

## Other Types of Leads

The nature of news changes from story to story. Your choice of leads can help reflect the special emphasis that each story requires.

### Hard News Lead

The hard news lead is used most often in breaking news or in updating an already established major news story, as in:

At least 40 communities in western New Mexico are threatened by radioactivity that escaped late today from a nuclear generating plant near Albuquerque.

In contrast, the summary or throwaway lead to the same story would be far less specific, as in:

Officials are keeping close watch on a potentially dangerous situation in western New Mexico this afternoon.

Another example of the hard news lead is:

In New York City, 15 firefighters were injured today and more than 200 persons left homeless in what the city calls its biggest fire in eight years.

In this example a later hard news lead to update the story might be written:

Three teenagers have been arrested in New York City and charged with setting a fire that left 15 firefighters injured and more than 200 persons homeless.

The hard news lead that many broadcast writers use strikes to the heart of the story. It is an intrinsic part of the story, unlike the summary lead, which can be eliminated without weakening the story's essential meaning.