Introducing Informative Text

Informative text is often introduced in a way designed to grab the reader’s attention and make them want to know more. The first paragraph in a news story is called a lead. The lead usually tells you the 5 Ws:

- **Who** (or what) is involved?
- **What** happened?
- **When** did it happen?
- **Where** did it happen?
- **How** or **Why** did it happen?

Further paragraphs then provide additional details and information. Read the following example, then identify the 5Ws:

**School Lunches to Get a Nutritional Boost**

The school lunch program at Highlands Middle School will be serving a selection of local and seasonal fruits and vegetables with every meal when doors open for the 2015-2016 school year. The school, which serves the greater downtown area, has taken to heart recent studies that show that better nutrition translates to better grades, and school administrators have decided to make Highland Middle School a real world guinea pig for the real food/slow food movement.

WHO____________________________________________________________
WHAT ___________________________________________________________
WHERE __________________________________________________________
WHEN __________________________________________________________
WHY/HOW _________________________________________________________
DIRECTIONS: In this activity, you will practice writing an introduction to informative text. Your introductory text should make an intriguing statement or ask a question that will make your readers want to know more.

1. An article for a school paper about a new teacher on the staff.

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2. An article for a school paper announcing the abolishment of grades.

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