



BEFORE WE GET STARTED

Register your attendance.

Complete this form for each session you attend.

Session numbers
are in the program.



Rosters

CAP
CON
2024

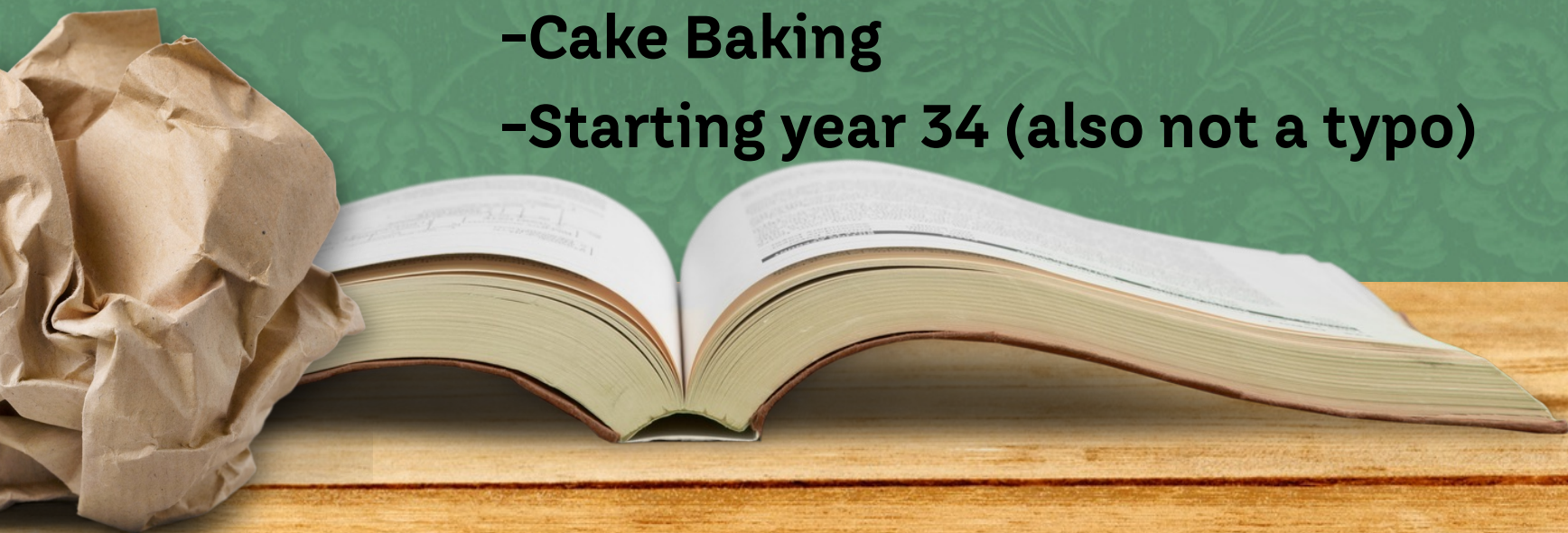
Headline Writing




About me

- Cindy Berry

- Started headline writing in 1981
(that's not a typo)
- I went to state and placed 7th
(because Bobby wouldn't give me a medal)
- Poor Man's Pie Takes the Cake
- Bargain Shopping
- Cake Baking
- Starting year 34 (also not a typo)





Why Headlines?

**Pulls the
reader in**

**Tells
the story**

**Includes
factual info**





**The
Rules:**



UIL JUDGING CRITERIA



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.



**Start
Here:**





Let's edit one

Last page in your handouts.
What's wrong?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



Let's try one

Regional 2024

Types of heads:

Mark count:

Key words:

- 1.
- 2.
- 3

Key facts:

- 1.
- 2.
- 3.



How to Prepare

- **UIL practice**
- **Peer edit**
- **Read past winning heads**
- **Read heads on news apps**
or in newspapers
- **Revisit notes**
- **Invitational meets**
and write-ins

Fun Stuff



Moog World Gazette

MAN BITES DOG™

Hilarious Headline Card Game


By Ross Murray, CG Staff

The headlines are amazing. "Unleash Dog Bites Mob Boss." "Unleash Dog Bites for Psychic." They aren't just interesting, or funny, or unique. These headlines build bridges. "Spending time with my parents used to be a superlative event for me, but when we're making my dog a really high-profile company." "It's not 'I'm looking' anymore. She reports that her and part-time roller derby professional. She reports that her has been forever changed by the Bites Dog, the hilarious headline-building game. Party is not alone. "Our data shows that headline building will overtake that!" laughs his brother, Evelyn

Stackel. This game's incredible power is not limited to families, however. "I'm sure that my 100% rise is a direct result of having my boss to play Man Bites Dog," reports David Norman, the Sales Manager of a high-profit company.

Concetti, Executive Director of The American Institute of Amusement. "It has already surpassed stickball and bird watching as the most-to-mores ratio and giggle-per-second."

Parry Pumpenskiel, homemaker and part-time roller derby professional. She reports that her has been forever changed by the Bites Dog, the hilarious headline-building game. Party is not alone. "Our data shows that headline building will overtake that!" laughs his brother, Evelyn



NEW EDITION

Man Bites Dog

SCATTERGORIES

THE GAME OF

SCATTERGORIES

30 Anniversary Edition

12+ Years

TICK PICK THE

Scattergories

Peer Edit

DAILY NEWS

No. 48,725 THE BEST SELLING NEWSPAPER IN THE WORLD Today's Edition

National - World - Business - Lifestyle - Travel - Technology - Sport - Weather

BREAKING NEWS

View from the top

The best way to get something done is to begin

Economy

Newspaper Heads



**Let's
work
together!**

Contact:



cberry@slidellisd.net



Slidell HS



940-393-9909

**Thank
you!**

cberry@slidellisd.net





THANK YOU FOR ATTENDING

Registration link,
presentations and handouts
are available on the website.

*Remember to register your
attendance for each session.*

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Handouts & More