

# BEFORE WE GET STARTED

Remember to register your  
attendance and  
complete session evaluations.

Session numbers  
are in the program.



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Session 111

# It's all in your Head(line)

By Bobby Hawthorne, former UIL Academic Director

*Revised by Jeanne Acton, UIL Journalism Director & Jolene Taylor, Plains HS*

# The Headline Writing Contest:

- Six stories, six headlines
- 30 minutes (5 minutes a story)
- Count parameters
- About speed and creativity



## Sell the story.

A good head involves readers much like a clever ad.

## Tell the facts.

Precise and specific heads inform readers instantly of what they may or may not want to read.

## Be accurate.

All facts, names, numbers...whatever....must be correct. DOUBLE-CHECK spelling.

**Be objective.** Don't editorialize.

**Simple but precise.** No fancy words.

No weird constructions.

Find the right word to communicate the meaning.

**Make tone fit content.**

Serious story. Serious headline.

Funny story. Funny headline.



# Two types of stories:

- Straight news stories –  
usually with a 1, 2 or 3 deck headline
- Feature stories –  
usually with a main headline (creative),  
with a secondary headline

# The News Story

**Write: 2-line headline with each line counting 22-28**

Because of the ongoing pandemic, the district will survey senior parents about graduation ceremony choices. Parents will have two options: 1) a regular outdoor graduation with an audience at the football stadium, or 2) a simple walk-through graduation ceremony like the school did last year.

The survey opens Monday and closes Friday at 5 p.m. Parents can find the survey on the district home website.

“After we get the results, a district team will meet to plan the graduation,” Superintendent Ito Vanchenzo said. “We will choose the option with the most votes.”



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The district will survey senior parents about - 46  
two choices for the senior graduation ceremony— 47

- Each line counting 22-28
- Don't split infinitives. Don't duplicate words.
- Eliminate articles
- Try to summarize and eliminate unnecessary words



# District to survey parents - 26 about graduation options - 24

## ▪ Headline Number 1

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32

District to survey parents  
about graduation options

# The Feature Story

**Write: 1-line main headline counting 12-18 and a 2-line secondary headline with each line counting 18-24**

Senior Theo Manor has one goal this track season — beat his dad at the 100-meter high hurdles.

Theo's dad holds the school record for the 100m hurdles - 13.52 seconds.

“My dad is my biggest fan and my best coach,” Theo said. “He wants my name to replace his on the plaque in the trophy case at school.”

Theo's dad, Marvin Manor, set the school record in 1994 and won second at the UIL State Track Meet that year.

“My dad was a school legend,” Theo said. “And he wants that for me, too.”

Last year, the UIL State Track Meet was cancelled because of the pandemic. Theo said he was devastated.

“I was ready last year,” he said. “My times going into the season were solid, and I was getting faster each run.”



What are some key words  
we could use in the main  
headline?

# Runs in his blood - 17

Hurdler sets sights - 19

on breaking record - 18

## ▪ Headline Number 4

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32

main headline

secondary headline



# Kinds of Head(line)s

- 1-line headline

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Dr. Seuss, man of rhyme and reason, dies at 87



- 2-line headline

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Halloween scares up snow  
across much of Panhandle

- 3-line headline

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Pianist keeps  
city's singers  
in good tune



- Main/secondary headline
- 

## **Sobering view**

Students use mock crash  
to show DWI aftermath

- Main/secondary headline

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# Fiddling with success

Junior to release album Friday



- Main/secondary headline
- 

## **It's about thyme**

Garden club grows herbs,  
plans to sell for fundraiser

# Headline Tips



- Be as **specific** as possible in your headline.

♥ Get to the heart of the news. ♥

(not good)

School board discusses items  
at heated Tuesday meeting

(better – more specific)

2 board members walk out  
over budget argument



- Try to put subject and verb on the same line. Keep adjectives and nouns together. Keep infinitives together.
- 

**District offers  
free vaccinations  
to limit absences**

\* NOTICE

- "District" and "offers" – same line
- "free" and "vaccinations" - same line
- "to limit" not split between two lines

- Try to put subject and verb on the same line. Keep adjectives and nouns together. Keep infinitives together.
- 

(Not good)

**Fire guts Fred Astaire  
Dance Studio, 2 injured**



- Don't pad headlines with school initials or dates. Also, avoid initials and abbreviations in headlines.

Too vague...

2019 MHS FFA helps  
with annual WCC event

- More specific...

**FFA provides animals  
for culture club event**



- Avoid be verbs and linking verbs.

Action – Shoot for present tense or future tense.

(weak)

Seniors will prank  
Friday pep rally,  
class president says

(better)

Seniors to prank  
Friday pep rally,  
class president said

- No articles.

(a, an, the)



Junior makes the science finals in D.C.

Junior makes science finals in D.C.



- Use a comma instead of “and”

Heat wave blisters California, Texas

- No clichés.

Swimmers dive into season

Golfers swing into action

Exchange students say ‘Hasta la vista’

Math Club multiplies

Football team tackles opposition

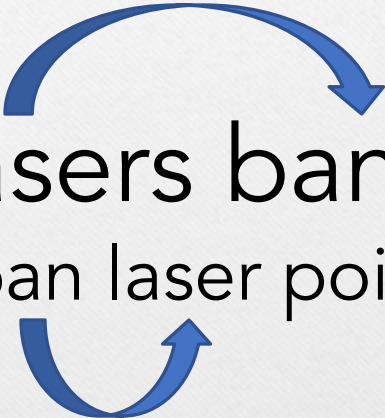
Drama Club acts up

Military recruiters say, ‘I Want You’



- Do not repeat key words or phrases from the main headline into the secondary headline

Pocket lasers banned  
Authorities ban laser pointers

A diagram consisting of two blue curved arrows. The top arrow starts under the word "lasers" in the first headline and points down to the word "laser" in the second headline. The bottom arrow starts under the word "ban" in the second headline and points up to the word "banned" in the first headline.

Just in case you didn't catch it, the repetition is the word "laser" and "ban"

# Pocket lasers banned

Principal cites injuries, class disruptions



This headline provides  
**twice as much**  
information in the  
same amount of  
space! Yippee!



- Avoid "headline-ese" either in the form of simplified spellings or odd synonyms.

Bball team  
destroys  
West in finals

Principal to dance  
at Friday nite game

Senior play  
to continue  
thru Easter

- Avoid initials or abbreviations, unless the initials are instantly recognizable.

UIL students attend  
SAC at TTU in MCOMM




- Avoid passive verbs in headlines.

Obstacle course was run  
in record time by senior

**Better:**

Senior sets record  
on obstacle course

- Do not end a line with a preposition.  
Avoid splitting prepositional phrases.

Baseball team ready for   
playoff game, coach says



- When separating two sentences in a headline, do so with a semi-colon.

Seniors fill principal's office with frogs;  
juniors leave ducks in counselors' area

- Try to avoid semicolons.

The headline should be a single sentence,  
not a collection of sentences.

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Hurricane strikes;  
school swamped;  
pep rally cancelled

**Better:**

After hurricane,  
school cancels  
Friday pep rally



- The main headline should never be dependent on a kicker or other secondary headline.

(incorrect)

Raccoons stealing

Jump drives, hiding them in closets



(correct)

**Bandits busted**

Raccoons hoard

'stolen' jump drives

- Alliteration in headlines should be used sparingly and in appropriate situations.

Acceptable:

## New Planetary Puzzlers

A distant, oversize world causes cosmic confusion

## Take 'meowt' to the cat show

Annual festival of felines begins today



- The headline should reflect the mood of the story.

Superman to die,  
so steel yourself

- Be careful of word use and misinterpretation.

Bears capture playoff birth



Now for some  
fun ...

**Forecasters call for weather on Monday**

**Amphibious pitcher makes debut**

**State population to double by 2040,  
babies to blame**

**'We hate math,' say 4 in 10  
– a majority of Americans**



**Panda mating fails;  
veterinarian takes over**

**Mississippi's literacy program  
shows improvement**

**Breathing oxygen linked  
to staying alive**

**Marijuana issue sent  
to a joint committee**

**Be sure to eat  
right before surgery**

**Students Cook & Serve Grandparents**

**Man kills himself and runs away**

**Nuclear explosion would be disaster**



**Homicide Victims Rarely Talk to Police**

**Mayor to homeless: Go home**

**If strike isn't settled quickly,  
it may last a while**

**Blind Woman Gets New Kidney from  
Dad She Hasn't Seen in Years**

**Autos Killing 110 a Day--Let's Resolve  
to Do Better**

**City unsure why sewer smells**

**Kicking baby  
considered  
to be healthy**



# Crowds rushing to see Pope trample 6 to death

NEWS JOURNAL

Mansfield

## County spelling bee postponed one more time

The Richland County  
Spelling Bee that had been  
rescheduled for  
the Mid-Ohio C  
County, W

BY  
Ne

## Bugs flying around with wings are flying bugs

By Wayne Hansen  
Redwood Co. Extension Educator

"I've got these bugs that look  
like ants with wings flying  
around my house. What are they  
and how do I get rid of them?"

bugs.

**Anthraco** continues to c  
velop on many green ash, oak a  
maple trees. Small spots an  
blotches are the typical symptom  
and are often accompanied  
defoliation. NOTE: Do not co

## DIANA WAS STILL ALIVE HOURS BEFORE SHE DIED

A SERIES of previously un-  
images have  
na was alive  
e she was  
n Paris, ten





# Police Say Man Hid Crack in Buttocks

## Northfield plans to plan strategic plan

Though it will probably take until the end of the year to complete, Northfield Community Development Director Dan Rogness said the Economic Development Authority (EDA) is satisfied with its progress toward creating a strategic plan.

The EDA recently created a steering committee to discuss the process of creating a strategic plan for Northfield. The committee includes Don Kuehnast, Community National Bank; Moe Jesky, Cardinal Glass; Mel George, St. Olaf College; Stephen Lewis Jr., Carleton College; Ruth Dahl, Dahl House; Mary Lee

will include hiring a facilitator, which could be done as early as May.

The facilitator will work with the EDA and community members to

develop a list of important areas — including food processing and Northfield. This process identifies weaknesses in Northfield, Rogness said.

The strategic plan is a comprehensive plan that targets specific areas instead of only development, he said. The plan also is not dependent on a comprehensive

## Rain biggest factor in flooding

Mark Allan  
Record Staff

An engineering firm studying the Tsolum River concludes the amount of rainfall, especially extreme rain, is the most important factor in whether flooding will occur.

And it looks like we've entered a period of increasingly heavy rainfall in this region. Or-

### FLOODPLAIN GUIDELINES

New guidelines were released this week to help B.C.'s coastal communities update floodplain area maps and adapt to rising sea levels.

The report, Coastal Floodplain Mapping Guidelines and Specifications, recommends standards for topographic mapping and identifies engineering requirements for establishing building elevations in coastal areas. It also includes a sample floodplain map showing potential floodplain areas to the year 2100, along with an engineering design brief.

This information will help urban planners and local government officials incorporate rising sea levels into flood hazard area land development decisions, such as official community plans, zoning, subdivisions and building

Hill produced graphs to show that BC Hydro has timed the Puntledge flow well using its power-generating dam high on the river to avoid high flows when the tide is high.

As for logging, Hill said there's no overall consensus about its effects on flooding.

Hill said a study eight years ago concluded logging's contributions to flooding were overwhelmed by the rainfall factor.

He added that aerial photographs showed there is less cleared land in the affected watersheds than in the 1960s.

Other factors such as climate change, a rise in sea level and huge cyclical weather patterns such as El Niño indicate we could be entering a period when

is possible by a \$60,000 contribution from Natural Resources Canada's Cooperative Program, which facilitates planning and decision-making. A report released last week will affect coastal B.C. over

at [www.eri.gov.bc.ca/eri/pub/hill/](http://www.eri.gov.bc.ca/eri/pub/hill/). In Natural Resources Canada's Cooperative Program, visit: [erpul.hill/mex.e.php](http://erpul.hill/mex.e.php).

— Ministry of Forests, Lands and Natural Resource Operations

IN THE HEAD.COM

# The economy has recovered — except where it hasn't



## A few more rules ...

- Avoid contractions
- Do not end a headline with a period
- Avoid names unless they are easily recognizable
- Always use single quotes in headlines

## Let's look at a story:

**Write: 1-line main headline counting 10-16 and a 1-line secondary headline counting 26-32**

Ever since she learned to sew, senior Aria Grand knew she would make her own prom dress. She loves originality and wanted a unique dress.

Her dress is definitely one-of-a-kind.

“The dress is not what I envisioned when I was 10,” she said. “But I wanted it to reflect the year. This pandemic has made for one unforgettable year. I wanted my dress to be the same.”

Aria spent a month designing, sewing and decorating her dress, which pays homage to her heroes of the pandemic — doctors and nurses.

“The design of the dress isn't particularly unique, but the decorations are,” she said. “I sewed images of the frontline workers onto the skirt of the dress. I wanted to honor them for putting their lives on the line every day.”

Her date, senior Jack Jonas, also got creative with his wardrobe. He painted images of the red-spike coronavirus on his vest.

“It looks really cool and matches Aria's dress,” he said. “My mom also is making us matching masks that say, ‘Mask up. Save a life.’”



## **Sew original - 32**

Senior makes pandemic prom dress - 32

## Let's look at a story:

**Write: 1-line main headline counting 12-18 and a 1-line secondary headline counting 26-32**

Senior Mike Carmago's prom-posal got him more than just a yes. He got a black eye, a concussion and a trip to the hospital.

"It didn't go exactly as I planned," Mike said.

That might be a little understated.

Dressed up as a zombie holding a poster saying, "Even during the zombie apocalypse, I chew you for prom," Mike planned to surprise his girlfriend, junior Becca Aguilera, at her front door. Unfortunately, Becca didn't recognize him under his makeup and costume and didn't see the sign.

"My mom does theatrical makeup as a hobby, so she did my face," he said. "It was so real."

Maybe a little too real for Becca. She thought he was a real zombie and punched him in the face, which sent him flying backwards into the porch swing.

"I was scared to death," she said. "Mike knows I am terrified of zombies."



# **The Knocking Dead - 17**

Prom-posal results in black eye 31