/Reinterview

5 Determine Angle

6 Write Draft

7 Peer Evaluate

8 Fact Check

9 Read Aloud

10 Final Revision