

Features

WHAT IS A FEATURE?

Similarities between Hard News and Features

1. Features require research, accuracy and thorough facts.
2. Features do not editorialize.

Differences between Hard News and Features

1. Features especially focus on emotions and human interest.
2. Features may be less timely.
3. Features can incorporate more creativity. Top impact printed form is rarely used in features.

Types of Features

- News feature
- Human interest feature
- Personality profile
- Informative feature
- Historical feature



Editorials & Opinions

DIFFERENCES BETWEEN EDITORIALS AND OPINIONS

Editorials . . .

- represent the opinion of the majority of the newspaper's editors or the publisher
- use the first person plural pronoun, we
- are unsigned

Opinions . . .

- represent the opinion of the writer
- use the first person, singular pronoun, I
- are signed

What Editorials and Opinions Can Do

1. Criticize
2. Praise
3. Inform
4. Advise editor
5. Entertain
6. Persuade
7. Raise questions
8. Reveal
9. Provide historical background
10. Entertain



Sports

SPORTSWRITING CRAFT

1. Know the game.
2. Reveal the action. Describe as readers can visualize.
3. Use factual verbs.
4. Know the histories of the teams, coaches, and players.
5. Identify strengths and weaknesses of teams and individuals.
6. Support opinions with facts.
7. Reveal human interest, not just facts.
8. Focus on how and why, not just what.
9. Be experienced in coverage of various sports, fan to opposing teams.
10. Be aware of what happens off the field, the economics, politics, and personalities of the game.

Types of Sports Stories

- Balance story
- Post-game story
- Travel story
- Season summary
- Profile
- Sports feature
- Sports briefs
- Hard-news sports story



Inverted Pyramid

Summary Lead

Most Important Facts
Up front

Supporting information



ADVANTAGES OF THE INVERTED PYRAMID FORM

1. It places the major news in the opening, grabbing the reader's attention and identifying the story's central meaning.
2. It provides a standard form for journalists to use when writing under pressure.
3. It ensures that the most important information gets printed even when the writer runs out of time.
4. It allows editors to cut the story from the bottom up without rewriting.

Leads

Summary Lead (also called a "nut lead" or "lead lead")
 Tells what, when, where, why, how, or what happened, and usually lists the 25 words, a summary lead answers the most important of these questions in a way that summarizes the story. This is the most common lead-type lead.

Anecdote Lead
 This lead focuses on one person or event that illustrates the main subject of the story, such as a person's life or a specific event. Anecdote leads require more space than summary leads, but they often interest readers, especially leads on subjects of "hot" news that catches the eye of the writer.

Descriptive Lead
 The lead describes the subject and provides the writer's description of a person, object, or event to draw readers to read the rest of the story.

Writing STRONG LEADS
 Order: Generally, in hard news, the most important information comes first to capture the reader's interest.
 Active Voice: Usually active voice works better than passive voice because it emphasizes action.
 Verbs: Strong verbs work better than weak verbs. Verbs power the story.
 Length: Good leads avoid overly long, complex lead-in words.

Other Leads

- Narrative lead
- Question lead
- Quote lead
- Direct address lead
- Contrast or comparison lead
- Suspense or mystery lead




Finding Story Ideas

Establish and Use Beats
 In a beat system each reporter covers a specific beat. The degree of specialization may vary from paper to paper.

Read Other News Publications
 How do community, national, and international news connect to students?

Possible Beats for a School Newspaper

- Clubs
- Academic departments
- Sports
- Student government
- School administrators
- School board meetings and members
- City council meetings
- Community events



What Makes It News?

- Timeliness
- Proximity
- Prominence
- Entertainment
- Exoticism
- Importance or Consequence
- Human Interest
- Novelty

Hard News and Soft News

Hard News: Stories about important events that have just happened or are about to happen.

Soft News: Stories that are usually less timely and may focus more on interesting, but less significant, events.



Advertising

How to Sell Ads

- Survey student needs & spending habits
- Write an official advertising policy
- Print rate cards & contracts
- Know the client's business
- Follow-up sales calls
- Post special promotions

How to Create Ads

- Identify the product's unique benefits
- Use creative phrases & images
- Make captions or headlines
- Test ads on friends
- Check ads with clients
- Postcard Proofread, Proofread!

Purpose of Advertising

- Provide money for the publication
- Help businesses reach students
- Help students find goods & services
- Build bonds between students & community

PLACE IT
 To find an ad

SELL IT
 Make ads sell on their own

