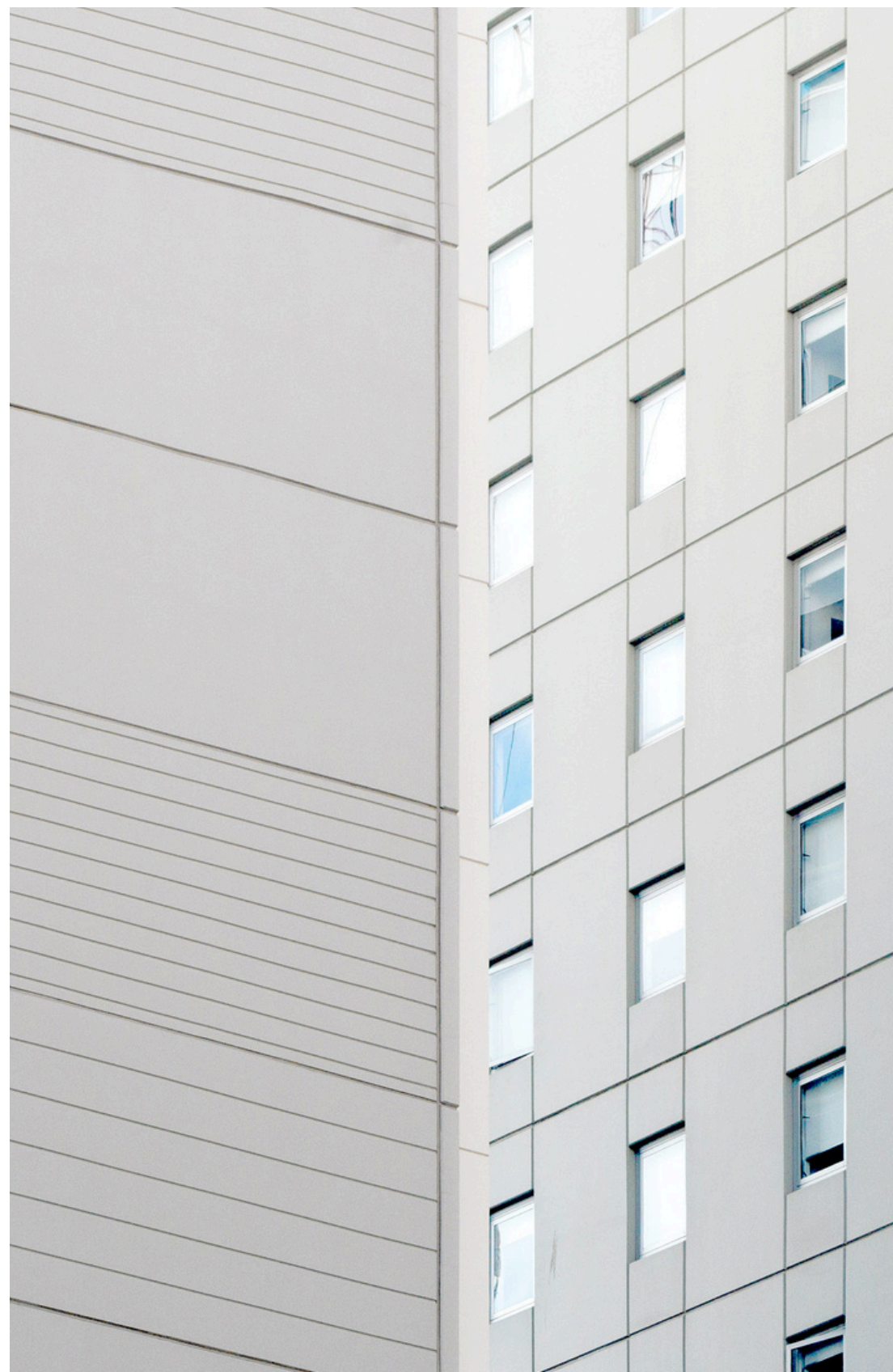


FEATURE STORY AND ARTICLE WRITING TRAINING GUIDE

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Introduction

Writing is one of the most powerful tools for informing, educating, influencing, and inspiring people. Whether in journalism, public relations, advocacy, development communication, or content creation, the ability to write compelling feature stories and articles is essential.

Objectives

1. Understand the difference between feature stories and articles.
2. Identify newsworthy and feature-worthy story ideas.
3. Conduct effective interviews and research.
4. Develop compelling story angles.
5. Structure feature stories professionally.
6. Write engaging introductions and conclusions.
7. Apply storytelling techniques.



UNDERSTANDING FEATURE STORIES



A feature story is an in-depth, creative, and human-interest story that goes beyond the basic facts of an event.

Unlike hard news, feature stories focus on:

Feature stories focus on:

- **People**
 - **Experiences**
 - **Emotions**
 - **Impact**
 - **Context**
 - **Solutions**
-

A feature story tells readers not only what happened but why it matters.

Example, News Report

"One hundred women entrepreneurs received grants in Lagos on Tuesday."

Feature Story

"After years of struggling to keep her tailoring business alive, 42-year-old Amina Yusuf finally received the support she needed through a grant programme that is transforming the lives of women entrepreneurs across Lagos."

Characteristics of a Good Feature Story

- **Human-Centred**
- **Descriptive**
- **Emotional**
- **Informative**
- **Well-Researched**
- **Engaging**

TYPES OF FEATURE STORIES

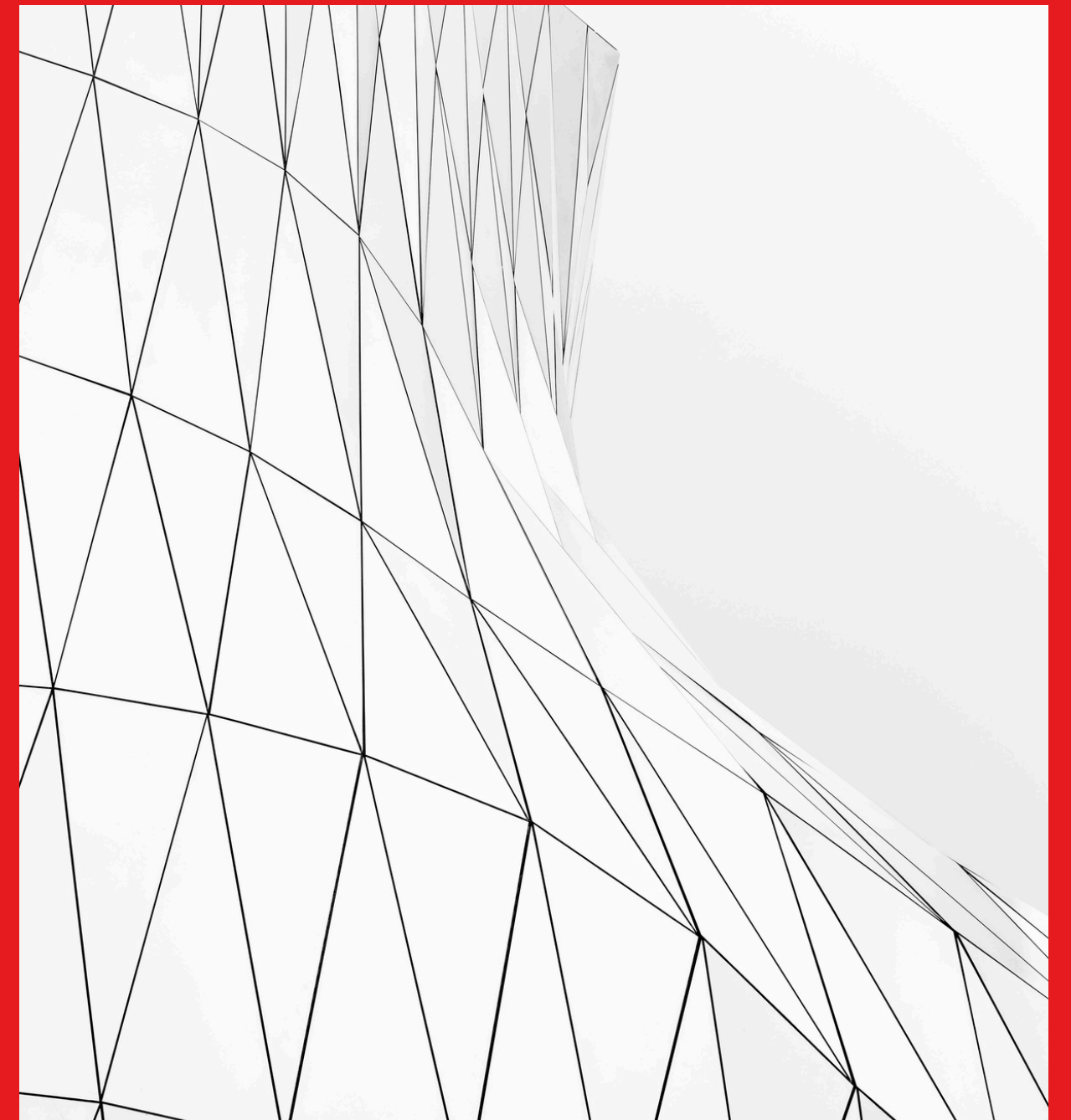
1. **Human Interest Feature**
 2. **Profile Feature**
 3. **Trend Feature**
 4. **Impact Feature**
 5. **Seasonal Feature**
 6. **Investigative Feature**
 7. **Development Feature**
-

UNDERSTANDING ARTICLE WRITING

An article is a structured piece of writing that informs, educates, persuades, or analyzes an issue.

Articles may be published in:

- * Newspapers**
- * Magazines**
- * Websites**
- * Journals**
- * Blogs**
- * Organizational publications**



Types of Articles

- **Informative Article**

Provides factual information.

- **Opinion Article (Op-Ed)**

Expresses a viewpoint.

- **Analytical Article**

Examines causes and effects.

- **Educational Article**

Explains a concept or issue.

- **Advocacy Article**

Promotes a cause or policy position.

FINDING STORY IDEAS

- Interviews
 - Events
 - Reports
 - Community Issues
 - Success Stories
 - Social Media
 - Questions to Ask
- * Who is affected? * Why is this important?
 - * What has changed?
 - * What problem is being solved?
 - * What lessons can readers learn?
-

DEVELOPING A STORY ANGLE

An angle is the specific perspective from which a story is told.

Example:

Topic: Women's political participation.

Possible Angles

- * Challenges women face in politics.**
- * Success stories of female politicians.**
- * Youth perspectives on women leadership.**
- * Impact of gender quotas.**

A good angle makes a story unique.

STRUCTURE OF A FEATURE STORY

Headline

Must attract attention.

Examples: From Street Vendor to Business Owner Breaking Barriers: Women Leading Change in Nigeria

Lead (Introduction)

Types of Leads

Anecdotal Lead

Begins with a personal story.

Descriptive Lead

Paints a picture.

Question Lead

Poses a thought-provoking question.

Quotation Lead

Starts with a powerful quote.

The first paragraph.

Body

Conclusion

STORYTELLING TECHNIQUES

Show, Don't Tell

Instead of: "She was poor."

Write: "She sold vegetables under a torn umbrella to feed her three children."

Use Strong Quotes

Quotes add authenticity.

Example: "For the first time in my life, I feel financially independent," she said.

Create Scenes, Describe: * Environment * Actions * Emotions

Use Simple Language

Avoid jargon.

Write for your audience.

WRITING FOR DEVELOPMENT COMMUNICATION

Development stories focus on change and impact.

- **Key Questions**
 - **What was the problem?**
 - **What intervention occurred?**
 - **Who benefited?**
 - **What changed?**
 - **What evidence exists?**
 - **What lessons emerged?**
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WRITING OPINION ARTICLES (OP-EDS)

- Structure
- Hook
- Attention-grabbing opening.
- Context
- Explain the issue.
- Argument
- Present your position.
- Evidence
- Support with facts.
- Recommendations
- Suggest solutions.
- Conclusion
- End strongly.

Thank You

A skilled writer does more than report events;
they uncover meaning.
