

Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

**EXERCISE 1****LEADS****EVALUATING GOOD AND BAD LEADS**

Critically evaluate the following leads. Select the best leads and explain why they are effective. In addition, point out the flaws in the remaining leads. As you evaluate the leads, look for lessons—"do's and don'ts"—that you can apply to your own work.

1. A 24-year-old Greeley man was charged with multiple counts of first-degree murder and arson in the deaths of his wife and three children who died in an early morning fire in their home.
2. City Council has to return a grant it received last year to fix deteriorating road conditions on Main Street.
3. People are jumping into swimming pools and switching buttons to high on air conditioners as temperatures in the Midwest soared to record numbers over the past three days.
4. University administrators say they are considering imposing the largest tuition and fee increases in a decade because of state budget cuts.
5. A petition filed by city council member William Bellmonte to force the council into a special session to reduce local property taxes was thrown out in court Monday after it was discovered that half the names listed on the petition were dead people.
6. An 85-year-old woman stepped off the curb and into the path of a moving car. She was struck by the car and tossed 50 feet into the air. She died instantly.
7. Ray's Mini-Mart at 2357 S. Alderman St. was the location of a burglary sometime Friday night.
8. Police Chief Barry Kopperud is concerned that crime is rising in the city.
9. This weekend will offer the best chance yet to see a brilliant performance of "My Fair Lady" at the Fairwood Community Theater, so reserve your tickets now.
10. Loans become a popular way to cut college costs.
11. The right of students to freely express themselves may soon be cast aside if the board of governors votes to restrict access to campus public areas.
12. The tree-lined campus is home to many wild and stray animals.
13. Two men suspected of burglarizing five churches, two homes and a pet store all in one night were captured Wednesday during another burglary attempt.
14. The union representing university secretaries and maintenance workers reached a tentative agreement Friday that will give members a 6.5 percent raise over three years.
15. Distance education classes offer alternative to classroom.
16. Fingerprints on a candle led the FBI to a man accused of blowing up the building he worked in to hide the shooting deaths of the man's boss and three co-workers.
17. Around 10 a.m. Wednesday a savings and loan at the intersection of Marion and State streets was the scene of a daring daylight robbery by three armed gunmen.
18. A teenage driver lost control of his car Wednesday night killing himself and a female passenger, while a 14-year-old friend who was riding in the back seat walked away with only scratches and bruises.