The Lead (also spelled "Lede") is the most important part of any news story.

In your news assignment, you actually have two ledes: 1. a quick, punchy attention-getter by the anchor that throws the story to the correspondent in the field, and 2. A lede by the correspondent that gives the gist of the story.

Some things to keep in mind:

Writing a broadcast lede is not the same as writing a newspaper lede. In newspapers the lede captures the entire story with who, what, where, when, why and how and you add details in descending order of importance, putting the least important details of the story at the end.

Broadcast news stories are shorter than newspaper stories and must maintain the information level and interest throughout a story.

Few people read an entire newspaper story, but most people listen to the entire TV news story, so keep it interesting by doing the following things in the lede:

Capture the essence of the story without giving too much detail.

Make the lede simple and whet the appetite.

Grab the listener´s attention - the rest of the story should keep that attention.

Make the listeners want to listen to the rest of the story by giving them just enough in that first sentence that they will want to know more.

Think about what the story is all about, and in the lede start with whatever carries the most impact.

Ask yourself, what is it that is in the story that makes it newsworthy? And then use that for the lede.

Three Keys to writing a good lede:

Simplicity: KISS - Keep It Simple, Student. Make the lede a simple sentence with basic information.

Active voice: Make sure your subject is doing something, not having something done to it.

Present tense: The news is about what is happening now, not what happened previously.

When writing your lede, leave out:

The ordinary

A name if it is unfamiliar

An age if it is not interesting

Addresses

Some things to avoid writing in your lede:

A jammed lede where you try to get too much information into the first sentence.

A cliché lede using worn-out expressions.

A quote lede where you lede with someone else´s words.

A time - remember the news gets recycled.

An exact number - people will forget the number or not be paying attention by the time they know what that number meant. Later in the story, if you mention a number, round it off.

Add details to the middle of your story, to answer questions that will arise in your viewer’s mind.