

Inverted Pyramid story

The Johnson family was rescued from their burning home on Saturday evening, thanks to the quick work of Lisle firefighters.

The above lead has who (Johnsons), what (fire), when (Saturday) and kind-of where (Lisle).

The family of five had just returned from a vacation when they noticed smoke coming from the kitchen. Everyone in the house was able to escape without injury, but the home has been declared a total loss.

Important facts from the paragraph above - 1. Everyone is OK. | 2. Described what happened

"It was a close call," said Fire Chief Bill Smith. "The family was very lucky that no one was hurt. We were able to get the fire under control quickly and prevent it from spreading to other homes in the area."

Quote fits the paragraph above it (get your first quote up into the first few paragraphs of story)

Firefighters from the local fire department arrived on the scene shortly after 9pm and were able to contain the blaze in less than an hour.

Kind of important but not as much as the above info

"I'm just we made it out alive," said Sharon Case, homeowner. "What if something would have happened to us, I can't even think about it."

Second quote. OK but not as good as the first

The cause of the fire is still under investigation.

Kind of important but not as much as all the above info

1. Hard news lead - answers Who, What, Where and When.
2. Lead is also nutgraph (sentence that sums up the story).
3. At least two sources used AND properly sourced.
4. Good quotes used.
5. Factual details fill out the story.