

## J202

Culver

Lead Samples to Accompany Lecture

### **Straight News Lead**

A Wauwatosa man was killed and more than 100,000 households and businesses in eastern Wisconsin were without power after hurricane-force winds hit some areas Tuesday.

### **Feature Lead**

Russell Rollens' life was off to a strong start nine years ago. Gestation and delivery went smoothly, and he hit all the early-childhood milestones right on schedule. Snapshots from his 1<sup>st</sup> birthday show him beaming while he's serenaded by waitresses in a Sacramento, Calif., spaghetti restaurant. But Russell's grandparents noticed he was less responsive when they visited not long afterward, and at 18 months things got really worrisome.

He took up screaming at night and almost any sensory stimulations, even the touch of clothing against his skin, seemed to upset him. Russell's mother, Janna, remembers carrying him upstairs for a bath one night when he was 20 months old. When she called him her baby boy, he said, "I'm not baby – I a big boy!"

It was the last full sentence he ever spoke.

### **Summary Lead – News**

HAMMONDVILLE, Ala. (AP) -- A truck carrying tons of quarters caught fire Tuesday and spilled most of them on a highway, where workers used heavy equipment, shovels and buckets to scoop up the singed coins.

### **Summary Lead – Press Release**

Prize-winning journalist Paul Blustein will visit campus Thursday, Feb. 5, as the featured speaker for "Free Trade under Threat," a public lecture and question session hosted by the Center for International Business Education and Research at the Wisconsin School of Business.

### **Blind Lead – News**

The apparently accidental death of a Madison West High School junior after attending an all-night rave may have been drug-related, police said Tuesday.

### **Blind Lead – Ad**

Your second cousin. Just seconds away from being you. (Interactive ad on identity theft)

### **Wrap Lead – News**

Successive waves of lightning-spiked storms dumped buckets of rain on much of Wisconsin Monday, downing trees, knocking out power and claiming the life of a motorist whose car fell into a sink hole.

### **Wrap Lead – Public Relations**

(fundraising letter from Simon Wiesenthal Center)

The Nazis did not systematically exterminate 6 million Jews and millions of non-Jews.

The ovens in Nazi concentration camps were used only to bake bread, not to cremate people.

The poison gas in the camps was used only to kill lice, not people.

The thousands of books about the Holocaust are based on falsified information and photos.

Anne Frank's diary was a fraud.

The Holocaust is a hoax perpetrated on the world by Jewish propagandists.

Dear friend,

As one of the first Americans to enter Dachau after World War II, I can personally attest to the fact that the above statements are blatant lies. But these lies are beginning to be believed.

### **Anecdotal Lead – News**

An American businessman, traveling in India when the planes struck the towers, made his way back to the U.S. the following week as quickly as he could. That meant hopscotching across the Middle East, stopping in Athens overnight to change planes. He spent the evening having supper in a local taverna. No one else in the restaurant spoke English, but when the owner realized he had an American in the house just two nights after 9/11, he asked his guest to stand up, face the other diners and listen to a toast.

And indeed, the entire room stood up, raised their glasses and said, as one, "Shoulder to shoulder, until justice is done."

### **Anecdotal Lead – Public Relations**

After a normal day at work in September 2002, Pete Daly came home to a dark, empty house and a ringing phone.

The voice on the other end of the line was his dermatologist calling to tell the electrical engineering consultant that he had melanoma, the most serious type of skin cancer. It was Daly's 49th birthday.

Daly spent the next month feeling overwhelmed by the medical system, the insurance company and his disease.

"My whole world spun, all my senses changed, everything developed different characteristics," Daly says. "[I was] overwhelmed by the push to follow along an already worn path of treatment even though it didn't seem the right direction for me."

Then, following his sister's advice, Daly decided to look to the Center for Patient Partnerships, an interdisciplinary

center of the University of Wisconsin Schools of Law, Medicine & Public Health, and Nursing, which specializes in guiding cancer and other seriously ill patients through their disease experience.

### **Character Lead – News**

One July morning last year in Oklahoma City, in a public-housing project named Sooner Haven, twenty-two-year-old Kim Henderson pulled a pair of low-rider jeans over a high-rising gold lame thong and declared herself ready for church. Her best friend in the project, Corean Brothers, was already in the parking lot, fanning away her hot flashes behind the wheel of a smoke-belching Dodge Shadow. “Car’s raggedy, but it’ll get us from pillar to post,” Corean said when Kim climbed in. At Holy Temple Baptist Church, two miles down the road, the state of Oklahoma was offering the residents of Sooner Haven three days of instruction on how to get and stay married.

### **Scene-setter Lead – News**

Michael Coughlin didn’t know it, but he picked a great time to buy old printing presses.

Lined up side by side in his print shop in this tiny Bayfield County community on the shore of Lake Superior are eight letterpresses and one offset press dating from the 1880s to the 1960s. There’s also a Linotype machine, large drawers containing metal and wood type in various sizes and fonts, and a book-binding machine with four spools of white thread on top.

Much of his hardware was stuff others didn’t want.

### **Scene-setter Lead – Ad**

Recapture the feeling

### **Significant Detail Lead – News**

New Orleans – In the downtown business district here, on a dry stretch of Union Street, past the Omni Bank automated teller machine, across from a parking garage offering “early bird” rates: a corpse. Its feet jut from a damp blue tarp. Its knees rise in rigor mortis.

### **Significant Detail Lead – Ad**

Our life at the cost of theirs?

### **Word Play Lead – News**

It’s one of the topics most talked about in the Bible: The Good Book contains more than 2,350 references to it. Yet when it comes to money (and possessions), many of us could use a financial faith lift.

### **Word Play Lead – Ad**

Do you long for long?

### **Emblem Lead – News**

It was supposed to be a mission of mercy. Victor Rodriguez piled the family into his Ford Explorer over Labor Day weekend to visit a sick aunt at a Laredo, Texas, hospital. But as Rodriguez cruised down Interstate 35, he was startled by a thump and looked back to see the tread shredding off a Firestone Wilderness AT tire on his

Explorer. The 53-year-old father was unable to control the vehicle, which flipped, ejecting five of its passengers. Among them: his 10-year-old son Mark Anthony, who died instantly. “His little body was just crushed,” says Laredo Fire Department Capt. Chris Hughes, one of the first rescue workers on the scene. As other family members were rushed to the very hospital they had planned to visit, Victor stayed behind, sobbing over his dead son and rubbing the little boy’s back. “I looked into the father’s eyes,” recalls Hughes, “and I could see the utter disbelief about what had just occurred.”

### **Emblem Lead – Ad**

When Michael Rausch was just 1 year old, his mom, Julie, was diagnosed with a malignant brain tumor. The news devastated his father, Bill, and severely affected the concrete business he and Julie ran together. Sadly, the business failed shortly before Julie’s death. But that’s not where Michael’s story ends. Life insurance meant Bill was able to pay off his creditors, restart the business and support his family.

### **Nut Graf**

following feature lead on autism:

People like Russell are not as rare as you’d think. Autism stalks every sector of society, and its recognized incidence is exploding. In California, the number of kids receiving state services for autistic disorders has nearly quadrupled since 1987, rising 15 percent in the past three months alone. Nationally, the demand for such services rose by 556 percent during the ’90s. Some experts see a growing epidemic in these numbers, while others believe they reflect new awareness of an existing problem. Either way, autism is now thought to affect one person in 500, making it more common than Down syndrome or childhood cancer. “This is not a rare disorder,” says Dr. Marie Bristol Power of the National Institute of Child Health and Human Development (NICHD). “It’s a pressing public-health problem.”

following anecdotal lead on 9/11:

Five years later, after an invasion of Afghanistan and an occupation of Iraq, and amid talk of war with Iran, it is fair to ask:

Would they say it again tonight?

Would we say it to one another?