

Headline Writing

Invitational Meet A • 2019



You are a copy editor for the Leaguetown **Press**, the student newspaper of Leaguetown High School.

Write the headline assigned for each of the given six stories. Use the following system: all upper and lower case letters, spaces, punctuation marks and symbols count as 1. Capitalize the first letter of the first word of each headline. You may use either upstyle (capitalizing the first letter of every word) or downstyle (capitalizing the first letter of the first word and the first letter of proper nouns only thereafter). Remember that main headlines belong on the top line and secondary headlines belong under the main headline. You have **30 minutes**.

Do not write your name or the name of your school on this sheet or your entry.

Story 1 — Write: 2-line headline with each line counting 14-21

After two years of planning, the social social teachers have organized a spring break trip to Washington, D.C., for juniors. The first parent meeting for the trip is at 7 p.m. Friday in the cafeteria.

The five-day trip will cost \$1,800 per person, but students can participate in fundraisers to help offset the cost.

“Our goal is to have at least 100 students attend,” U.S. history teacher Lori Tutters said. “This is the first time we have ever offered something like this. It’s exciting.”

The cost covers airfare, hotel, three meals a day and all tour and transportation costs.

“The teachers did a lot of research to get the best deal for students,” Tutters said. “Students will get a private tour of the White House and will meet with one of our U.S. senators.”

Junior Patton Lemox said he hopes to go on the trip.

“I’ve never been to D.C. before, and Mrs. Tutters made the trip sound really awesome,” he said.

Story 2 — Write: 2-line headline with each line counting 18-24

Hoping to increase participation, the district will email parents a link to the district Culture/Climate Survey next week. This is the first time the district is using email to distribute the survey.

“We want to know how parents feel about our schools,” Superintendent Mitch Odem said. “Last year, we mailed the surveys to parents, and only 25 percent were returned.”

The survey link will be open for one week.

“For parents who do not have computers at home, we are opening the libraries at all of our campuses from 7 to 8 p.m. each night next week,” Odem said.

PTA president Lola Ingram said sending the survey link through email should garner the district more responses this year.

Story 3 — Write: 3-line headline with each line counting 10-16

After securing funding from a federal grant, the district will open a bully tip line next week. Students will be able to report bullying incidents anonymously.

The phone line will be open 24-hours a day, seven days a week.

“This actually was an idea from the Student Council,” Principal Tia Provenghi said. “When a student calls to report an incident, they do not have to identify themselves if they don’t want to.”

The bullying tip line number will be posted on all classroom doors and the district website.

“We want students to feel comfortable using this line,” Provenghi said. “We have zero tolerance for bullying, but administrators can’t stop what they don’t know about.”

Student Council president Bekka Vallejo said the organization offered to work the phone line.

“Mrs. Provenghi was worried that students may not call then,” Vallejo said. “She didn’t want the caller to be worried that someone could identify him or her. The call staff will be adults.”

Story 4 — Write: 1-line main headline counting 14-20 and a 2-line secondary headline with each line counting 22-28

When she was 3 years old, senior Libby Zeiler's dad gave her an MP3 player filled with opera songs. Within a year, Libby was singing the songs in both Italian and English.

"My dad says I used to sing myself to sleep with songs from 'La Traviata,' a world-famous Italian opera," Libby said.

Libby fell in love with opera and began studying it seriously when she was 8. Now, almost 10 years later, she is headed to Carnegie Hall to participate in a week-long opera camp for some of the best teen opera singers in the world.

"My dream is coming true," Libby said. "When I applied for the camp, I didn't really think I would have a chance at getting in. More than 12,000 teens applied. Only 45 were accepted."

Libby will travel to New York City in early March for the camp.

"It's insane that I will be singing on that stage," she said. "I keep pinching myself, checking to see if this is real."

Libby's mom, who died when Libby was 4, was an avid singer, singing in local musicals and coffee shops.

"I guess I got my voice from my mom," she said. "But the love for opera was from my dad. I can't explain it really. When you sing opera, it's like you are singing emotions."

Story 5 — Write: 1-line main headline counting 12-18 and a 1-line secondary headline counting 26-32

When English teacher Deb Scott told her students that she would eat a worm if every one of her students finished the Scott Reading Challenge by spring break, she thought she made a safe bet.

"Last year, only 20 percent of my students finished the challenge," she said.

But this year is different. More than 80 percent of her students have already finished the 20-book challenge.

"Honestly, I'm getting a little worried," Scott said. "Sure, I want all of my students to finish the challenge, but I might need to coax a few to finish after spring break. I don't want to eat the worm. I gag just thinking about it."

For the book challenge, Scott gives her students a list of 50 novels (all with more than 200 pages). Students must read 20 books and complete a test to receive credit.

Senior Tad Cummins said he finished the challenge last week.

"At first, I thought I would hate it," he said. "I've never really liked reading, but Ms. Scott put super-interesting books on the list. It wasn't that hard."

Junior Rachel Gunter said she has two books until she's finished.

"Everyone is pushing everyone else," Gunter said. "We want to see Ms. Scott eat the worm."

Story 6 — Write: 1-line headline counting 26-32

After four years of fundraising, the band will sport new uniforms next year when it marches during halftime of the football games. The band raised \$100,000 and ordered the new uniforms last week.

"It's been a long road, but we finally met our fundraising goal," band director Travis Haynes said. "The band hasn't had new uniforms in more than 10 years. Our current uniforms are held together with safety pins and staples."

Junior Syndey Hogan said the uniforms are "classy and modern."

"Our old uniforms are so faded that the red looks pink and the blue looks almost grey," she said. "Mr. Haynes helped designed the new ones. They look amazing."

Haynes said because of budget woes the district couldn't afford to purchase new band uniforms or any school uniforms, including athletics.

"The band community decided to find a solution rather than wait on the district to find the money," he said. "This purchase is a result of the hard work of hundreds of band students, and many of them have long-graduated."

Invitational A Meet • 2019
Headline Writing Entry Sheet

All letters (upper and lower case), numbers, punctuation marks, symbols and spaces count as one (1). Place one letter or other unit in the appropriate spaces below. Remember to leave spaces between words. Note that the number of lines you are given on this sheet corresponds to the number of lines required for each headline. **Write your number on the upper right-hand corner of this sheet.**

■ 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

■ Headline Number 2

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

■ Headline Number 3

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

■ 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*

■ Headline Number 5

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*

■ Headline Number 6

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

DO NOT DISTRIBUTE TO STUDENTS BEFORE OR DURING THE CONTEST!

INVITATIONAL A • 2019 HEADLINE WRITING CONTEST TIPS AND SAMPLES

Contest Director: Give one copy to each judge to use during critique/judging. Also, staple one copy of the contest and one copy of the contest tips to each student's returned entry. The purpose of the tips is to provide immediate feedback to students. However, it is not meant to replace written comments from the judges.

1. Headline writing is different than the other contests. It is suggested you pace yourself. You have about 5 minutes for each headline. Don't watch the clock, but be aware of the time you are taking to complete a headline. It is better to have four or five good headlines rather than six mediocre ones.
2. When writing the headline, first highlight or underline all the important words in the story. Then write a sentence based on those highlighted words.
3. After you have your first sentence, go back and begin editing out words. If you have a multi-line headline, separate the lines at a recommended area. This means you should not split phrases or ideas. Make sure all types of phrases — noun, verb, adverbial, adjective and prepositional phrases especially — are on the same line. Continue eliminating words until you get to a point where the headline fits. It may be necessary to re-write the headline one or more times or to take a different approach before you get the key idea. Remember to eliminate all unnecessary words such as article adjectives (a, an, the). In many cases a comma (,) can substitute for the word "and."
4. You may use a thesaurus or dictionary, either bound or electronic. You may write in block letters. You should not be penalized for inconsistency in upstyle or downstyle.
5. Make sure you are within the prescribed count. Under no circumstances should you go over the maximum count. Judges are instructed to disqualify any headline under and over the prescribed count.
6. Write headlines using active verbs in either present, future or present perfect tense. Follow the style of the headline — if it is a fun story, write a fun headline; if it is a serious story, write a serious headline.
7. Do not sacrifice accuracy for creativity or cuteness.
8. Normally, the main headline is used to grab the reader's attention. It is not necessary, although it is possible, to have a verb in the main headline when you have a secondary headline. The secondary headline should do one of two things: emphasize the significant aspects of the story or emphasize the unusual.
9. Please note that AP does not have a style dealing with headlines. Most newspapers create their own style; so using numbers or spelling them out is acceptable either way as long as the writer is consistent.

The following are additional basic headline rules for you to follow:

- avoid starting the headline with a verb
- always use single quotes
- avoid using the same word twice in a headline
- use active verbs, not passive verbs
- try to write in present or future tense
- avoid unfamiliar abbreviations
- do not end the headline with a period

★ STORY #1

Teachers offer trip	19
to D.C. for juniors	19

★ STORY #2

District seeks feedback	23
with emailed survey	19

★ STORY #3

District to open	16
bully tip line	14
for students	12

★ STORY #4

Dream come true	15
Senior to sing at opera camp	28
in Carnegie Hall this March	27

★ STORY #5

Book-worm bet	13
English teacher promotes reading	32

★ STORY #6

Band meets goal, orders uniforms	32
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Yippee!! You're the director of the journalism contests. To make your life a little easier...

WE HAVE ENCLOSED:

- The contests
- Judging criteria
- A statement to the judges
- A statement to the contestants
- Contest Tips. (Provides examples of how stories/heads should have been written and a sample story. Clip a copy to each entry to provide immediate feedback.)

NOW, YOU NEED TO:

- Make certain you have read the journalism section of the *UIL Journalism Handbook*. You can download it free from the UIL website at: http://www.uiltexas.org/files/academics/Journalism_Handbook_2018-19.pdf.
- Inventory the contest packet. Hopefully, there won't be any problems. If you find one, please call it to my attention. Call me at work at 512/232-4924, home at 512/740-3463 or e-mail me at jacton@uiltexas.org.
- **READ THE ENCLOSED STATEMENT TO YOUR JUDGES.**
Discuss the judging criteria and clarifications with the judges.
- **Do not give the tips to students.**
- Share the "Tips" with the judges (**BEFORE** they judge) and clip one copy to each contestant's entry **AFTER JUDGING**. Judges should write directly on EVERY student's entry and then attach one copy of the Contest Tips to each entry.
- Thanks and good luck!

Statement to Judges

JOURNALISM CONTEST DIRECTOR

Please copy and distribute the following statement to the judges

1. Divide papers among the judges.
2. Every paper **MUST** be read and edited by at least one judge. *No paper should EVER be returned without written comments.*
3. Every judge does not have to read every paper. Strive for two readings for each paper. A third reading may be necessary for papers that contend for placing in the top six.
4. Avoid sarcasm or unduly harsh criticism. Remember: these are high school students, not professionals.
5. Please review the “Tips” for each contest. This sheet is consistent with the contest manual and what has been taught at conferences.
6. Realize that the UIL style may differ slightly from what you have been taught, what you practice or your newspaper’s style. If you have serious disagreement, please take them up with the UIL office, not the contestants or the meet director. For example, in the news, feature and editorial writing contests, it is not necessary to identify the school, Leaguetown High School. We create this contest as if students attend Leaguetown High School. Therefore, we assume high school students know the name of their school. Also, since AP style constantly changes, watch simply for writers to follow a consistent style. Some students (and newspapers) prefer addressing people with Mr./Mrs./Ms. title on second and subsequent uses.
7. In the Feature Writing contest, students have the freedom to develop scenes as they feel the scenes *may* have existed. The scenes must be a natural extension of the story. Please read “Contest tips” before judging.
8. In the editorial writing contest, students have the freedom to propose solutions or suggest answers they feel might resolve the problem. They do not have to be those proposed on the fact sheet. Also, they are urged to write in third person, but they may use first person plural on occasion.
9. In the headline writing contest: the main deck of a main/secondary headline combination may contain but does not need a verb. For example:

Out of Air

Statement to the Contestants

JOURNALISM CONTEST DIRECTOR

Please read the following statement to contestants

1. Place your number in the upper right hand corner of each page of your entry. Do not put your name or your school's name on any part of the contest entry. If you do, you may be disqualified.
2. Write on one side of the paper only. Write legibly. This is a request, not a requirement.
3. It is suggested that you double space so judges may edit and write comments more extensively on your entry. This is a request, not a requirement.
4. You may use a dictionary and/or a thesaurus (bound or electronic) during News, Editorial, Feature and Headline contest. You may also use an AP stylebook. You may not use a journalism text or other textbook. No resources are allowed during the Copy Editing contest.
5. You may not talk during the contest. If you have a question, raise your hand and the contest monitor will come to you.
6. If you use a computer, you are responsible should it malfunction. You will have the remaining time to complete the contest in longhand, but you will not be given extra time. You must complete the print command before the monitor asks everyone to quit writing. If the computer malfunctions do not make noise trying to fix it. The monitor will ask you to leave if you are causing too much commotion. You may not use a computer in the Headline Writing contest or the Copy Editing contest.
7. Make sure all of your electronic devices (cell phones, ipods, etc.) are turned off. You may be disqualified for disrupting the contest if your devices go off.
8. When you are finished, please turn in your paper and quietly exit.

Good luck.



JUDGING CRITERIA

SPRING MEET JOURNALISM CONTESTS

In an effort to standardize judging procedures statewide, the League office has compiled a list of journalism contest judging guidelines. This list of guidelines will be included in each district and regional contest packet and will be available to State Meet contest judges. It is the responsibility of each journalism contest director to see that all contest judges are familiar with and adhere to these guidelines.

■ HEADLINE WRITING (30 minutes) NEW TIME FOR 2019!

1. Within count. **Note:** All letters, digits, punctuation marks, spaces, grammatical marks count as one (1).
2. Wording specific, accurate; unnecessary wording omitted.
3. Verb needed in main, secondary or both decks. At times, though, a verb is not necessary in both the main and secondary head.
4. Emphasis on active verbs.
5. Past tense avoided.
6. Split phrases (modifiers, verbs) avoided.
7. Redundancy in wording avoided.
8. Does not sacrifice accuracy for creativity or cuteness.
9. Main headlines not dependent on secondary headlines.
10. Secondary headlines emphasize significant aspect of news.
11. Grammar, spelling, punctuation correct.
 - A. It is permissible to use upstyle (ALL CAPS) or downstyle headlines.
 - B. Students need not complete all six headlines to win. It is possible that five good headlines will win over six mediocre ones, or four excellent heads will win over six poor headlines. The final decision rests with the judges, but no contestants shall be disqualified solely on the basis of not completing all six headlines.

■ EDITORIAL WRITING (45 minutes)

1. Introduction presents problem, provides staff stance.
2. Lead grabs reader's attention.
3. Evidence provided to support stance taken.
4. Direct quotes avoided unless absolutely necessary.
5. Writing tight. Wording active, precise.
6. Other viewpoints presented and evidence is shown to refute those viewpoints.
7. Conclusion recaps staff position and contains call to action and/or solution.
8. Third person emphasized, although first person plural may be used occasionally.
9. Editorial tone fair, mature.
10. Secondary consideration given to:
 - A. Grammar
 - B. Spelling
 - C. Neatness

■ FEATURE WRITING (60 minutes)

1. Lead grabs reader's attention and fits mood of story. It is permissible for students to set a scene for the feature prompt. The scene may include details that are not in the prompt.
2. Writing tight. Wording active, precise.
3. Slang, cliches, jargon avoided.
4. Facts presented in logical sequence.
5. Smooth transitions.
6. Quotes, paraphrasing used effectively.
7. Persons identified fully, accurately.
8. Feature theme fully developed.
9. Utilizes time peg (if necessary)
10. Secondary consideration given to:
 - A. Grammar
 - B. Spelling
 - C. Neatness

■ NEWS WRITING (45 minutes)

1. Sound news judgment in lead selection.
2. Facts presented in descending order of importance.
3. Information flows. Smooth transitions.
4. People identified fully, accurately.
5. Quotes, paraphrasing used effectively.
6. Extraneous information omitted; writing tight.
7. Wording active.
8. All news questions answered. Newspaper style incorporated.
9. Editorialization avoided.
10. Secondary consideration given to:
 - A. Grammar
 - B. Spelling
 - C. Neatness

■ STYLE/TITLES

- ✓ Newspaper style includes the option of using titles of Mr./Mrs./Miss/Ms. with names of adults. Students should be identified fully at first mention and by last name thereafter (1st use - senior Jeanne Acton; second and subsequent uses - Acton or Ms. Acton). It is permissible to use first names only on the second reference in feature stories. AP style calls for adults to be identified by full name at first mention, and then with appropriate title and last name thereafter. Be aware of deviations from AP style. If a contestant is consistent in the use of their style, it is not recommended you penalize the contestant for not following strict AP style. We ask that you look for consistency and understandability in the use of a contestant's style.

■ SECONDARY CONSIDERATIONS

- ✓ Journalistic proficiency shall be the standard by which entries are judged. In papers of similar journalistic quality, secondary considerations of grammar, spelling and neatness may be used to determine contest results. The contest does not intend, however, to test grammar or spelling skills, and each entry should be judged on its journalistic merit before other considerations come into play.

■ COPY EDITING (15 minutes) NEW CONTEST FOR 2019

- ✓ A key to the Copy Editing Contest will be included with your material. Part III is graded only to break ties.