

Name:

The Inverted Pyramid

Journalists traditionally use what is referred to as the 'Inverted Pyramid' as their formula for writing. The 'need to know' information comes at the top and the 'nice to know' information is located farther down the pyramid. Information is prioritized, the top of the pyramid will have the significant information (the lead) and the middle (the body) and the bottom (the tail) will have the less significant or less important information. *Typically the Who, What, When and Where will occur at the top of the pyramid usually within the lead.*

