Sample Anecdote:

Joyce Price Manford remembers attending a birthday party at her friend Jane McCook's house. Jane's father-in-law was celebrating his 80th birthday and he had just blown out the candles on his cake.

That's when Manford slipped away and went to lie down in the bedroom. She was having a heart attack.

Sample Delayed Lead:

No multimillion-dollar contracts. No Sharpie-toting autograph seekers. No TV cameras or mouthy commentators. No trash talk. No bling-bling. No big-time corporate sponsors, although goodness knows, the folks who make Clorox might want to consider the opportunity.

After all, this is croquet.

Another Delayed Lead:

It's still unclear why he was naked.

But there’s no doubt it was Jody Lee Taylor, 1992 Virginia Lottery winner, who got high on crack cocaine and Crown Royal blended whiskey one night in June, drove his new Ford pickup the wrong way down U.S. 58 in Axton and then tried to run down a Henry County deputy.

Being a lottery winner didn’t cause Taylor’s problems, his friends and family say, but it sure didn’t help.

Sample Descriptive Lead - 1

Parkinson’s disease worked on Goldie Maurer like a slow-moving robber, taking away things one at a time.

Baling hay. Birthing calves. Working the controls of a John Deere tractor.

Each lost activity seemed to pull Maurer further from what she was – a Midwestern-born farm girl, raised in the 1920s on a farm near tiny Lena, Ill.
Sample Descriptive Lead – 2

Sirens wail in the night. Emergency lights strobe red and blue through the windows as a Lincoln Navigator and Ford Crown Victoria rush through a red light in Northwestern Washington, the cars ahead of them slowing, pulling to the curb. The big black vehicles speed past, straddling the solid yellow center lines, a mile or so from the White House.

Are they outriders for the president? Is he headed this way?
Is it the vice president? The king of Siam?
It’s Mayor Adrian M. Fenty. And he’s late for a citizen’s meeting near Anacostia.

Sample Statement Lead

Crime pays. Annual gross income from the rackets will probably exceed $50 billion this year. That makes the mob's business greater than all U.S. iron, steel, copper and aluminum manufacturing combined, or about 1.11 percent of the GNP (Gross National Product).

Accidents kill nearly 8,000 children under age 15 each year. And for every fatality, 42 more children are admitted to hospitals for treatment.

Sample Summary Leads

Charles and Louise Taylor have been living in a 1994 Ford since he lost his job two weeks ago. They are out of money and almost out of gas.

Police Chief Joe Smith's Baptist upbringing and his youthful fling at gambling have combined to make him a deadly foe of Capitol City's gamblers.

Sample Teaser Leads

It has 200 legs, a thousand toes, a hundred noses and scores of horns.
(Sounds like an insect or monster but is actually a story about a marching band.)

She said "no," but she did it anyway.

(A woman who married a man she had said no to several times previously, even on her wedding day.)
Sample “You (Direct Address) Lead”

Picture this scenario. You’re walking along when you notice a poster for a Springsteen concert. “The Boss is coming here!!!???” So, you grab your cell phone, aim it at a barcode on the poster, and are wirelessly connected to an online ticket agent.

If you just spent another Valentine’s Day alone and lonely, the state of Maryland can hook you up.

Sample Quotation or Literary Lead

Do not go gentle
Into that good night.
Rage, rage against
The dying of the light.
-- Dylan Thomas

He did, with all the fibers in his body. He had felt a concentration of will, a surge of strength, very quickly after those awful moments on a December day 14 months ago when he and his parents were told by a physician that he had a rare form of cancer.

Other Quote Leads

“Our children can’t read, add or find countries on a map,” the nation’s teacher-of-the-year told a congressional hearing.

“I wanted to slam the plane into a mountain so I could die with my husband,” said Betty Smith, whose husband died at its controls. But then, she thought of her children on the ground.

Question Leads

How much is an inch of height worth? Nearly $900 a year in salary, a new study finds.
Could this be the end of cereal aisle showdowns between parents and sweet-toothed tots? New reduced-sugar versions of popular children’s breakfast cereals – everything from Fruit Loops to Frosted Flakes – certainly sound promising, but consumers might want to hold off chiming in when Tony the Tiger says, “They’re Gr-r-eat!”

OTHER EXAMPLES:

Narrative

- Describes or sets a scene for the reader that illustrates the essence of the story
- It usually shows something happening

The hardest part was dyeing his sun-streaked hair Clairol midnight black. He splattered globs of hair color all over the bathroom and as he squeezed a thin white strip of glue onto the fake moustache, he noticed with irritation that the purplish-black dye had stained his fingernails.

When he pressed the moustache to his upper lip, he inhaled a whiff of glue. It made him feel high, confident; it put him in the mood. He looked into the medicine cabinet mirror and was struck by the face staring back. Gone were the tanned, blond good looks that had prompted a sportswriter to dub him the “golden boy golfer.”

The dark moustache and hair dye transformed Rick Meissner into somebody else: a bank robber.

In June 1977, Rick Meissner became the first card-carrying member of the Professional Golfers Association to turn bank robber, a part-time career that brought him a measure of fame he never achieved on the tour.

Descriptive

As we approached the pass between the barrier islands of Apalachicola, Florida, we began seeing the cannonballs, a white one here and a purple freckled one there, each pulsating, all moving in the same direction. Soon, the soccer-ball-size jellyfish were so thick they turned the ocean into a vast polka-dotted sea.

There were millions of them, moving crosswise to the currents, pulsing along in formation, filling the water from surface to bottom.

“You” Lead

Your child is listless and glassy-eyed, or perhaps your ill spouse is shivering and aching. A hand on the forehead confirms your suspicion of a full-fledged fever. Popping a thermometer into the patient's mouth, you reach for some fever-reducing medication. Bringing down the fever isn't always the best remedy. A growing number of doctors now say that lowering a fever may prolong the illness, increase contagion and
hamper treatment.

**Quote Lead**

"Are you married my dear?"
"Yes, I am."
"Then you won't mind zipping me up."
Zipped up, Dorothy Parker turned to face her interviewer, and the world.

**Quote-Topper Lead**

[Topper]
“You can’t always get what you want
But if you try sometimes you might find
You get what you need.”
*You Can’t Always Get What You Want*
Rolling Stones, 1969

[Lead]
The Rolling Stones said it 40 years ago but many say it still holds true today. If you work hard and focus, you’ll find your way to success.

**Question Lead**

What really happened to the Titanic? What untold stories remain buried with the Titanic?