**Analysis Leads**

**Anecdotal Lead**

The anecdotal lead uses a quick, relevant story to draw in the reader. The anecdote must help enhance the article’s broader point, and you must explain the connection to that point in the first few sentences following the lead.

*“At the dilapidated morgue in the northern Brazilian city of Natal, Director Marcos Brandao walks over the blood-smeared floor to where the corpses are kept. He points out the labels attached to the bright metal doors, counting out loud. It has not been a particularly bad night, yet there are nine shooting victims in cold storage.”*

**Scene-Setting Lead**

The scene-setting lead describes the physical location where a story takes place.

*“On the second floor of an old Bavarian palace in Munich, Germany, there’s a library with high ceilings, a distinctly bookish smell and one of the world’s most extensive collections of Latin texts. About 20 researchers from all over the world work in small offices around the room.”*

**First-Person Lead**

This lead describes the journalist’s personal experience with the topic. It should only be used when you have a valuable contribution and perspective that help illuminate the story.

*“For many of us, Sept. 11, 2001 is one of those touchstone dates — we remember exactly where we were when we heard that the planes hit the World Trade Center and the Pentagon. I was in Afghanistan.”*

**Observational Lead**

When offering an authoritative observation about a story and how it fits in with the larger picture, you should make sure you know the broader context of your subject matter.

*“Tax records and literary criticism are strange bedfellows. But over the weekend, the two combined and brought into the world a literary controversy — call it the Ferrante Furor of 2016.”*

**Zinger Lead**

The zinger lead is dramatic and attention-grabbing. Although it has a strong tone, it requires a hard set of facts to back it up. *“His last meal was worth $30,000 and it killed him.”*(The story was about a man who died while trying to smuggle cocaine-filled bags in his stomach.)

**Question Lead**

Question leads do just that: ask a question. Although they are effective in sparking interest, use them sparingly because they generally do not provide the main points of a story as concisely.

*“What’s increasing faster than the price of gasoline? Apparently, the cost of court lobbyists.”*