The objective of this qualitative research is to study about the preparation of story package for news production of 3 online newspapers in England which are The Daily Telegraph, The Star and The Metro by using a case study method. The data collection consists of the web masters’ interviews. The findings are as follows:

1. The preparation of story package for news production began around 2006-2007 with the purpose of adding values to news contents to meet readers’ demand.

2. Story packages for news production are found various forms including video clips, audio clips, photo galleries, web boards, forums, discussion groups, chats, archives of news database, search engines, e-mails to editors, hyperlinks to news background or previous news pages and external links to some relating web sites, organizations, and topics.

3. Each newspaper organization has different procedures in preparing story packages: some newspapers may edit news broadcasts (audio and/or video) to limit the length while some others may not edit the clips.

*The research was financially supported by University of the Thai Chamber of Commerce