## **BLUF - Bottom Line Up Front**

Write a one-paragraph abstract of your research and findings. The first sentence should encapsulate your main point/idea/research finding/answer to your research question.

Use the <u>inverted pyramid method</u>: Each sentence follows a more important sentence (that is, each sentence is more important than the sentence that follows it).

Word count total: 100 words or so.

## "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