



Writing Feature Articles

**A one-day writing skills workshop for
PR practitioners with established news writing skills who
submit feature articles to the trade press or
to daily or weekly newspapers**

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates are shown techniques for writing feature articles of a professional standard.

They learn how to recognise what makes a feature and what makes an article a good read. They analyse the twenty basic types of feature and how to research, shape and write an article.

They get a system for writing articles quickly and to length.

This course was designed by the late Peter Henshall, a features editor who trained working journalists.

Delegates learn how to:

- Shape and pace an article
- Write lively copy and intriguing intros
- Understand the differences between writing news releases and writing feature material
- Use a system for writing swiftly and to a word count
- Identify angles which will interest a publication's readership
- Develop interviewing skills to enhance ghost writing and information gathering

COURSE CONTENT

Understanding Feature Articles

The distinction between news and features. The importance of the role of features.

Understanding the twenty basic types of feature article. How to spot feature angles in your day-to-day work.

Handling Introductions

The intro and its vital role in a feature article. Why some intros work and others don't.

How to use the four golden rules of intro writing to engage the interest of your readers.

Shaping the Article

Ways of structuring, styling and ending your article for maximum impact.

How to write swiftly to a word count. Why the word count is critically important.

Researching your Article

Interviewing skills that will make your article more authoritative and balanced.

Using those skills to handle the internal politics surrounding feature articles.

Plan your training

Writing Feature Articles covers the skills of writing professional feature articles and of coming up with feature ideas that will appeal to editors.

The course is a natural companion to our *News Writing* course.

Although each course is self-contained, you will get greatest benefit by taking *News Writing* first. It contains knowledge which will be assumed in *Writing Feature Articles*.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider

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