



LET'S TALK ABOUT LEADS

WHAT IS A LEAD?

The first paragraph/beginning of an article

- X Gives the reader the most important information
- X Gives clear evidence to what the article will be about
- X Concise
- X Makes the reader want to continue reading



HOOK THE READER

This is the ultimate
goal of each lead



EXAMPLES OF GOOD LEDES



Two SNHU athletes made history when they reached the final of the Intercollegiate Tennis Association (ITA) Championships at the Billie Jean King Tennis Center in New York. Bas and Willem van Biezen met in the ITA championship match on September 16 in what was the biggest match of their ever-growing careers.



By using a 360-degree camera in the Inkwell Interactive Studio, students recently built a Virtual Reality (VR) campus tour that is displayed on an Oculus Go, a standalone VR headset. Potential students visiting SNHU booths at college fairs can experience the campus from anywhere in the world.



Magdalena Hubickova ('23), who hails from Prague, the Czech Republic, is taking the SNHU women's tennis team by storm.



TIME TO TAKE LEDE

Get In Groups

Last week we came up with article ideas, refresh on these ideas with your group. Feel free to share any topics you're writing about!

Create Ledes

Everybody takes a topic and comes up with a lede. Each person should have their own lede, but work with your group to make sure it's effective

Share Your Lede

When we're done with groups we will all share our ledes! This time we won't compete, but make sure to listen to what your peers use that makes you want to know more



A hand-drawn rectangular frame with rounded corners. The frame is drawn with a dark blue line. On the left side, there is a small 'x' mark. On the right side, there is a small 'x' mark with an arrow pointing upwards. At the top center, there is a small zigzag line. At the bottom center, there are two short horizontal lines. The text 'TIME FOR SECTIONS!' is written in green, uppercase letters in the center of the frame.

TIME FOR SECTIONS!