

- What's the difference between features and press releases? Features are the crown jewels of news stories, where you can have a little more freedom in getting your message across than when you are simply issuing a press release.
- Press releases are "hard" news. They present the facts in a clear concise manner, with one or two quotes and little background information. A news feature, on the other hand, tells a story in a creative and fun way. There's no single best way to write a news feature, except to try to make your readers feel like they are there.

How do you put it all together?

- A news feature is really just a set of mental images
- In a feature, it's not necessary to start with a typical lead that tells the "who, what, where, when, and why."
- Be free to develop your ideas as you go. Just remember that you need an interesting, catchy lead to make your readers want to continue to read through the story.
- Be responsible for taking all of the pieces of the puzzle and putting them together so that the readers understand the point/s you are trying to make.
- Opinions should not be part of the news feature.

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