

LEAD-In (“HOOK”) Worksheet

	PRO	NEUTRAL	CON
Powerful Fact	As of 2010, coal is the most commonly used fuel for generating electricity around the world.	Coal provides 27% of global primary energy needs and generates 41% of the world's electricity.	
Unusual Detail			
Famous Quote			<i>“You’ve never seen dark ‘til you’ve seen dark in a coal mine.” Tom Benner</i>
Strong Statement			
One-line Personal Story			<i>“Coal took my daddy when I was four years old.”</i> Coal miner’s daughter
Rhetorical Question		The world is running out of energy Coal is a solution – but is it the right one?	

VISUAL GRABBER! (choose an image)	Electrical lights coming on in city at dusk		Smoke stack pouring out smoke, obscuring the sun
---	--	--	---