

## Feature Story Guidelines

Please create your feature story using the following guidelines:

### 1. Image

- A relevant photographic image, at least 174x126 pixels at 72 dpi.
- Larger images are preferable to allow cropping
- If you don't have a photo, go to <http://www.istockphoto.com>, search for an image that suits your story, copy down the corresponding number, and e-mail the istockphoto.com image number to the State Web Information Publisher ([linda.morrell@state.or.us](mailto:linda.morrell@state.or.us)). If approved, DAS will purchase the photo.

### 2. Feature Story

- If your agency is already using design v.3 in TeamSite, you can provide us with a link to an existing story. Provide us with the name of the **mini site** and the name of the **popularity box**. We will link to it. For example:

**Mini site:** DHS Transformation  
**Popularity Box:** /DHS/transformation/popularity\_boxes/feature.html

- If your agency is not using design v.3 in TeamSite, you will need to provide us with a link to your Web page. We prefer that your story is posted to your agency's website, not linked to a pdf.

### 3. Please provide the following parts for the feature story. (See sample below.)

Count the maximum characters, not words, including spaces. They can be a lesser amount, but they can't be more!

- Heading <maximum characters including spaces = 80>
  - i.e. – “Plenty o’nutrition at farmer’s markets”
- Sub-heading <maximum characters including spaces = 75>
  - i.e. – “Special programs match nutritious food with people in need”
- Body <maximum characters including spaces = 500>
  - i.e. – “Four out of five American consumers are more concerned...”
- Link text <maximum characters = 70>
  - Please note, our editorial guidelines require that we do not use words like “more” or “click here.” Instead, write a short sentence or phrase that encapsulates your story.
    - i.e. – “Farmer’s Market” or “Nutritious food sold at farmer’s market”

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## SAMPLE FEATURE STORY

3a

→ **Plenty o' nutrition at farmers' markets**

3b

→ **Special programs match nutritious food with people in need**

3c

→ Four out of five American consumers are more concerned about health, nutrition, and fitness than they were a year ago, but nutrition is the top priority, according to a recent food industry survey. What a great time for farmers' markets to open throughout Oregon this spring. Once again, farmers' markets will be offering seasonal food that is fresh, locally-grown, and nutritious. By the time a greater array of fresh fruits and vegetables are available, special nutrition programs will be underway to help bring Oregonians in need together with healthy food at farmers' markets.

3d

→ More...