



# ALTERNATIVE LEADS

# “SOFT LEADS”

- ▶ Alternative or “soft” leads bring creativity and variety to news (sports, features, business) writing
- ▶ Instead of beginning with the main news element, ala summary/central point “hard” news leads, an alternative lead may begin with....



# ALTERNATIVE LEADS

- ▶ Anecdote
- ▶ Description
- ▶ Quotation
- ▶ Question
- ▶ Suspenseful leads
- ▶ Ironic leads
- ▶ Direct-address
- ▶ Words used in unusual ways
- ▶ Multiparagraph
- ▶ Shockers— lead with a twist
- ▶ “Buried” or “Delayed” leads— these typically begin with an interesting example or anecdote that sets a story’s theme, then a “nut graph”—perhaps the third or fourth graf- summarizes the story and provides a transition to the body

