

FEATURE ARTICLE CHEAT SHEET

A feature should be an indepth article of around 1,500 -2,000 words long and gives the writer the opportunity to bring their personality into the piece

The headline should summarise the story and grab the readers attention quickly.

A standfirst: Introduce the reader and give them a taster sample in around 100 words.

The introduction: Should hook the reader in. A hard hitting quote can work best for this.

Next few paragraphs: Should include the who, what, where, when, why, how. Can include a mix of long and short sentences.

Middle Section 1: Add the human interest angle with some quotes from someone affected by the story or an expert who can put their point of view across.

Middle Section 2: Start adding colour. Start fleshing out the details - add some meat to the bones of the story.

Final Section 1: Build in the background with some substance and statistics to backup facts and figures.

Final Section 2: Summary of the salient details and end with quote relating to the introduction.

IMPACTFUL HEADLINE

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