



FEATURES 2010
WRITING TIMELESS FEATURES



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 typical press releases 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

Business Wire 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 2010 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.

With either option, your feature is posted on Business Wire'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.

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.



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 in which 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:
Features@BusinessWire.com

Toll-Free in the U.S. & Canada: 888.381.9473

Atlanta	770.667.7500	London	+44 (0)20.7626.1982	Sacramento	916.772.2570
Boston	617.742.2760	Los Angeles	310.820.9473	San Antonio	210.527.9100
Brussels	+32 (0)2.741.2455	Miami	954.474.8833	San Diego	619.686.8650
Charlotte	704.347.1590	Minneapolis	612.376.7979	San Francisco	415.986.4422
Chicago	312.223.1037	Nashville	615.661.6123	Seattle	206.405.4000
Cleveland	216.781.0220	Newport Beach	949.757.1021	Silicon Valley	408.970.4550
Dallas	972.458.9555	New York	212.752.9600	Sydney	+61 (0)2.9699.2219
Denver	303.861.8833	Paris	+33 (0)1.56.88.29.40	Tokyo	+81 (0)3.3239.0755
Frankfurt	+49 (0)69.915066.0	Philadelphia	610.617.9560	Washington, DC	703.243.0400
Houston	713.871.1900	Phoenix	480.990.9942		

General Inquiries: info@businesswire.com

www.BusinessWire.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:** **5** Sports & Hobbies I, *Super Bowl*
7 Black History Month
8 2010 Winter Olympics
12 Fitness & Health I
15 Valentine's Day I
19 Personal Finance I, *Taxes*
21 Family I, *Teens & Tweens*
26 Valentine's Day II
29 Going Green Consumer I

February

- SUBMIT BY:** **2** Technology I
4 Fashion & Beauty I, *Bridal*
9 Food & Beverage I
12 Home & Garden I
16 Women's Focus I, *Women's History Month*
18 Philanthropy I
19 Consumer Focus I
23 Arts & Entertainment I
25 Diet & Nutrition I
26 Small Business I

March

- SUBMIT BY:** **2** Real Estate I
4 Seniors I
5 Travel & Leisure I
9 Easter & Passover
11 Sports & Hobbies II, *Fantasy Sports*
12 Personal Finance II, *Taxes*
16 Fitness & Health II
18 Family II, *Men's Focus*
19 Workplace & Careers I
25 Going Green Consumer II, *Earth Day*

April

- SUBMIT BY:** **6** Education I, *Graduation*
8 Diet & Nutrition II
9 Family III, *Baby*
13 Sports & Hobbies III, *Kentucky Derby*
15 Mother's Day
16 Technology II, *Electronic Games*
20 Arts & Entertainment II
22 Home & Garden II
23 Asian Heritage Month
27 Pets I

May

- SUBMIT BY:** **4** Travel & Leisure II, *Summer Outdoors*
6 Small Business II
7 Education II
11 2010 World Cup
13 Fashion & Beauty II, *Bridal & Proms*
14 Books, Audio & Video I, *Summer Reading*
18 Seniors II
20 Consumer Focus II
21 Father's Day
25 Fitness & Health III, *Wellness*

June

- SUBMIT BY:** **1** Going Green Consumer III
3 Family IV, *Teens & Tweens*
4 Home & Garden III
8 Independence Day
10 Workplace & Careers II
15 Food & Beverage II, *Entertaining*
17 Travel & Leisure III
22 Women's Focus II
24 Events & Awareness Days Showcase I

July

- SUBMIT BY:** 6 Pets II
8 Religion & Spirituality I
9 Autos & Transportation I
13 Family V
15 Consumer Focus III
16 Travel & Leisure IV
20 Back to School I
22 Small Business III,
Hispanic Business
23 Going Green Consumer IV
27 Diet & Nutrition III
29 Technology III

August

- SUBMIT BY:** 3 Home & Garden IV
5 Food & Beverage III
6 Arts & Entertainment III
12 Seniors III
13 Workplace & Careers III,
Labor Day
17 Back to School II
20 Sports & Hobbies IV,
Fantasy Sports
24 Hispanic Heritage Month
26 Family VI
27 Personal Finance III

September

- SUBMIT BY:** 7 Religion & Spirituality II
10 Real Estate II
14 Fitness & Health IV
16 Fashion & Beauty III, *Bridal*
17 Women's Focus III, *Breast
Cancer Awareness Month*
21 Technology IV,
Electronic Games
23 Travel & Leisure V
24 Pets III
28 Small Business IV
30 Going Green Consumer V

October

- SUBMIT BY:** 1 Halloween
5 Books, Audio & Video II,
Winter Reading
7 Autos & Transportation II
8 Family VII, *Baby*
12 Diet & Nutrition IV
14 Personal Finance IV
15 Holiday I
19 Philanthropy II
21 Education III
22 Thanksgiving
26 Holiday II, *Gift Guide*
28 Home & Garden V,
Do-It-Yourself

November

- SUBMIT BY:** 2 Holiday III, *Internet Shopper*
4 Fashion and Beauty IV, *Bridal*
5 Fitness & Health V, *Wellness*
9 Travel & Leisure VI,
Winter Outdoors
11 Food & Beverage IV
12 Holiday IV, *Gift Guide*
16 Holiday V, *Toys of the Season*
18 Workplace & Careers IV
30 Holiday VI, *Gift Guide*

December

- SUBMIT BY:** 3 Diet & Nutrition V
7 Holiday VII, *Last Minute*
9 Arts & Entertainment IV,
Pop Culture
10 Business Year Ahead 2011
14 Travel & Leisure VII
17 Resolutions 2011
21 Events & Awareness Days
Showcase II, 2011

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 more than 1300 US newspapers.



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

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.

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 Corporate Social Responsibility organizations and publications. Tell consumers about the latest in green products and services, or offer green 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.

For more suggestions on developing your Going Green feature, contact the Features Department: 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.