

Lede Writing

News Writing

TODAY

We will demonstrate what the function of a lede is *and the* proper ways to write *one*.

I will write ledes to hard news stories.

ON YOUR OWN

Read the following information. What do you see wrong with the lede? What will readers care about?

Organizers are giving ticketholders a refund tomorrow only for an event that had to be canceled in town today.

ON YOUR OWN

Read the following information. What do you see wrong with the lede? What will readers care about?

What event?

Why did it get canceled?

Is it the event I planned to go to today?

How do I collect the refund?

The lede doesn't have to answer every question, but this one frustrates readers.

WHAT YOU SHOULD HAVE LEARNED

1. *Hard-news* ledes should be about 30 words or less
2. *Ledes should* include all, or the most relevant, 5Ws & H
3. **Start with the most important 5Ws & H**
4. **Be specific but without being too detailed**