

# Types of Leads

aka..How to Get a Story Started

## Leads..

- ◆ The beginning of a news story is called a **lead**.
- ◆ The lead should tell the reader in one sentence or so what the story is all about.
- ◆ There are **seven** basic types of leads.
- ◆ Please take notes on the various types including the **definition** and the **example**.

## LEADS.....

- ◆ WHAT LEAD
  - Begins with “what happened”
- ◆ Example:  
*A fire caused slight damage in the cafeteria yesterday.*
- ◆ WHO LEAD
  - Begins with a name
- ◆ EXAMPLE:  
*Arnold Schwarzenegger is the new governor.*

## Leads...continued

- ◆ INDEFINITE WHO LEAD
  - Describes a person without giving the name*A former All-American football player will coach at ESHS next year.*
- ◆ WHY LEAD
  - Begins with the reason something happened*Due to overwhelming interest, the ESMS Science Club now meets in Bulldog Hall.*

## Leads...the last few!

- ◆ HOW LEAD
  - Begins with the method by which something was accomplished*As a result of a week-long fund-raising drive, our school has collected over \$26,000.*
- ◆ LINK LEAD
  - Uses the word as, where, or when to connect two ideas*The ESHS Choir will visit New York in the spring, where they will compete in nationwide choir contests.*

## Last, but not least!

- ◆ ING Lead
  - Begins with a participle (word usually ending in “ING”
  - usually contains a comma after the first few words
- ◆ *Swimming in the ocean, ESMS sixth graders enjoyed the third annual Ocean Safety Day at Venice Beach.*

## ASSIGNMENT

- ◆ Blank notebook page with a heading. The title is “TYPES OF NEWS LEADS”.
- ◆ Using the information from the packet, write the type of lead requested in your notebook.
- ◆ Be sure to use the facts presented in your lead.
- ◆ We will review your creations as we go along.