

Headline Writing

Region Meet • 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).

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.

Put your number NOT YOUR NAME on your paper.

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

The Business Professions of America (BPA) club will open a spirit store next week in the old concession stand booth near the gym. The student-run store will sell spirit items, including T-shirts, bumper stickers, lanyards, school supplies and more.

“This is three years in the making,” BPA president Makayla Lopez said. “We were determined to get the store open before the end of school.”

BPA members designed all of the spirit items, Lopez, a senior, said.

“Luckily, we have some really creative students in our club,” she said.

The store will operate before school and during lunch on Tuesdays and Thursdays.

“If there is a big demand, we might expand to include Wednesdays, too,” Lopez said. “We have enough members to add another day.”

Travis Armstrong, the club sponsor, said proceeds will go towards the club’s trip to the state convention next fall.

Story 2 — Write: 1-line main headline counting 18-24 and a 2-line secondary headline with each line counting 20-26

When junior Katy Mattingly dropped her iPhone X down a storm drain on her street, she didn’t hesitate to follow it. She laid on her belly and slid into the drain.

“I knew my mom would kill me if I lost my brand new phone,” Katy said.

Moments after entering the drain, Katy realized she couldn’t get out. She was stuck.

Luckily, she had her phone.

“I was totally freaked out while I waited for the fire department,” she said. “There were piles of old leaves and twigs and gunk. I thought for sure poisonous spiders or snakes were hiding in them. It was definitely a dumb move to climb down there.”

The firefighters rescued Katy in less than a minute, but it took them 15 minutes to arrive.

“They had to unlock the manhole above the drain to pull me out,” Katy said. “It was the most embarrassing moment of my life.”

Firefighter Gary Luna said it’s not the first time he’s rescued a student from a storm drain, but it was the first time he rescued a female student.

“Usually it’s teen boys,” he said. “They dare each other, and then one of them does it and gets stuck.”

Story 3 — Write: 3-line headline with each line counting 10-17

Because band director Briana Vela is out on maternity leave, tryouts for drum majors, which were originally scheduled for this weekend, will be postponed until mid-May when she returns.

Vela did not expect to be out on maternity leave until the middle of May, but her twins arrived six weeks early.

“Both babies are doing fine in the neonatal unit at the hospital,” Vela said.

Assistant band director Robert Way said the postponement will give students more time to perfect their performances.

“Several of the students I spoke with were relieved, not disappointed, when they learned of the postponement,” Way said. “Extra time takes a little pressure off of them.”

Junior Wade Ponder said he is grateful for the time.

“I’ve been slammed with class projects and haven’t had time to practice,” he said. “I was really worried about tryouts. Now, I am relaxing a bit.”

Story 4 — Write: 2-line headline with each line counting 22-28

After a dismal turnout last year for Project Graduation, the Parent-Teacher Association vowed to find a “fun” place to host the all-night senior party. PTA president Erica Murril said the organization accomplished that goal this week.

“We booked Good Times Center for the party this year,” Murril said. “We’ve tried to book them for the past four years, but they have never been able to accommodate us. It’s going to be a blast.”

At Good Times, seniors will have access to bowling, rock climbing, video games, go-carts, miniature golf and more, Murril said.

“And everything will be totally free,” she said. “The students will get a meal ticket to use at the restaurant, and the PTA also will provide snacks and drinks all night long.”

Senior Avery Kunz said everyone is pumped about the new location.

“I bet almost every senior comes this year,” Kunz said. “Good Times is a blast. Last year, the seniors said the party was a dud.”

Story 5 — 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 chews 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 face, which sent him flying backwards into the porch swing.

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

Becca’s parents heard the commotion and thought she was screaming for joy.

“We knew Mike was going to propose prom,” her mother, Nancy Aguilera, said. “We thought we would see them embracing. Instead, we saw Mike on the ground.”

Even though things didn’t go as planned, Mike got his yes and said the pain was worth it.

“I had no idea Becca has such a great right hook,” he said. “I definitely want to keep her happy.”

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

Science teacher Molly Almeida was rushed to the hospital and into surgery yesterday after her school identification tag got caught in the chemistry refrigerator and popped back into her eye. The ID card sliced into her right eye.

“The doctors believe the surgery was successful and think they saved her eye,” science department chair Gary Herold said. “They won’t know for sure for a few weeks.”

The accident happened at the beginning of lunch.

“Ms. Almeida was getting her lunch from the fridge when her name badge got caught on a chipped shelf,” Herold said. “When she pulled back from the fridge, she noticed that it was caught so she pulled harder. That’s when it went flying into her eye. It was a freak accident.”

Almeida will be out of school for at least two weeks with an eye patch over her right eye.

“The doctors said they want her resting so the eye can heal properly,” Herold said.

Principal Gilbert Hooker said this is the first injury connected to the ID cards, but he is researching new lanyards for staff and students.

“If we had lanyards that broke when pulled, this would not have happened,” he said.

Junior Ellie Heber said her chemistry class was making cards for Almeida.

“It’s so sad that this happened,” Heber said. “She’s the best teacher I’ve ever had. I hope she gets better quickly and returns to school.”

Region 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

main headline

secondary headline

■ 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

■ **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!

REGION • 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 should maintain consistency between upstyle and downstyle. You may write in block letters.
5. Make sure you are within the prescribed count. Judges are instructed to disqualify any headline that is over or under 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; consequently, 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 headlines rules for you to follow:

- avoid starting the headline with a verb
- generally avoid using names
- 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

Spirit store to open next week	30
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★ STORY #2

Smart phone, ‘dumb move’	24
Firefighters rescue junior	26
stuck in storm drain	20

★ STORY #3

Maternity leave	15
postpones tryouts	17
for drum major	14

★ STORY #4

PTA snags Good Times Center	27
for Project Graduation	22

★ STORY #5

The Knocking Dead	17
Prom-posal results in black eye	31

★ STORY #6

ID card slices teacher’s eye	28
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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.