* About a person, but doesn’t include everything like a biography
* Short
* Focused/intensive
* Biographical in nature, but with just one angle or focus
* Contain anecdotes that illustrate important themes in the person’s life – driven by anecdotes, not fact driven
* Intention is a genuine fascination with the person, place or subject
* Anecdotes and information are related directly to the subject
* One source is usually sufficient
* Profiles have a hook or lead to hold the reader until the end
* Anecdotes are substantiated by elements in the profile such as sounds and images
* Three aspects digital profiles – voice of subject, images and sounds that work together to tell the “story” within the profile

“*In a sense, it is the subject writing the article. The journalist is merely transcribing the story.”*

In Digital Profiles, this is done not with the journalist’s words, but by using the voice of the subject along with captured images and sounds.