Sample Leads For Writing Practice Exercise 1

To write hard-news leads, find the main point in your notes and write a lead that emphasizes that main point.

1. Hard-news leads (Exercise 1, WRN p. 147)
   a. This lead should stress the reason students switch majors as in these examples:

   Poor teaching and an aloof faculty were cited as the main causes 60 percent of engineering and mathematics students switch majors in college, according to a study released Monday by the University of Colorado.

   or

   Sixty percent of college students who begin studying science, mathematics or engineering switch majors, according to a study released Monday by the University of Colorado.

2. Active/passive voice (Exercise 2, WRN p. 148)
   a. Active:

   A 29-year-old Phoenix man died Tuesday when his motorcycle was struck by a car on East Ina Road.

   b. Passive:

   A 17-year-old high school sophomore was sentenced yesterday to two consecutive life terms for the murder of two men in a convenience store.

3. Delayed identification Lead (Exercise 3, WRN p. 148)
   The man’s age or city may be used as an identifier, but both are better.

   A 44-year-old Tucson man was killed yesterday when he lost control of his truck and was thrown from the vehicle on East 15th Street near South Kino Parkway, police said.

   Michael Stephens, of the 3700 block of North Camino Street, died of head injuries at the scene of the accident at 2:30 a.m.

5. Impact Lead (Exercise 5, WRN p. 148)
   a. Students who live in residence halls at Pine State University will pay as much as 14.8 percent more for a double room next fall.