

Well-Known Expressions

This lead capitalizes on well-known expressions that most members of your audience have heard before:

A ten-year-old Frankfort boy has proved again Ben Franklin's saying that "a penny saved is a penny earned." Today Jody Murray cashed in his life's savings . . . nearly 170-thousand pennies . . . for a total of nearly 17-hundred dollars. And what will he do with all that money? Why, save it, of course.

The Staccato Lead

The staccato lead sets the tone of a story. It develops something of a *one-two-three punch* to get the story off the ground and into the consciousness of your audience. This lead is useful when summarizing a number of related events, such as actions at the city council meeting, or a collective impression of the day's weather:

Rain . . . then sleet, snow, and wind . . . that's how the day began along the upper Great Lakes.

Metaphor Lead

The metaphor lead uses the figure of speech to the story's advantage. It invites comparisons with other aspects of life with which we may be familiar:

Mayor Stanford says San Diego is truly the windy city tonight . . . with more than 15-thousand politicians gathered here for the national mayors' conference.

Literary Allusion

The literary allusion features references to fictional or historical characters. Edward R. Murrow made such a reference during a broadcast report from World War II London when he reported, "For a moment I thought I was back in the London of Mr. Pickwick's time." Another lead of this type is:

Shakespeare would feel at home tonight in Ashland, Oregon . . . city of the famous Shakespearean festivals.