| **Type** | **Characteristics** | **Example(s)** |
| --- | --- | --- |
| **Personality profile** | ***What:****reveals an individual’s character and lifestyle; exposes different facets of the subject so readers feel they know him/her.*  ***Why:****readers love to learn about other people – famous, remarkable, unusual.*  ***How:****combines quotes, details, facts, descriptions to show more than tell.* |  |
| **Human interest**  **story** | ***What:****discusses issues through the experiences of another.*  ***Why:****readers like good stories to make them laugh or cry.*  ***How:****use storytelling skills – set scene, establish mood, describe characters, conflict.*  ***Note:****All features benefit from a human interest angle. Human interest stories discuss issues through the experiences of another.* |  |
| **Behind the scenes**  **(live-in, color) story** | ***What:****inside views of events, issues, unusual occupation, unique location or subculture; reporter becomes part of the culture and writes from first-hand experience.*  ***Why:****it gives readers the feeling of penetrating the inner circle or being a fly on the wall. They’re privy to unusual details and well-kept secrets about procedures or activities they might not ordinarily be exposed to or allowed to participate in.*  ***How:****captures mood and experience through observation, describing sights/sounds, interviewing participants.*  ***Personal narrative:****while discouraged, sometimes the best way to share an unusual experience is in a personal narrative, recreating the drama. However, the experience must be dramatic.* |  |
| **Analysis piece (background)** | ***What:****focuses on an issue or event in news; covers same subjects as hard news but in greater depth and detail; focus on individuals more than hard news stories (which focus on numbers and statistics); usually hung on an “individual’s story” peg.*  ***Why:****explain how something happened, why it matters; gives readers all they need to know about a complex topic quickly and in easily accessible format.*  ***How:****thorough research and interviews; may begin with person and tells human side of story.*  ***Spot feature:****focus on breaking news event (on deadline); often used as sidebars*  ***Reaction piece:****provides sampling of opinions.* |  |
| **Type** | **Characteristics** | **Example(s)** |
| **Trend story** | ***What:****covers what’s fresh and new and current – people, places, things, ideas (art, fashion, film, music, high-tech, fads, lifestyle).*  ***Why:****keep readers up-to-date on what’s affecting culture.*  ***How:****bright, light, tight; quick and easy to read, capture spirit of whatever trend is being discussed.*  ***Seasonal themes:****stories about holidays and change of seasons at specific times of the year.* |  |
| **Flashback/**  **historical features** | ***What:****commemorate historical anniversaries or turning points in social, political or cultural development. Juxtapose then vs. now.*  ***Why:****take reader back to revisit event and issues surrounding it. Explain significance and why it still matters.*  ***How:****Combine facts, photos, interviews to explain.*  ***Variation****: this date in history (short, reminds of significant events on particular date).* |  |
| **How-to (explanatory)** | ***What:****explains how to do something or how something works; detailed description that makes it easy for the average person to understand the entire process; often uses similes, metaphors; a step-by-step explanation to help a reader accomplish a particular job or task.*  ***Why:****teaches readers how to do something.*  ***How:****writer learns about topic through education, experience, research or interviews with experts.* |  |
| **Consumer guide** | ***What:****tells readers where to find best food, clothing, tech, music – anything they want to buy.*  ***Why:****readers want to get the best quality at lowest cost and want research done for them.*  ***How:****do research and rate items, list pros/cons, provide options, include when/where/how much info.* |  |