## "The Lead": The most important info

Who? What? Where? When? Why? How?
Approximately 30 words (1-2 thin paragraphs)
May include a "hook" (provocative quote or question)

## "The Body": The crucial info

Argument, Controversy, Story, Issue Evidence, background, details, logic, etc.

Quotes, photos, video, and audio that support, dispute, expand the topic

## "The Tail": extra info

Interesting/Related items
May include extra context
In blogs, columns, and
other editorials: the
assessment of the
journalist

http://wilhelminaa2media.blogspot.ca/2015/01/ancillary-product-2-magazine-article 31.html

http://www.iprof.com/2013/05/28/inverted-pyramid-news-story-examples/