

# Feature Stories

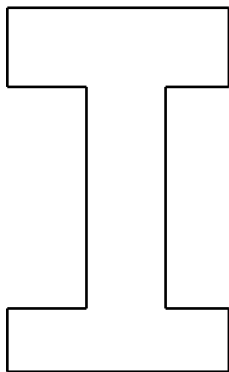
Featuring one of the elements of a  
news story

# Feature Story Structure

- Feature stories are not topical. Because they feature one of the elements of a news story, they are completed ahead of time and used whenever the editor wants to use it.
- Because of this, they do not have the inverted pyramid style.

# Feature Story Structure

- Instead, features have a “catchy” lead, an organized middle part and a concluding ending.

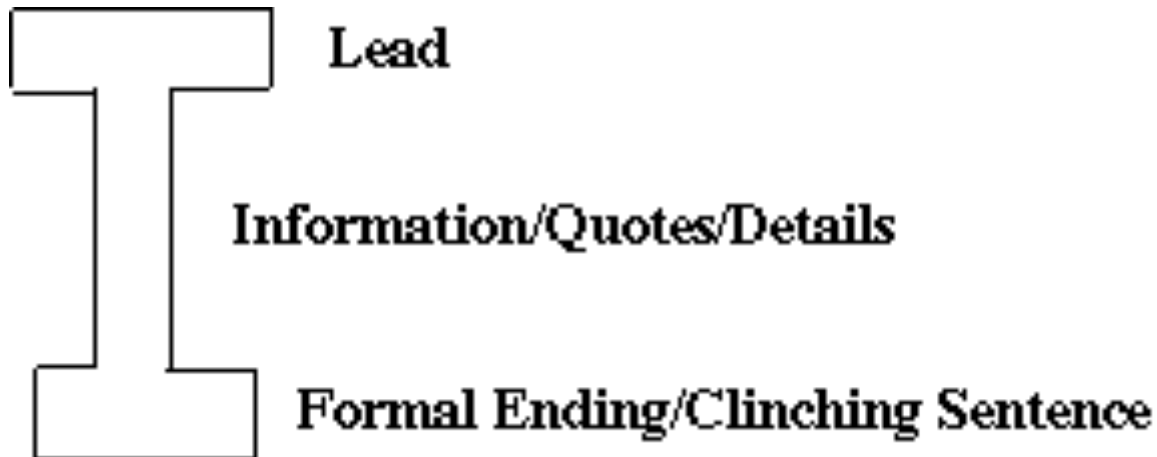


**Catchy lead**

**Story facts, quotes,  
Timeline, and/or details**

**Story conclusion,  
often with a twist**

# Feature Story Structure



# Feature Leads

**News:** *A suicide attacker set off a bomb that tore through a funeral tent jammed with Shiite mourners Thursday, splattering blood and body parts over rows of overturned white plastic chairs.*

**Feature Lead:** *Yet again, almost as if scripted, a day of hope for a new, democratic Iraq turned into a day of tears, as a bloody insurgent attack undercut a political step forward.*

# Feature Leads

**News:** Cramped by high energy prices, consumers and businesses tightened their belts in the first quarter, causing the economy to log its slowest growth in two years.

**Feature Lead:** Pothole, soft patch, or a plain old slump. However you describe it, the U.S. economy, which had seemed poised to pick up speed just a month ago, has instead slowed down.

# Feature Leads

**News:** With her husband and parents feuding to the bitter end and beyond, Terri Schiavo died Thursday, thirteen days after her feeding tube was removed in a wrenching right-to-die dispute that engulfed the courts, Capitol Hill, and the White House, and divided the country.

**Feature Lead:** She died cradled by her husband, a beloved stuffed tabby under her arm, a bouquet of lilies and roses at her bedside-after her brother was expelled from her room. In death as in life, no peace surrounded Terri Schiavo.

# Feature Leads

**News:** Lined up shoulder to shoulder, some of baseball's biggest stars told Congress Thursday that steroids are a problem for the sport but denied there is widespread use.

**Feature Lead:** On Capitol Hill instead of a baseball field, wearing business suits instead of uniforms, they walked in the room, stars all, forced by subpoena to testify before Congress about whether they cheated by using steroids. Heads turned, strobes flashed, and necks craned to get a glimpse of baseball's humbled heroes on a day of extraordinary theater.



# Feature Leads

**News:** Pope John Paul II's own suffering kept him away from his flock for the first time on Good Friday, but he appeared to the faithful via video, adding poignancy as Christians reflected on the suffering of Jesus on the most solemn day of the church calendar.

**Feature Lead:** He sat silently, alone in his chapel at the Vatican, his back to the camera, his face never shown. The crowd in Rome's Coliseum cheered and waved candles.

# Feature Leads

**News:** Four men who made headlines by claiming they dug up buried treasure worth as much as \$125,000 from one of their yards were charged Friday with stealing the cache of old currency while doing a roofing job at someone's home.

**Feature Lead:** They were bouncing between appearances on Good Morning America and CNN and fielding nonstop calls from reporters. Tim Crebase and Barry Billcliff's story of finding buried cash in a friend's yard was a media sensation, and they were happy participants.

# Feature Leads

**News:** Cheered by tens of thousands of onlookers, the world's largest jetliner touched down Wednesday with puffs of smoke from its twenty-two outsize wheels, ending the historic maiden flight for a plane that Airbus hopes will carry it to market dominance.

**Feature Lead:** Among the hordes of spectators watching the world's largest passenger plane take flight was one holding a banner that read: **FLY BABY FLY.** And, fly it did. The question now is: Will it sell?