Writing a Feature Story
Leads

– News lead: 5 Ws and 1H

– Feature lead: “Hooks” readers and pulls them in
Structure of Feature Stories

1. Hook to lure reader in
2. Nut graf (toward beginning, but not necessarily the opening paragraph)
3. Story told in narrative fashion, including clear establishment of mood, setting and characters
4. Bolt graf (resolves nut graft, toward end), leads to...
5. Moment of insight (point of entire article)
6. Closure