

The Inverted Pyramid

Communications & Media

Most important first, then descending, so any cut from the bottom still works.

Order of a hard news story.

1

Lead

The single most important new fact, in one sentence.

2

Support

The evidence and attribution that make the lead stand up.

3

Quote

A voice that adds meaning rather than repeating the lead.

4

Context

What came before and why this matters now.

5

Detail

Secondary facts, background and the material readers can lose.

The structure exists because the story is cut from the bottom and abandoned in the middle. Never save the point for the end.