

## 2:4a The Feature Lead

–Should be dynamic and draw the reader into the story

–Feature leads need to entice the reader

- Feature leads are much more creative than summary leads



Figure 84



Figure 85

- The Allusion Lead

–These leads make a reference to a famous character from history, literature, or mythology, and relate that to something going on in the story

In order to “get” these leads the reporter AND reader has to know the background

## Unit 2:4b The Feature Lead

- The Allusion Lead

–Example: Mercury was the Roman god who had winged feet. He was fast.

–A great lead for a track star at your school.

“While he hasn’t been called Mercury yet, Philip Johnson smashed all district track records in the 100 dash.”



Figure 86



- Contrast Lead

–These feature leads point out opposites, such as hot and cold, wet and dry, rich and poor, then and now to the reader.

They work when the contrast is obvious and related to the subject of the story.

## Unit 2:4c The Feature Lead



Figure 89

- Parody Leads

–A parody is an imitation of something that is well known

People can parody a well-known song, poem, phrase, title, or commercial

- Narrative Leads

–The reader is taken right into the action of the story by reading the lead  
Drawn right into the action, the reader is compelled to continue reading



Figure 88

## Unit 2:4d The Feature Lead



Figure 90

- Descriptive Lead
  - The lead describes a person, place or event
  - The description given is very detailed with vivid adjectivesYour description should be as vivid as the plant to the left

- Startling statement lead
  - A single statement which is designed to startle or SHOCK the readerThe subsequent or following paragraphs explain the situation



Figure 91

## Unit 2:4e The Feature Lead



Figure 92

- Two leads to **avoid** unless you have an EXTREMELY good reason

- Question Lead: Starting with a question
  - Never a good idea

“Do you THINK you would like to go on a cruise with your parents?”

Quotation Lead--Start with a quotation

“Well, most teenagers would probably not want to go on a cruise with their parents,” gushed Susie McBrilliant.