

# Qualities of a Feature Story

- Feature stories are descriptive and full of detail.
- Feature stories generally have a strong narrative line.
- Feature stories have a strong lead that grabs readers and makes them want to read on.
- Feature stories often depend on interviews.
- Feature stories include quotations from the person(s) involved.
- Feature stories combine facts and opinion, with a focus on the human interest side of the story. While they can report news, the news content is not of primary importance.
- Feature stories both educate and entertain. They can include colorful detail as well as humor.
- Feature stores contain the voice of the writer.
- Feature stories can be organized in a variety of ways (i.e., chronologically, narrative fashion).
- Feature stories often put the “meat” on the “skeletal bones” of a news story.