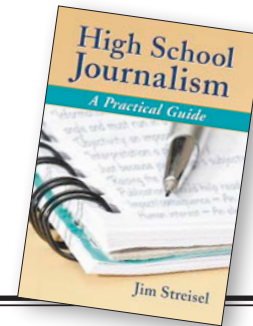


Lead Writing 101

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What's in an Inverted Pyramid Lead?

Who...is this story about?
What...is happening/will be happening?
When...will it occur?
Where...will it occur?

When should you use it?

- Breaking news
- News briefs
- Online content

What's in a Narrative Lead?

Character — Who's the story about? Who's your "face?"

Setting — Where is this story happening?

Tone — Is this a lighthearted story? Something more serious?

Conflict — What's the problem?

When should you use it?

- News features
- Issue-based stories
- Everything that's not one of the stories above

Inverted Pyramid Leads

(All for a Sept. 26 publication date):

The annual intramural ping-pong tournament will take place Oct. 11 from 3:30 to 6 p.m. Any students and faculty who want to play still have time to sign up.

Time is almost out for registration for the 2007-08 CHS rugby and Carmel Dads' Club (CDC) basketball leagues. Students can register online or at the CDC office on Main Street until Oct. 3; however, late registration and wait list begins Monday.

During the week of Halloween, Oct. 29 through Nov. 2, the CHS Angels Club will host a bake sale in the cafeteria.

Seniors can go to the north stadium parking lot today at 4 p.m. to help with playhouse building.

While it has had no official meetings yet, NHS plans to meet the first Tuesday of every month to prepare for future events. The next NHS meeting is Oct. 2.

Leads We Hate

Why We Hate Them

Have you ever wondered what it's like to jump out of an airplane? Well, John Smith has, and he's...

The "this is too unreal to believe and I'm just doing this to grab your attention needlessly" lead.

Ring! Ring! The alarm clock goes off, and you're ready to go to school...

The "unnecessary interjection" lead.

It's Homecoming once again...

The "No duh" lead.

Everyone loves spring break...

The "do you have research to back this up?" lead.

So, what's up with the cafeteria food lately?...

The "what's your point?" lead. The "I can see you've already made up your mind about this topic" lead.

On Aug. 23, the performing arts department performed its annual one-act play...

The "this already happened" lead.

Imagine you're on stage in front of thousands of audience members. The lights go on, and you freeze...

The "you've completely made this up" lead.

Leads We Like

Cigarette smoke hangs in the air in the room where Bryan Lee Curtis lies dying of lung cancer.

Next to the unfinished class float in the middle of a colorful mountain of crepe paper, senator and freshman Eric Stevens throws another glue-laden was onto a growing pile of mistakes.

Starting his daily commute about 30 minutes earlier in the morning has allowed Dan Ahlgren to do more than avoid the rush hour snarl on his trip Downtown.

As rain fell nonstop on Labor Day 2003, water filled the streets and gushed through Julius and Theresa Spiegl's basement windows.

She didn't expect a challenge. She didn't anticipate work. Least of all, junior Mandi Jacob didn't plan for a low grade. However, after enrolling in jewelry class last year, that's what she wound up with.

They went out late. It was ugly weather. Six below zero in the Brooklyn night — Lincoln's Birthday, 2003, in Brighton Beach.

High school junior Lindsay Holbrook is brokenhearted. At 17, she will not be allowed to vote for president this November. And the Walled Lake, MI, teen aims to do something about that.

The Nut Graf

While it seems unusual to the Curtis family, Dr. Jeffrey Paonessa, Bryan's oncologist, said he is seeing more lung cancer in young adults.

Stevens isn't alone in his frustration. Many freshmen said the pressure of the high school Homecoming takes away from the fun.

A growing number of workers like Ahlgren are getting up and heading out the door earlier to avoid the worst traffic, according to a census report being released today.

But most of Indiana's flood plain maps are so outdated that they may not reflect actual flooding risks after decades of development and filling, leaving some Hoosiers with a false sense of security and a few with thousands of dollars in losses.

Art teacher Kristine Stuck says she sees this story a lot with students enrolled in art classes. "I think in general that the crafty type of images makes people think (the class) is easy... but I don't give free grades," she said.

Elder abuse, the polite rubric for crimes against the aged, is a brutal, yet poorly understood, plague. Even the National Center on Elder Abuse...feels studies are too indeterminate to hazard a sound guess at its toll.

Holbrook is part of a movement to lower the voting age. It's an idea several states - as well as foreign countries - are considering as politicians desperately search for ways to boost dismal and sinking turnout among young adults.