

OLDER: The fire that began at an industrial complex yesterday continues to burn.

UPDATED: The smell and smoke from tons of burning plastic continue to blanket the south side.

Responsibility

If you're unsure whether to use a clever lead or a delayed lead or anything other than a main point lead—don't. A lot of tasteless journalism has been on the air because someone picked the wrong time to be clever or cute. You'll *never* go wrong with a well-written main point lead. You may have missed an opportunity to do something a little different—but you'll never embarrass yourself or your news organization. If the lead doesn't demand something a little different, don't try it.

NEVER: The two sides are practically killing each other over whether a woman has a right to an abortion.