



TV/VISUAL FEATURE REPORTS AND PACKAGES

News Now: Visual Storytelling in the
Digital Age

THE ROLE OF FEATURE STORIES

- ◉ Hard news stories convey information about important and interesting events
- ◉ People get most of their news from these types of stories
- ◉ But many stories, especially those that do not concern a specific event or pronouncement, are better produced as feature stories
- ◉ Feature stories are usually more interesting or unusual than important
- ◉ When the focus of a story is the how or why and not the what, then a feature approach is often used
- ◉ Feature stories do not follow the rigid inverted pyramid format
- ◉ Instead features can give writers, reporters, videographers and editors a chance to showcase their creative talents to help lure viewers into stories they might otherwise pass by

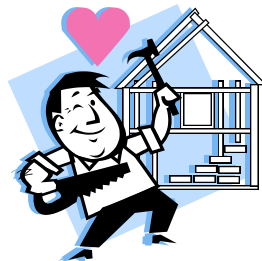


TYPES OF FEATURE STORIES

- ◉ Profiles or personality features—describe interesting people
- ◉ Human interest—people overcoming obstacles
- ◉ Trend and Lifestyle- what's hot/ what's not, what's in/what's out
- ◉ Occupation or hobby features—interesting, unusual jobs, hobbies, skills
- ◉ Explanatory features—often “sidebar” stories that provide more detailed explanations of an organization, activity, trend or person in the news
- ◉ Shed light on a hobby or passion of a well-known person



- ◉ Adventure features—describe unusual and exciting experiences
- ◉ How-to-Do-It features—show and tell viewers how to do something
- ◉ Seasonal features—tie in with holidays and seasons
- ◉ Historical features—often commemorate anniversaries of important events



PLANNING FEATURES



- ◉ A feature producer needs to take as much time as possible to gather background and factual information
- ◉ Think about the visuals to tell the story and the people to be interviewed
- ◉ Develop a clear theme for the story
- ◉ In a sentence or two, be able to answer this question: What is this story all about?
- ◉ Also consider, why people should care about this story



FEATURE LEADS (AKA SOFT OR ALTERNATIVE LEADS)

- ◉ Anecdote
- ◉ Description
- ◉ Scene setting
- ◉ Quotation
- ◉ Question
- ◉ Suspenseful leads
- ◉ Ironic leads
- ◉ Direct-address
- ◉ Words used in unusual ways

