Examples:
News Leads

Here are some sample leads clipped from various local newspapers. Use these as a guide in developing your own lead-writing skills. Enjoy.

BASIC NEWS LEADS

From 9.11.2001

Hijackers rammed jetliners into each of New York’s World Trade Center towers Tuesday morning, toppling both in a hellish storm of ash, glass, smoke and leaping victims, while a third jetliner crashed into the Pentagon in Virginia.

In one of the most devastating attacks ever against the United States, terrorists crashed two airliners into the World Trade Center in a closely timed series of blows Tuesday that brought down the twin 110-story towers.

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A suspicious box in the back of a car parked in Lot 3 next to Brotman Hall prompted University Police to evacuate the building Tuesday and call in the bomb squad of the Los Angeles County Sheriff’s Department.

After a 20-year run marked by triumphs and turbulence, Michael Eisner said Friday that he would leave his position as chief executive of Walt Disney Co. in September 2006, when his contract expires.

Two flights were diverted from Long Beach Airport on Sunday morning and other flights were delayed for half an hour, after a smoke trail was reported in the airport’s flight path, authorities said.

A massive migration of families in search of housing, plus an onslaught of truck traffic from local ports, has pushed the fast-growing Inland Empire onto a list of the nation’s top five most traffic-choked urban areas, transportation experts said Tuesday.
A judge Friday ordered Courtney Love into drug treatment instead of jail for violating her probation on past narcotics and assault charges. Los Angeles County Superior Court Judge Rand Rubin also extended Love’s probation for 18 months. *(The average news story lead is usually one sentence. However, there are times when a writer will use two short sentences instead, as was done in the above example.)*

Digital mammograms are 15 percent to 28 percent more effective than those using film at detecting breast tumors in women under 50, those with dense breast tissue and women entering menopause, according to a landmark study comparing the techniques.

Hurricane Rita closed in on the Texas Gulf Coast and the heart of the U.S. oil-refining industry with howling 145 mph winds Thursday, but a sharper-than-expected turn to the right set it on a course that could spare Houston and nearby Galveston a direct hit.

Two young children who had been left home alone died in an apartment fire in Highland on Saturday morning, authorities said.

A former Los Angeles Unified School District curriculum director has been accused by district officials of secretly ordering more than $4 million of his own unauthorized math instruction materials for use in city classrooms.

Less than 24 hours after diplomats announced a breakthrough pact to eliminate nuclear arms in North Korea, the isolated communist state threw cold water on the deal Tuesday, saying it would not abandon its weapons program until the United States gate it a light-water nuclear reactor.

**NEWS FEATURE LEADS: (Basic news stories told with a feature-style approach)**

Adolf Hitler flickers on old newsreels, a grainy ghost of spastic gesture and rousing speech. Arm slanted skyward, face drenched in sweat, he seems one-dimensional yet beyond comprehension.

Those sinister images will never fade, but today a new Hitler lurks.

While many students this semester feel they will not be able to get into the classes they need to graduate, Cal State Long Beach is trying its best to give them what they need.
Before he stood beaming on stage at the Emmys, before his “Today” interview with Katie Couric, before people were calling him a “superstar,” 9-year-old Charles Evans was just a kid from New Orleans’ 9th Ward made precocious and wise by his hard-knock life.

Inside one South Gate High School classroom on Wednesday, students chatted and strolled in and out while their substitute teacher sat, engrossed in a novel. In another class of 40 students, a boy held his backpack while searching for a seat among 38 desks. Last week, a senior algebra class – also staffed by a substitute – watched the comedy “Big Daddy.”

FEATURE STORY LEADS

If you think getting into a sorority is a piece of cake you are dead wrong. Thursday, Sept. 9 through Monday, Sept. 13 marked a week where prospective Greek women got the opportunity to mingle with different sororities and “market themselves” in hopes of earning a bid.

Children who are short are no less likely to be popular or have friends than their taller peers, researchers have found, suggesting that some parental fears may be unfounded.

Enjoy beer and other spirits but hate having to chug all the liquid? Now enjoying your favorite spirit has become easier than ever because of two revolutionary ideas that may change the alcohol industry forever – vapor liquor and everlasting cold beer.