

Exercise 1: Evaluating Alternative Leads

INSTRUCTIONS: Critically evaluate the following leads, each of which uses one of the alternative forms discussed in the "Alternative Leads" chapter of the text. Select the best leads and explain why they succeed. Point out the flaws in the remaining leads. As you evaluate the leads, look for lessons —"do's and don'ts"—that you can apply to your own work.

1. A new shopping center will bring 11,000 jobs, millions of dollars in tax revenue, offices, and a residential area.
Critics fear it will also bring crime, traffic and pollution, destroying their quiet way of life.
2. Should elderly drivers be tested more frequently?
3. People in shorts and T-shirts packed the courtroom. They appeared relaxed at first and perhaps slightly annoyed at being summoned to court.
Circuit Court Judge JoAnn Kaeppler took her seat and began asking the visitors, one by one, why they failed to pay the court costs and fines she had imposed as punishment for crimes such as drunken driving and theft.
The courtroom visitors grow visibly worried as Kaeppler, 44, sternly continued.
Some visitors frowned. Others fingered their wallets.
They had figured it out. If they didn't have the money, they were going to jail. Immediately! Right then!
4. Retirement may be hazardous to your health.
5. As the foreman's verdict of "innocent" echoed through the courtroom Tuesday, Jim Picott wiped the tears from his eyes and hugged his defense attorney. In the back of the room Marilyn Boudinot stomped out of the courtroom, slamming the door behind her.
6. Are you missing any jewelry?
7. It's 8 a.m., do you know where your cat is? You may need to check.
8. The suspect tore through a homeowner's fence, ripped down a clothesline with his teeth, slammed head-on into a travel trailer, then bolted down the street.
9. Police had a description of the offender: Male, black hair, brown eyes, 715 pounds.
10. Four years ago Christine Belcuor went to a doctor to have an annual check-up that included a mammogram. Eight months later doctors informed her that she had breast cancer.
Tuesday afternoon Mrs. Belcuor and her husband, Paul, testified against five doctors for failure to detect cancer in her breast.
11. Is the City Council putting the cart before the horse by depending on a \$100,000 grant from the State Recreation Development Assistance program?
12. "It was a dumb mistake, I admit it. But I didn't hurt anyone but myself, and I don't think I should have to go to jail." Those were the words today of a 20-year-old accused arsonist.
13. A petition signed by all 23 students in a philosophy class calls their faculty member a tyrant who "cursed, insulted and intimidated students, causing some to cry and others to flee."
14. Alex Rue wonders if he will ever find work in the city.
The 30-year-old college graduate with a business degree spends most of his day in an unemployment office browsing help-wanted ads.
"I haven't found anything yet," he said in disgust. "This city has a lot of job openings if you want to work as a clerk at a convenience store. But I didn't spend five years of my life in college so I could sweep floors or pump gas for \$5 an hour."
Rue's concerns about finding solid employment in the city are common. Many skilled workers who faced the same dilemma have left and found higher paying jobs elsewhere in the state.
15. Boom! Beep, beep, beep, boom!
These are the repetitive sounds outside campus dorms every weekday, starting as early as 6 a.m. The shrill sound of jackhammers pierces the quiet air; lumbering front-end loaders haul away debris; foremen shout orders to dirt-covered workmen, hammering, digging, scraping. All in the name of progress.
16. Have you ever looked around your classrooms and thought that older women students have advantages over students just out of high school? If so, is it because they seem more interested in what is going on in class, or is it because we think they have more time on their hands than the rest of us?

17. After 17 years with the city, police Chief Barry Kopperud is hanging up his holster.

Exercise 2: Writing Alternative Leads

INSTRUCTIONS: Using techniques you studied in the "Alternative Leads" chapter in the textbook, write an alternative lead for each of the following stories. You may want to use complete or partial quotations, questions, descriptions, buried leads, multiparagraph leads, suspense or chronological order. Or, you may want to try a shocking lead, ironic lead, direct-address lead or a word used in an unusual way. Correct any errors you may find in grammar, spelling, punctuation and AP style. Refer to the directory in your textbook for the proper spelling of names.

1. Its a startling announcement for many. Made today by people at the United States Department of Agriculture in Washington, D.C. The topic? The cost of raising a baby. The department surveyed 12,850 families with two parents and also a total of 3,395 single-parent households. It asked parents about the cost of raising a typical child from birth to age 17. Parents calculated housing was the biggest expense, totaling \$49,710 in cost over that period of years. Food was the second greatest expense, at an average total cost of \$26,130, followed closely by transportation, clothing, and child care. Viewed another way, on an annual basis, it now costs about \$8,300 a year or \$694 a month to raise one child in a two-child, two-parent, middle-income family, the survey found. The total cost for a child in that environment is \$149,820. By comparison, todays grandparents paid one-sixth that much. Several expenses, such as child care, weren't a factor in earlier times. In 1960, the first year the department conducted the survey, the total cost of raising a child was \$25,229. Prices are higher in West Coast cities, followed by east coast cities. Midwestern cities and rural areas are the least expensive places to raise children.
2. James "J.J." Jones is a cab driver in your city. Well after midnight one Saturday night 3 months ago he saw two young men standing outside a bar that is a popular college campus drinking spot. Both young men are 21 years of age and students at your institution. They had been drinking beer and talking to their pals. They wanted to move on to an apartment where they thought a good party was going on. They waved down Jones cab, which stopped. When the cab reached their destination, they jumped and ran, going in different directions. But Jones, also a student at your school and a member of its track team wasn't going to be cheated. He proceeded to jump out of the car and chase the men. As Jones got closer one cheat stumbled on a curb and fell. Jones grabbed him and they rolled on the pavement and threw a few punches apparently doing little harm. This altercation was all witnessed by a couple of female students who happened to be driving by and phoned for the police, not knowing what the commotion was all about. Before the police arrived, Jones won the wrestling match and wound up sitting on top and demanding payment but when the cheat said he was broke and showed him his empty wallet Jones noticed that the cheat was wearing a wristwatch. Jones said he would take the watch, turn it into his manager, and the cheat could get it back when he shows up and pays for the ride. After taking the watch, Jones left with a few hours left to work. After work he turned in the watch. Meanwhile, the police arrived at the scene and found the student sitting on the pavement, moaning in pain, as he had apparently broken his ankle when he tripped. He said the cab driver beat him up but declined to bring an assault charge, only a robbery charge. The young man later talked to a lawyer. The law says the cab driver should not have chased the young man for his money and had no right to touch him. He could only call for a cop or go to a police station and report the incident. The young man subsequently said it was J.J.s fault he broke his ankle and suffered pain. He sued the cab company. The cab company lawyers decided today to settle for \$16,500, and the cab driver had to dig into his own pocket for about \$1,000 to cover his own legal fees. As part of the settlement the young man agreed to drop a criminal charge of robbery, a serious felony, which he filled against J.J., accusing him of using force and violence to take his watch without his permission.
3. Melbi Novogroski is a resident of your city and happier today than yesterday. Yesterday her jewelry mistakenly and somehow accidentally went out in the trash. Melbi and her husband, Harry R., scoured the city dump for four hours until they found the red velvet pouch holding a diamond-studded platinum ring, other rings, bracelets, and chains. "The thing that was so important in that jewelry was my grandmothers ring," said Melba to you. "No dollar amount would ever replace the sentimental value." A call to the city Sanitation Dept. led the couple to

the truck on their route, and everyone met at the dump for the smelly search. The driver "tried to guess where approximately our garbage would be," Melba said. The truck crew, dump workers, and the couple waded in to help, and the landfill foreman narrowed the search by suggesting people check envelope addresses to get close to the couples home. Finally, the baseball-sized pouch was found by Melba herself. "Gee, the shower felt good when we got home," Harry said.

4. Cats are a wonderful household pet, and now the No. 1 favorite pet in the country. More homes have cats than dogs. Now, however, environmentalists say they're a threat to wildlife. There are millions of cats in this state alone, especially on farms. In some areas of the state cats outnumber all other native mammalian predators combined. Kitties kill hundreds of millions of animals and that certainly includes tens of millions of young, little, helpless song birds as well as more rabbits than hunters bag every year. Grassland birds are in particular danger because their pasture habitats are usually within hunting range of farm cats. In addition, felines compete for prey with other predators. If rabbits and mice are being eaten by cats, that means there is less to eat for native predators such as hawks and owls. Cats are an important ecological factor nationwide. In southern states, where many domesticated felines have gone wild, they're having tremendous problems with cat predators on wildlife. In the Southwest, cats that venture forth into the desert are basically decimating the small lizard populations; the furry creatures don't need to be hungry to hunt because their instinct is to kill even if they are full.
5. Police stopped and arrested 44 drivers driving more than 30 mph down Wacker Road last week. Neighbors had repeatedly complained to the police and other city officials, including to members of the city council, about speeders in their residential neighborhood, and police responded with beefed up patrols. So for all of last week, police went about ticketing drivers for speeding over 30 mph along a 3 mile stretch of the road. Today police are embarrassed. The speed limit is 45 mph, not 30. Someone apparently replaced at least one of the 45 mph speed limit signs on the road with a 30 mph sign. The prankster may never be found. Motorists, however, complained. "I was going 44 when I got pulled over," said one. "I didn't expect to get a ticket. I've been driving that road for years, and everyone here knows its a 45 zone." Judge Marci Hall said she has been contacted by the police, asked to dismiss all 44 speeding tickets, and that she is in the process of doing so. The sign was an official sign apparently stolen from elsewhere and erected in secret, probably at night by a person or persons unknown. After the sign was put up, people began complaining that drivers were violating the 30 mph speed limit, so police went out to Wacker Road and began stopping motorists. The prankster would likely face criminal mischief charges if caught.
6. You interviewed a police officer in your city, Lieutenant Alvin Innis, who is in charge of the police departments Vehicle Theft Division. He told you: "So many professional criminals have taken up auto theft that the chance of recovering a stolen car has declined to little better than 50-50 and locking your car provides less protection than ever. Vehicle theft is no longer a matter of juvenile joyriding. People under age 18 accounted for 56% of the vehicle thieves arrested 20 years ago, but only 40% last year. This is increasingly becoming an adult crime involving gangs—professionals—making enormous profits." Increasing adult involvement, increasing thefts of trucks and commercial vehicles, and declining recovery rates are strong indicators that vehicular theft has become the province of professional criminals. Last year autos accounted for only 75% of the vehicles stolen in your city; trucks and buses 14% and motorcycles and other vehicles 11%. At the same time the recovery rate dropped from 84% 20 years ago to 55% last year. Four out of five stolen autos were unlocked, and one in five had the key left in the ignition. Thieves can take or sell these vehicles to chop shops which strip them in a couple hours, then sell the parts. "Once they're cut up its almost impossible to find them," Lieutenant Innis went on by saying and concluding.

Exercise 3: Writing Alternative Leads

INSTRUCTIONS: Using techniques you studied in the "Alternative Leads" chapter in the textbook, write an alternative lead for each of the following stories. You may want to use complete or partial quotations, questions, descriptions, buried leads, multiparagraph leads, suspense or chronological order. Or, you may want to try a shocking lead, ironic lead, direct-address lead or a word used in an unusual way. Correct any errors you may find in grammar, spelling, punctuation and AP style. Refer to the directory in your textbook for the proper spelling of names.

1. In many ways, it was a rather common robbery. Fortunately, the police succeeded in capturing the apparent perpetrator. This is the story. Employees at the First Union Bank, 3720 Kohlar Boulevard, pushed an alarm button at 2:38 p.m. yesterday after a lone man came into the bank and demanded money. The man said he had a sawed-off shotgun under his raincoat. A teller gave him money in a paper bag he carried. She also slipped in an exploding dye pack. Just as the man left the bank the pack detonated, and the man tossed the bag containing the money into the bushes. Witnesses said he fled on foot. Officers started combing the area, looking for a man in a yellow shirt, blue jeans, and raincoat. They lifted the lid of a trash bin behind the McDonalds at 3782 Kohlar Blvd. and found him there. He was crouched among the half-eaten burgers and fries. Police identified him as Alan Franklin, age 23, of 820 Apollo Drive, Apartment #223.
2. Judge Samuel McGregor performed the unusual wedding Monday. He married Sunni McGrath and Wallace A. Svec. It wasn't a fancy wedding. There was no cake or dress or hugs, not even a kiss. They weren't allowed. Why? Because McGregor performed the wedding in his courtroom, minutes after sentencing McGrath to a years probation for drunken driving. Immediately after the wedding ceremony, the bride was ordered back to prison. She is serving time there for other crimes. Thus their honeymoon will be delayed. "It was real different. But I feel really good because I love him to death," McGrath said from her jail cell yesterday afternoon. The two have dated for three years and said they wanted to marry to avoid problems with prison visitation rights and requirements. McGrath is scheduled to be released in three months, and the couple has plans for a traditional wedding—flower girl and all—at that time. At yesterday's ceremony a blue jail uniform served as her wedding gown. For security reasons—so they could not pass anything to one another (notes, drugs, weapons, or anything)—an attorney stood between the couple as they exchanged vows. The couple longed to kiss. The judge suggested they wave instead. They did. They also blew kisses. McGrath said she planned to spend her wedding night watching television. Svec wasn't certain what he would do. Because McGrath was already on probation for burglary, grand theft and possession of cocaine, the arrest for drunken driving resulted in her being returned to jail. She said she committed the other crimes to support a drug habit that she said she has kicked.
3. It was 12:40 a.m. today and the incident occurred at a home located at 4772 E. Harrison Ave. Two men were involved: Michael Uosis and Edward Beaumont, 40. Uosis lives in the home and, a few weeks ago, was robbed. This morning Uosis heard someone banging at a window of his home. He thought it was the man who had robbed him, coming back to rob him again. So Uosis went to a closet, got out a .38-caliber revolver and fired a single shot at the window. Uosis said he didn't see anyone and didn't mean to shoot anyone and only fired the gun to scare away whoever was outside. "I didn't mean to shoot him," Uosis said. "He was a good friend, and I didn't know it was him outside. I didn't even see who it was outside." Neither the police nor Uosis know why Beaumont, who used to work with Uosis, both as postal workers, until Uosis retired three years ago, had gone to the house at 12:40 a.m. Beaumont is in serious condition in the intensive care unit at Regional Medical Center. Hospital officials said Beaumont may be paralyzed as a result of the gunshot wound to his head. Police charged Uosis with aggravated battery, and he was released from the city jail after posting \$2,500 bail. If convicted, he could be sentenced to as much as 15 years in prison and fined up to \$10,000. Under state law, it is illegal for a resident to use unnecessary force against an intruder unless the resident is defending himself or another occupant of the home against death or great bodily harm.
4. There was another burglary in the city. A pair of burglars struck VFW Post #40 at 640 Sherwood Dr. Both burglars appeared to be teenagers. Janitor Steven Cowles heard them.

Cowles, age 70, didn't catch them, however. He said, "I'm getting old, and it would have been a chore catching up with them. They lit out." Cowles went to work at the VFW post at about 5 a.m. today and almost tripped and fell over two knapsacks filled with expensive liquor and cigarettes from the post. "I knew something was funny. Then here's those two kids coming around the corner by the popcorn machine," he said. "I let out a big noise and said a few things. I had two loaves of stale bread for the ducks I feed every morning and an old box of Entenmann's sticky buns. I started hitting them with the bread, and then I threw the buns at them. That's when they dropped everything and ran. I went to a phone and called the cops."

5. The drama started when Lillian Sodergreen parked her car and ran into the supermarket to buy a gallon of milk and other groceries. She told her son in the back seat to sit still and be quiet while she was gone. Her daughter was already sleeping. She said it is the last time she will leave the children alone. The admitted criminal is Troy Dusart, 21. Troy is a car thief and admits it. He insists, however, that he is not a kidnapper. He wanted a car to steal for a joy-ride and, at approximately 8:30 a.m. Tuesday, noticed a car left running, with the keys in the ignition, parked outside a supermarket: Albertson's at 4240 Michigan Street. Normally, he's careful. "There are rules to follow," he explained in an interview with you in his cell in the city jail. "My number one rule is: 'Make sure you don't get more than you bargained for.'" But he was "moving too fast," he said. So he didn't see the children in the back seat: Troy Sodergreen, age 4, and his little sister, Jena, age 8 months. "I saw the keys and got in, but I didn't notice the kids," he continued. He peeled out of the supermarket parking lot. "When I turn around the corner, I looked to my side and saw the little girl lying on the seat, and then another kid. I saw the kids and say, 'Oh, damn.' I freaked out and parked the car." Dysart is now charged with grand theft and kidnapping. He added, "I didn't want nothing to do with the kids. I didn't touch the kids. My wife has three kids. I don't need no more kids. I'm going to tell the judge the same thing. He can charge me, but I didn't know they were there. Why would I want more kids?" The children were unharmed.