**Hooks** for Journalism Articles

**5 W’s + \_\_\_\_\_\_ = LEDE**

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (this is a hook to *not* use!)**

* What does it do?
  + Has all the elements for a LEDE
  + Usually ***feels*** long
  + Bland
  + Boring
* Example- This evening at about 9:30 p.m. at Ford's Theatre, the President, while sitting in his private box with Mrs. Lincoln, Mrs. Harris and Major Rathburn, was shot by an assassin, who suddenly entered the box and approached the President firing a single-shot Derringer pistol into the back of his skull.

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* What does it do?
  + draws contrast between two opposite extremes –
    - tragedy with comedy
    - past with present
    - age with youth
* Example- Less than 11 years ago, two college buddies decided to build a website to exchange their favorite videos with each other. Today, YouTube is owned by Google, receives 25 million unique visitors each month, and is worth nearly $40 billion.

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* What does it do?
  + draws a vivid word picture of the person or in the story
  + idea is to have the reader see the thing as the writer saw it.
* Example- Standing straight and tall, smile glistening, brow unfurrowed, eyes sparkling with delight, Mary told of her dramatic attitude change, having seen her relationships turn around after speaking with a counselor.

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* What does it do?
  + Similar to picture lead
  + Except… it paints a vivid word picture of the news setting, surroundings, or circumstances
* Example- Crashing seas, hurricane winds and torrential rains thundered the ship as it set out on its dramatic mission of mercy in the North Atlantic.

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* What does it do?
  + Consists of blunt, explosive statement
  + Designed to surprise, startle, or jolt the reader
* Example- President Lincoln shot dead at Ford’s Theatre!

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* What does it do?
  + leads with a pertinent question
  + designed to arise reader’s curiosity
  + can’t be a “yes” or “no” (closed-ended) question
* Example- How does your bank’s interest rate compare to other big-name banks?

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* What does it do?
  + speaks directly to the reader
  + makes them collaborators with facts in the story
  + usually employs the pronouns "you" and "your"
* Example- If you are one of the 30 million Americans working for a company with a private pension plan, Congress has given you a new Bill of Rights.

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* What does it do?
  + Features a short, eye-catching quote or remark
  + Used only if quote is so important or remarkable that it overshadows other facts of the story
* Example- “You really don't know what freedom is until you have had to escape from terrorist captivity,” says Tom Dennon, an Air Force pilot stationed in Iraq.