

Journalism: Introduction to Publications
Chapter 3: Writing News Leads and Chapter 4: Writing the News Story
Scholastic Journalism
Ch. 3 = Pages 31 – 43
Ch. 4 = Pages 44 - 57

Objectives

- **To understand the inverted pyramid format of a news story**
- **To identify and develop various types of leads (practice)**
- **To develop a lead for a news story assignment (as part of your news article)**
- **To develop appropriate interview questions to complete the news writing (as part of your news article)**
- **To formulate your tieback/ provide a quote that immediately supports your lead (as part of your news article)**

1. List no fewer than 8 newsworthy events that have either occurred thus far in the school year or will occur in the next two months. Sports do not fall in this category. (At this point, do not separate Homecoming.)

2. Define lead. How many words? How many sentences?

3. What are the two most important questions in a news summary lead? Why wouldn't you generally begin with a date?

4. Generally, what are the least important news facts (and therefore should rarely be the emphasis) in a news lead?

5. What is a feature fact?

6. What is the grammatical order for a news lead? In what point of view do is the lead written?

7. Explain the inverted pyramid format for a news story.

8. What is the general length and focus of each paragraph in a news article?

9. How is a modified news lead different? When would you use it?

10. Define speculation. How can you avoid it in a lead?

11. Define attribution.

12. Define editorializing.

13. Explain the difference between the following two leads:

Weak: On Tuesday, the gymnasium will be the site of a college fair.

Better: Thirty colleges will be represented at the college fair on Tuesday in the gymnasium.

14. List and define the other types of leads. For each, tell the journalistic genre that fits the leads best.

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