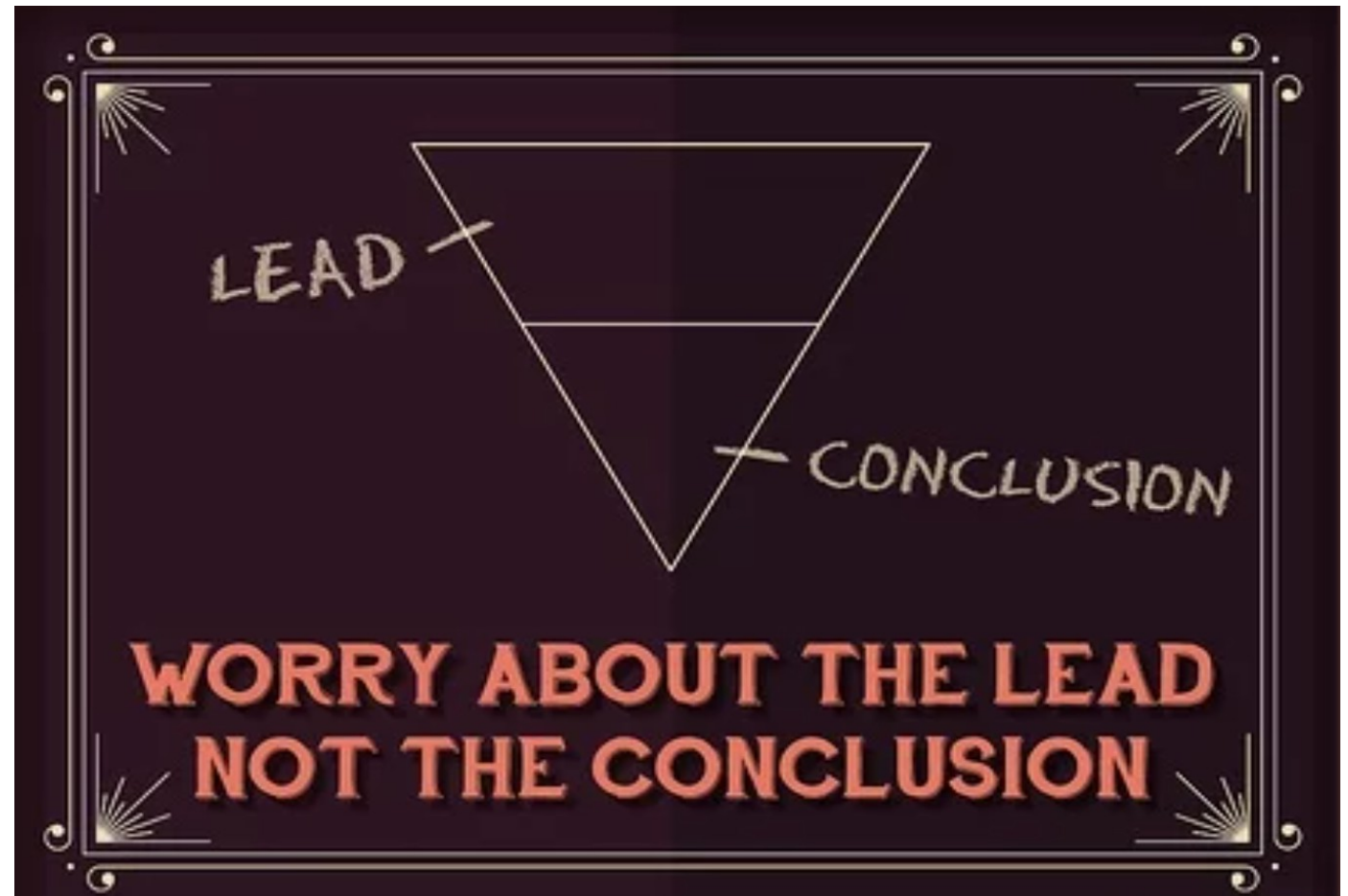


- In journalism, the beginning sentences of a news story are everything.
- They are called leads, and they must:
 - convey essential information
 - set the tone and entice people to continue reading.



Lead Writing Tips

- **The Five W's and H**
 - Try to answer as many of the 5w's1h in a single sentence.
- **Keep It Short**
 - A lead should be between 25 and 35 words.
- **Keep It Simple**
 - Don't clutter up the lead with unnecessary adjectives or adverbs.
- **Structure Properly**
 - Put the most important information at the very beginning of the sentence.



"A faulty space heater caused a raging fire in the 400-block of Grant Street last night around 2 am, leaving two firefighters hurt and three families homeless."

KEEP IT SHORT

25-35 WORDS
PER SENTENCE

WORLD OF WATER --
Unequal distribution, pollu
limit access to f

It evaporates from the ocean,
runs into the rivers, and flows back to the sea
water, a seemingly lifetime resource. But only 2.5
percent of Earth's water is fresh water, and most
of that is frozen in polar ice and snow.