

pilot, James Smith of Columbus, and his passenger, Tom Jones of Powell, were killed.

The important point isn't that the plane crashed but that two people died.

**BETTER:** Two local men are dead after the home-made plane they were flying crashed and exploded into a Delaware farm.

**BACKING IN:** Business is booming for the people who sell car phones, but they're running into some problems.

Smith's Cellular business has doubled in the last year, and the company is looking for places to build new transmission towers.

This is an example of what they need . . . this one is 285-feet tall.

Smith is trying to put up a 200-foot version on this land on the north side. Today they bulldozed the area to get ready to build. But there's a hitch. The people who live around here don't want a big tower in the back yard and are fighting it.

**BETTER:** Some north side residents say a local business (or high technology or mobile telephones) is threatening to destroy the value of their property.

In addition to getting to the point of the story faster, the second version also properly shifts the focus of the story from technology to people, and will allow us to start video of the story in line two with either people, which would be preferable if they're doing something—or the second choice of a tower.