Questions of comments about Hawthorne should be directed to Bobby Hawthorne, exec@hawthornex.com.

The ending should give a sense of finality and resolution to the reader. It wraps up all loose ends and leaves the reader with a single, significant thought: It stands above as the reader's final impression.

Conclusion

If the story is organized in a logical order, the reader does not necessarily mean chronological order. However, the reader should be able to follow the narrative of the story as action jumps back and forth from the past to the present and even the future. The following leads is much better: "Tell me more, a fact that needs clarification, not my opinions."

What makes a good lead:

- It should lead the reader into the story.
- It should establish the mood of the story and supply the theme of the article.
- It should create an image, sound a verbal message, and capture the reader's imagination.

Lead

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Directs: International Press Conference

By Bobby Hawthorne

Structure of a Feature Story

Making a World of Difference

VIL
Feature Leads

The best rule in feature writing is to observe no rules, aside from those of basic journalistic style and structure.

The best lead for the feature story is a natural extension of the story — nothing forced or contrived without consideration to the tone or subject of the story. More bluntly stated, the best lead is the lead that is relevant, grabs the reader’s attention and fits the mood of the story.

The following are novelty leads. They should be used with caution and never forced to fit a story. When a novelty lead serves the purpose of grabbing the reader and holding his attention while establishing the tone of the story, it should be used without reservation.

n Literary allusion: Relates a person or event to some character or event in literature.

To have been ordered into battle to attack a group of windmills with horse and lance would have seemed to Joe Robinson no more strange an assignment than the one given to him Thursday by Miss Vera Newton.

n Historical allusion: Relates a person or event to some character or event in history.

Napoleon had his Waterloo. George Custer had his Little Big Horn. Fortunately, Napoleon and Custer faced defeat only once. For Bjorn Borg, the finals of the U.S. Tennis Open have become a stumbling block of titanic proportions.

n Contrast: Compares extremes — the big with the little, the comedy with the tragedy, age with youth, rich and poor — if such comparison is applicable to the news event.

(Or) Washington’s trip across the Delaware was child’s play compared with Dave Jason’s span of the Big Lick River. Astride a six-foot log, he chopped his way across the ice-bogged river yesterday.

His wealth is estimated at $600 million. He controls a handful of corporations, operating in more than 20 nations. Yet he carries his lunch to work in a brown paper bag and wears the latest fashions from Sears and Roebuck’s bargain basement.

n Miscellaneous Freak Leads: Employ ingenious novelty to attract the reader’s eye. This list can be extended indefinitely, to the extent of the reporter’s writing ability and imagination (tempered only by accuracy and relevance).

For sale: one elephant. The City Park Commission is thinking about inserting that ad in the newspaper. A curtailed budget makes it impossible to care for “Bobo”, a half-grown elephant lodged in special quarters at Westdale Park.

n Pun: A novelty that uses a pun to quirk the reader’s attention.

Western High’s trash collectors have been down in the dumps lately.

n One word: Uses a blunt, explosive word to summarize the most newsworthy feature.

Awesome.
That’s the best term to describe the Rattler girls’ basketball team, which notched its 15th consecutive win Friday night.

n Parody Lead: Mimics a well-known proverb, quotation or phrase.

What Heather Dolan wanted, what she really, really wanted, was to take her 10-year-old daughter to Wednesday night’s Spice Girls concert in Dallas.

So when the child’s paternal grandmother, who has full custody, said no, Mrs. Dolan took the issue to court.

Chalk up another victory for Girl Power.

n Startling Statement: Consists of a single powerful statement meant to startle the reader.

Ponce de Leon Avenue is a fat boy’s dream.

In one two-block stretch, just north of downtown Atlanta, restaurants are door-to-door, and the hungry but very busy people are bumper-to-bumper. A motorist can purchase three different brands of fried chicken, grab a handful of soft tacos, throw a pizza in the back seat, sample four different nationally advertised cheeseburgers and slurp down a butter-pecan milk shake and never get his car out of first gear.

By making right turns only in the block, the motorist could “do chicken right” and “run for the border” and save the Domino’s driver a trip. It is typical
The idea of the Kentucky Derby is to enjoy the event to the fullest. Whether you attend the race or watch it on television, the tradition of the Kentucky Derby is rich and offers many activities to choose from. Here are some ideas to make the most of your experience:

- **Watch the Race**: Watching the race is the most popular way to enjoy the event. You can either watch it live from Churchill Downs or watch it on television at home.

- **Themed Restaurants**: There are many restaurants in the area that offer Kentucky Derby-themed food and drinks. Some restaurants even have special menus and cocktails that are only available during the race.

- **Visit the Museum**: The Kentucky Derby Museum offers a glimpse into the history of the race and the horses that have won it. It also offers interactive exhibits and artifacts that are sure to impress.

- **Take a Tour**: There are many tours available that offer a behind-the-scenes look at Churchill Downs and the Kentucky Derby. These tours are led by knowledgeable guides who can provide insights into the history and culture of the race.

- **Stay at a Hotel**: Accommodations are available in and around Louisville for those who want to stay near the action. Many hotels offer special packages and deals during the race weekend.

- **Plan Your Day**: Make sure to plan your day ahead of time. You can purchase tickets to the race in advance and plan your transportation to and from the track.

- **Enjoy the Food**: The Kentucky Derby is known for its delicious food and drinks. Be sure to try some of the signature dishes and cocktails that are only available during the race.

- **Get Your Tickets**: Make sure to purchase your tickets in advance to avoid any last-minute rush. Tickets can be purchased online or at the track.

- **Prepare for the Weather**: Make sure to check the weather forecast before the race. Dress in layers and be prepared for any sudden changes in temperature.

- **Stay Safe**: Always be mindful of your surroundings and stay safe while enjoying the event. Be aware of your belongings and stay alert.

By following these tips, you can make the most of your Kentucky Derby experience. Whether you're a seasoned attendee or a first-time visitor, the Kentucky Derby offers something for everyone.
horse, Gato del Sol, when they emerged from the quiet of the stable area at Churchill Downs and began that long trek around the clubhouse turn toward the saddling paddock. There were 141,000 people packed into the Downs last Saturday afternoon — a warm, bright day in Louisville — and thousands lined the clubhouse turn, a few yelling at Gregson as the colt strode by. “What’s the name of your horse?” Less than an hour later, that nameless horse stood in the champion’s ring.

n Then and now: Shows progress over time.

The Rio Grande once flowed through here, a wide and robust river surging between steep banks as it followed a southward course hugging the state’s curvy profile.

No more.

Four-plus years of drought in West Texas and the neighboring Mexican state of Chihuahua have turned the storied river into a trickle meandering through mud and gravel fields adorned here and there with discarded tires.

n Twist of fate: Reveals an odd turn of events or unusual twist on an old story.

On a recent Saturday night, Jann Browning was rocking to the music of Maylee Thomas into the wee hours of the morning.

The problem is, the retired medical photographer was in her own bed upstairs in her Old East Dallas home. Across the street, a new neighbor, the Palace and Moonshine Cafe, had recently moved into a former church one block off Lower Greenville.

Ms. Browning said her bed vibrated to the bass notes like unwanted magic fingers.

n Question: Here’s a good example of

a question lead.

What is the price for a piece of history?

Bob Zafian of Newton, N.J., a dealer in sports memorabilia, and Gary Zimet, a New York-based dealer in historical autographs and letters, are about to find out. They are the agents for the album that legendary musician John Lennon signed for his assassin, Mark David Chapman, before he was fatally shot in December 1980.

n Question: Serves best when a problem with reader appeal is the crux of the story. The question should have direct relevance to the reader — not a cliché like, “Have you ever been poor?”

Are you tired of hormone as cultural myth, as shorthand for swagger and machismo, ferocity and obnoxiousness, the beardskin beneath the three-piece suit?

Do the ubiquitous references to “testosterone poisoning” and “testosterone shock,” to “testosterone-fueled heavy metal” and “testosterone-crazed oppressors” make you feel a bit, well, testy?

Do you think it unfair to blame one lousy chemical for war, dictatorships, crime, Genghis Khan, Gunga Din, Sly Stallone, the NRA, the NFL, Stormin’ Norman Schwarzkopf and the tendency to interrupt in the middle of a sentence?

Ready to give the so-called male hormone a break and return all testosterone clichés with a single pound of a drum?

Retire away. As it turns out, testosterone might not be the dread “hormone of aggression” that researchers and popular imagination have long had it. It might not be the substance that drives men to behave with quintessential guyness, to posture, push, yelp, belch, punch and play air-guitar.

If anything, researchers say this most frightened of hormones might be a source of very different sensations: calmness, happiness and friendliness, for example.

n Quote: As a general rule, avoid quote leads. When used, the quote should be dynamic and capture the theme of the story. The following lead comes from a story about Joely Fisher, who plays Paige Clark on the TV series, Ellen.

“People usually have two completely different opinions of what my life must have been like growing up,” said the actress Joely Fisher, 28, a child of the short (1967-69), unhappy union between Connie Stevens, the sex kitten of 1950s TV, and Eddie Fisher, the singer and former matinee idol.

“Half think it must have been so difficult, and the rest believe I got everything I ever wanted,” added Fisher.

“I see my life as wacky yet grounded.”

She was raised in a mansion in Beverly Hills and was well-fed, well-educated and well-traveled. So what was the problem? An absentee father was a self-confessed drug addict and a mother whom Fisher describes as a “sexpot.”

By BOBBY NAWTHORNE

Austin, Texas
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Is any one topic covered in a string of successive paragraphs?

(a) Exposition paragraph
(b) Partial quotation
(c) Direct quotation

Paragraphs indicate the number of paragraphs of each type.

Determine whether the writer achieves an appropriate balance of quotations and exposition.

6. Which qualities make this story interesting and unusual? (List the qualities and explain why.)

5. Identify two or three sources the reporter must have had for this story. Indicate name and position.

4. Explain how the final paragraph comes or reemphasizes this theme.

3. What theme or angle does the writer emphasize throughout the story?

2. What type of feature is this example?

1. Headline

Example No. (if applicable)

The following questions are tools for analyzing others' feature writing and your own. Use one of

Writing Your Feature Analysis

Exercise 22A

Date

Name

Newswriting Workshop 22
8. What transitional devices link paragraphs 2 through 5 to the one preceding each? List the type, along with the linking words or phrases from each pair of paragraphs.
   (2) ____________________________________________
   (3) ____________________________________________
   (4) ____________________________________________
   (5) ____________________________________________

9. What sidebars, if any, are used? List type and caption or heading.
   ________________________________________________

10. What weaknesses, if any, do you find in this story? Be precise, giving examples.
    ______________________________________________
    ______________________________________________
    ______________________________________________
    ______________________________________________
    ______________________________________________
    ______________________________________________

11. Briefly sum up your overall opinion of this feature.
    ______________________________________________
    ______________________________________________
    ______________________________________________