Casey Bladow

Media Writing

2/10/2012

Leads

**Summary Lead – Everything you need to know in one sentence. I-29 leaves drivers stranded because of a snow storm and 4 foot drifts. Even a state trooper is left to wait it out.**

Published February 10, 2013, 03:12 PM

Big snowdrifts strand drivers on I-29; no travel advised in Fargo

FARGO – Strong winds have whipped up 4-foot-tall snowdrifts on Interstate 29 from Fargo to the North Dakota-South Dakota border, said a state trooper who was among those stranded on the closed stretch of road this afternoon.

By: Mike Nowatzki, INFORUM

**Beyond One Paragraph – I think this lead needed to be extended to start you off with what happened and then followed by what is going to happen. Kind of the reverse of catching you up by getting your attention with what has already happened instead of what is about to happen.**

Published February 09, 2013, 11:00 PM

Gordon Kahl shootout; 30 years later: Slain marshal’s son returned to region to practice law

Undaunted by father’s death, Cheshire came back ‘to just try to help people’

FERGUS FALLS, Minn. – Ryan Cheshire goes to work every day in one of the region’s most charming, whimsical examples of architecture.

By: Emily Welker, INFORUM

**Multiple Element Leads -**

**Delayed Identification Leads – a delayed-identification lead is when a lead spits out a capturing sentence but doesn’t actually identify anything or anyone until later in the story. This headline does exactly that by mentioning 3 people being killed without actually identifying who they are.**

*By Matthew DeLuca, Staff Writer, NBC News*

Three people are dead near Salt Lake City after a shooting on Tuesday morning, police told [local NBC affiliate KSL](http://www.ksl.com/?sid=24046410&nid=148&title=3-dead-after-midvale-shooting-shooter-still-at-large&fm=home_page&s_cid=featured-1" \t "_blank).

**Anecdotal or Affective Leads - I think this lead really shows how the carjacking victim was in fear for his life. Not only because of the carjacking but was doing it and then the gunshots on top of it all.**

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| Dorner carjacking victim: 'He came up to me with his gun pointed at me'  *By Scott Stump, TODAY contributor*  *February 13, 2013, 10:01 am* | NBCNews.com |

A man who was carjacked by alleged cop killer Christopher Dorner in California's Big Bear mountains on Tuesday escaped only seconds before a deadly shootout began.

"I was happy that he let me go and had me take my dog,'' Rick Heltebrake told Savannah Guthrie on TODAY Wednesday. "I got to tell you, not more than 10 seconds after that I was walking up the road, and that's when I heard a volley of gunfire. At that point I bailed into the snow and hid behind a tree and called the local deputy up here on his personal cell phone and told him what was going on. That's when everything started happening and then I found out later what was happening with those gunshots.''

**Descriptive Leads – I think this paints a very clear picture of what the Police Department was really doing…**

## 'Burn it Down' – Dorner's hideout deliberately torched by LAPD as dramatic manhunt ends

Published: 13 February 2013, 18:57

A highway patrol officer checks with colleagues at a roadblock on on Highway 38 near Angeles Oaks during a standoff with fugitive ex-cop Christopher Dorner, near San Bernardino, California on February 12, 2013 (AFP Photo / Joe Klamar)

US Police were heard on Los Angeles TV and over LAPD audio yelling to burn down fugitive ex-cop Chris Dorner’s cabin, revealing a deliberate, considered plan to torch the building in which Dorner was believed to be hiding.

Local news channel Kcal9 has played[a recording](http://www.youtube.com/watch?v=po9EaU7ZjxI&feature=youtu.be) in which police were heard to yell“burn this mother\*\*\*\*\*r down,” and another shouting, “f\*\*\*\*\*g burn this mother\*\*\*\*\*r,”as Dorner was barricaded inside his hideout.

**Question Leads -**

**Quote Leads – I choose “the ugliest women in the world” just because of the way quotations are directly used in the first two paragraphs of the story.**

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| 'Ugliest woman in the world' buried 150 years after end of tragic life  *By Gabriel Stargardter, Reuters*  *February 13, 2013, 10:13 am* | NBCNews.com |

MEXICO CITY -- The "ugliest woman in the world" was buried in her native northern Mexico on Tuesday, more than 150 years after her death and a tragic life spent exhibited as a freak of nature at circuses around the world.

Born in Mexico in 1834, Julia Pastrana suffered from hypertrichosis and gingival hyperplasia, diseases that gave her copious facial hair and a thick-set jaw. These features led to her being called a "bear woman" or "ape woman."

**Direct Address Leads – This lead is directly aimed at the people reading it. Not only does the headline start with the question “Dating with apps?” but, the lead ends with “Here’s what you need to know.” Directly aimed at the reader.**

Dating with apps? Taking your love life mobile for the first time

Rosa Golijan / NBC News

*By Rosa Golijan*

There's a first time for everything — and that includes technology-powered searches for love. To properly introduce some apps to get you started on your quest for serious romance, casual encounters, and everything between, I — a hesitant, offline-only dater — tried several myself. Here's what you need to know.