

Feature leads (Introductions):

- Delay giving important news - tease your reader to involve them in ~~them~~ the story.

- unlike news leads which give you who, what, when, where, how, & why

- Anecdotal lead: a short narrative ~~with~~ with a beginning, middle, end

it should illustrate the story's central theme. example: Drummer.
"Attention grabber" →

- Narrative lead: It launches into an action line - not necessarily an anecdote (no beginning, middle, or end) - just simply jump right in and starts the story. Example: car "hangover"

- scene - setter: open w/ a heavy description, it may contain

action, but the main point is to create a stage for where the action will take place. Example: Johnny Depp article.