

FEATURES 2009  
Cultivate a timeless Feature



# Features

## What is a Feature?

Features provide a human interest angle. A feature is like a good story - it must be creative, compelling and well written to capture and keep a person's attention. Tips or advice from an expert, a product "end-story" showing its consumer benefits, a significant achievement by an employee or company, a product or service related to an upcoming holiday are all examples of good feature material.

## Features Versus Press Releases

Features differ from a typical press release due to their long shelf life, commonly referred to as evergreen because a feature can be used weeks or months after it is issued. Features are also written in a particular style. For example, avoid dating a feature to a specific event or anniversary in order to keep its evergreen appeal. And while a feature may show the merits of a product or service, you must do so without making it sound promotional. By taking the time to compose your story in the features style, an editor just may use it as written (with few, if any, text changes). Refer to the back page for paragraph by paragraph tips of how to write your feature.

## Distribution Options

BusinessWire offers two ways to issue a feature, along with many methods of enhancing your feature (see details on the previous page).

Our **Feature Topic Series** designates a general theme, sometimes including a focus within, and

distributes all of these features on the designated day to reporters and news organizations interested in the subject matter. Our 2009 topics range from family to real estate.

If you have a feature ready to go now or one that may not fit one of our pre-designated categories, you can send it over **Features National**. This circuit reaches thousands of print, broadcast and online media outlets; relevant industry trade media; and our full list of online news sites, portals and databases; plus free **NewsTrak Reach, Posting** and **Access** reports for important monitoring and tracking information.

[\\$495 first 400 words; \\$125 each additional 100 words.](#)

With either of these options, your feature is posted on BusinessWire's website and includes social bookmarking tags which will allow readers to share your story on sites such as Digg and del.icio.us. And by adding **EON: Enhanced Online News**, your feature is placed on an additional, highly-optimized web platform which includes a permanent URL, Technorati tags and a never-ending presence on the web. [\\$495 first 400 words; \\$125 each additional 100 words.](#)

## Writing and Submitting a Feature

Before you write your feature, be sure to read the writing tips on the back page. If you need help or suggestions when drafting your feature, please contact the experts in our Features Department. [Features@BusinessWire.com](mailto:Features@BusinessWire.com).



# Expand Your Feature

## Enhanced Features

This combo helps your feature stand out and stick around even longer by adding:

**Smart New Release:** Add a photo, video or other multimedia asset to your feature. Photo distribution via AP PhotoExpress, comprising of more than 1300 US newspapers.



**EON: Enhanced Online News:** Posting of your feature to our EON web platform to better optimize your story and make your copy even more evergreen.

[\\$1000 first 400 words; \\$125 each additional 100 words](#)

## Feature Brief

A cost-effective way to give your feature more exposure.

Submit a summary (100 words or less) of your feature\* which ran over Business Wire. At the end of the month we will transmit it, along with other summaries, to features and section editors nationwide. This gives them a second opportunity to pick up and run your story. Your Feature Brief is linked to your original, full text feature on the Business Wire website.

[\\$100](#)

[\\*Feature Brief must be submitted in the same month which the feature was issued.](#)

## Going Green

The Going Green series sends your eco-friendly consumer news to both our Features National and CSR Circuits. Connect with lifestyle, consumer and specialty media, while also reaching the Corporate Social Responsibility organizations and publications. Tell consumers about the latest in green products, services or advice that will benefit families, our homes and the planet. Suggested stories could focus on eco-style, organic living or how to improve everyday life and the environment.

[\\$790 first 400 words; \\$125 each additional 100 words](#)

For more suggestions on developing your Going Green feature, contact the Features Department: [Features@BusinessWire.com](mailto:Features@BusinessWire.com)

## North American Precis Syndicate

Complement your Business Wire distribution by adding options from North American Precis Syndicate (NAPS). NAPS distributes camera-ready copy to 10,000 newspapers in the United States, with particular focus on community publications. Use NAPS to turn your feature into broadcast-ready copy and reach more than 6,500 radio stations or 1,000 plus television stations. Reports and clips are included.

NAPS is highly regarded as the premier provider of camera-ready features copy. Features are sorted into 30 topics to provide quick and easy access by the media, who use the content to fill up holes in their copy. Features are archived for six months and media access and use is complimentary.

For more information regarding NAPS and its services, contact the company directly at [bwire@napsnet.com](mailto:bwire@napsnet.com).

Submit your feature no later than the date listed. Transmission dates will be two to five days after the noted deadline. Features typically are issued at 4:35 am Eastern Time.

## January

- SUBMIT BY:** 6 Sports & Hobbies I & Super Bowl  
9 Black History Month  
13 Fitness & Health I  
16 Valentine's Day I  
20 Personal Finance I & Taxes  
22 Family I & Teens & Tweens  
23 Valentine's Day II  
30 Going Green Consumer I

## February

- SUBMIT BY:** 3 Technology I  
5 Fashion & Beauty I & Bridal  
10 Food & Beverage I  
12 Home & Garden I  
13 Women's Focus I & Women's History Month  
17 Philanthropy I  
19 Consumer Focus I  
20 Arts & Entertainment I  
24 Diet & Nutrition I  
26 Small Business I

## March

- SUBMIT BY:** 3 Real Estate I  
5 Seniors I  
10 Travel & Leisure I  
13 Easter & Passover  
17 Sports & Hobbies II & Fantasy Sports  
20 Personal Finance II & Taxes  
24 Fitness & Health II  
26 Family II & Men's Focus  
27 Workplace & Careers I  
31 Going Green Consumer II & Earth Day

## April

- SUBMIT BY:** 2 Education I & Graduation  
7 Diet & Nutrition II  
9 Family III & Baby  
14 Technology II & Electronic Games  
16 Mother's Day  
17 Arts & Entertainment II  
21 Home & Garden II  
23 Asian Heritage Month  
28 Pets I

## May

- SUBMIT BY:** 1 Travel & Leisure I & Summer Outdoors  
5 Small Business II  
7 Education II  
8 Sports & Hobbies III & Kentucky Derby  
12 Fashion & Beauty II & Bridal & Proms  
14 Seniors II  
15 Consumer Focus II  
19 Books & Audio & Video I & Summer Reading  
28 Fitness & Health III & Wellness  
29 Going Green Consumer III

## June

- SUBMIT BY:** 2 Father's Day  
5 Family IV & Teens & Tweens  
9 Home & Garden III  
12 Independence Day  
16 Workplace & Careers II  
19 Food & Beverage II & Entertaining  
23 Travel & Leisure III  
25 Women's Focus II  
26 Events & Awareness Days Showcase I

## July

- SUBMIT BY:** 7 Pets II  
9 Diet & Nutrition III  
10 Religion & Spirituality I  
14 Autos & Transportation I  
16 Family V  
17 Consumer Focus III  
21 Travel & Leisure IV  
23 Small Business III &  
Hispanic Business  
24 Technology III  
28 Back to School I  
31 Going Green Consumer IV

## August

- SUBMIT BY:** 4 Home & Garden IV  
6 Food & Beverage III  
7 Arts & Entertainment III  
11 Seniors III  
13 Workplace & Careers III &  
Labor Day  
14 Back to School II  
18 Sports & Hobbies IV &  
Fantasy Sports  
20 Hispanic Heritage Month  
21 Personal Finance III  
25 Family VI

## September

- SUBMIT BY:** 1 Religion & Spirituality II  
9 Real Estate II  
10 Fitness & Health IV  
15 Fashion & Beauty III & Bridal  
17 Women's Focus III & Breast  
Cancer Awareness Month  
18 Technology IV &  
Electronic Games II  
22 Travel & Leisure V  
24 Pets III  
25 Small Business IV  
29 Going Green Consumer V

## October

- SUBMIT BY:** 1 Halloween  
6 Books, Audio & Video II &  
Winter Reading  
8 Autos & Transportation II  
9 Family VII & Baby  
13 Diet & Nutrition IV  
15 Personal Finance IV  
16 Holiday I  
20 Philanthropy II  
22 Education III  
27 Thanksgiving  
29 Holiday II & Gift Guide I  
30 Home & Garden V  
& Do-It-Yourself

## November

- SUBMIT BY:** 3 Holiday III & Internet Shopper  
5 Fashion and Beauty IV & Bridal  
6 Fitness & Health V & Wellness  
10 Travel & Leisure VI &  
Winter Outdoors  
12 Food & Beverage IV  
13 Holiday IV & Gift Guide II  
17 Holiday V & Toys of the Season  
19 Workplace & Careers IV

## December

- SUBMIT BY:** 1 Holiday VI & Gift Guide III  
3 Holiday VII & Last Minute  
4 Arts & Entertainment IV &  
Pop Culture  
8 Business Year Ahead 2010  
10 Travel & Leisure VII  
15 Resolutions 2010  
17 Events & Awareness Days  
Showcase II 2010  
18 Diet & Nutrition V

# How to Write a Better Feature

Paragraph by Paragraph Tips to Help You Gain Media's Attention

## Headline

Summarize your story in 20 words or less. Think of how you can interest people in your story and let them know what it is all about.

## First/Lead Paragraph

Reinforce the headline message. Give readers more to whet their appetites - but just a kernel of information. Keep it tight - no more than 30 words.

## Second Paragraph

Expand the lead and back it up. Attribute the lead and identify the source or expert (e.g., ... said Mary Jane Sweet, director of Sugar Cone Corporation.). **Editors will not read past this paragraph if they do not know who is providing the text.** This is also an ideal place to add a website address.

## Third Paragraph

Bring the story to life with your best quote. Humanize the feature. This shows editors that your expert will be interesting to interview. Start with the quote first, then add the attribution

(include the person's first and last name, title and company name). If you want to add another quote by the same person, you can reference with the last name only.

## Fourth Paragraph

Give more details to further the story, tell readers how the product works or introduce tips. List the tips in bullets - do not number them. When editors are tight on space they may need to edit the list. After you give the details, you may want to use another good quote from a third party.

## Fifth Paragraph

If you have statistics or research findings, or you want to show how your story has affected people, this is the paragraph to do so.

## Sixth Paragraph

Close your story. Give people the facts and everyone will be happy. Provide price information and how to obtain the product or service. Also include the website address. **Most importantly, keep your feature story to 400 words.**

The more you write, the more likely the editor will use another story that is less time-consuming to prepare.

## Boilerplates and Corporate Identity Statements

### Do Not Include On A Feature!

Don't be shocked - there's good reason. Feature editors do not like to read this type of standardized text and rarely will use it.

**Remember that feature content is very different from a regular press release** and usually does not contain text that requires a disclaimer.

## Note to the Media

If you have a spokesperson available for interviews, be sure to add a note to editors at the end of your release to let them know.

### Still Need Help?

Contact our  
Features Department:  
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