Broadcast Lead Writing
Midterm Exam Preparation

Based on the information given in random order, write a concise broadcast news lead:

Story I
- The victim’s name is being withheld pending notification of next of kin
- It happened at around 8:45 this morning in Midcity at the Donut Hut, 589 N. Madison Ave.
- “He bled to death within eight minutes,” said Maria Y. Lopez, Midcity’s deputy coroner
- The victim was pronounced dead shortly after police officers arrived
- According to Midcity police officials, the construction worker was working alone with a motorized saw on the roof of the Donut Hut
- The saw apparently kicked back and cut him in the groin, severing an artery, according to Midcity Police

Your Lead Here:

Story II
- Most of the violations occurred, Midcity District Attorney Edward F. Whittler said, when clerks failed to remove sale tags once the discounts had ended
- Food King is the second largest supermarket chain in Midcity with 12 local stores. Food Basket is the largest local supermarket chain with 17 stores
- The charges, filed against Food King and its managers from eight of its Midcity stores, cite repeated discrepancies between prices posted on the stores’ shelves and what was programmed into the checkout scanners, according to Whittler
- Attorneys for Food King said they will have to review all of the particulars related to the charges before they will have a response
- This is the second time in less than a year that the district attorney has filed charges against Food King Grocery Co. for overcharging, it was announced today
- Eight months ago, Food King paid $15,000 in fines related to similar charges
- This time fines could run as high as $31,000 if all the current charges are upheld

Your Lead Here: