

Headline Writing

State 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

At the request of the Student Council, next year the administration will open a study lounge for students. The area, which will be housed next to the counselors' offices, will be available during lunches and before and after school.

"The library doesn't have enough space for everyone," senior Kelsi Martinez, Student Council president, said. "Plus, those chairs are horribly uncomfortable."

Principal Cynthia Barryman said the lounge will have four couches and several cushioned chairs. The space also will be a silent area.

"We wanted to create a space where students could do work or study without disruptions," she said.

The owner of Franny's Furniture will donate the couches, and the senior class will purchase the chairs as the senior gift to the school.

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

Senior Caroline Cox will be a little busy Saturday. At 3 p.m. she will fight for first place at the Regional Mix Martial Arts (MMA) Tournament, and then after a quick shower, she will head to the hair stylist for her 6 p.m. appointment to get ready for prom.

"I'm just hoping I won't have a black eye to cover up," she said.

Caroline, who has been doing MMA fighting since she was in eighth grade, won her first two rounds in the area tournament last week.

"I beat two girls who were almost twice my size," she said. "But I am quick. It's hard to connect hard with someone who is fast. I wore them both out."

In middle school, Caroline said she was bullied by several "mean girls," so her father suggested boxing.

"I had seen an MMA fight while watching television with my brother," she said. "I told my dad, 'That's the kind of boxing I want to do.'"

Although Caroline has more MMA trophies than she ever imagined, she admits she still enjoys the "girly" things, like getting a manicure or putting on makeup.

"I hope I don't break a nail at the tournament," she said. "I want to look perfect for prom."

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

To help students who need vaccinations for next school year, the school nurse will provide free Diphtheria/Tetanus/Pertussis shots in her office next week. Students must bring the permission form signed by their parents to get the shot.

"Last year, we sent home 47 students during the first week of school because they were missing this vaccine," school nurse Natalie Brownwin said. "If we do the shots now, we hope that will reduce our absences for next year."

The school district paid for the vaccines.

"Paying for a few shots is a lot cheaper than students missing days and potentially weeks of school," Brownwin said.

Sophomore Lea Watter said she turned in her form.

"I am going to be at my grandparents' all summer," she said. "This makes it easier for my mom."

Story 4 — Write: 2-line headline with each line counting 20-26

The English Department will offer a college essay writing camp from 10 a.m. to noon July 22-24. Students who are on free- and reduced-lunch may attend for free. Otherwise, registration is \$100.

All proceeds from the camp will go toward purchasing new novels for the English department.

“Too many seniors wait until the week before their college application is due to write their essay,” English teacher Bonnie Cutter said. “Then, they end up with an average essay.”

Colleges want more than average, Cutter said.

“It’s competitive,” she said. “And the essay can make the difference.”

Camp attendance is limited to 25 students, Cutter said. Five teachers will teach each day.

“The students will receive a lot of one-on-one feedback, and they will have time to write and develop a solid essay,” she said.

If the camp fills, a second camp is possible, Cutter said.

Junior Alex Umbro said his mom wants him to take the camp.

“I am notorious for waiting until the last minute,” he said. “I want to get into Princeton, and my mom says my essay has to be spot-on.”

Story 5 — Write: 1-line main headline counting 14-20 and a 1-line secondary headline counting 26-32

When sophomore Jillie Roonman’s photography business wasn’t taking off, she decided to change her business platform.

“Instead of senior portraits and family photos, I focus on animals,” she said. “Too many locals were taking photos of people. I needed to be different.”

And different she is. Jillie doesn’t simply take photos of pets.

“I dress the animals up,” she said. “I have costumes and bandanas and bows and all different kinds of fun things.”

Her idea paid off. Jillie now photographs two to three pets every week.

“My weirdest assignment was a cow,” she said. “I brought a cowboy hat and some boots. The owner loved it.”

Jillie bought most of her dress-up items at Goodwill, but friends also have given her their old Halloween costumes.

“My mom made me a few fun accessories for small dogs,” she said.

Describing herself as an animal lover, Jillie said she loves her job.

“I love pretty much every animal out there — except snakes,” she said. “I hate snakes. Luckily no one has asked me to photograph a snake yet. I am not sure how I could do it.”

Story 6 — Write: 1-line main headline counting 10-16 and a 2-line secondary headline with each line counting 20-26

When junior Matt Tree’s parents told him he had to clean the garage last year — specifically get rid of all of his old sporting equipment — Matt had an idea that would result in a clean garage and some happy elementary students.

“I played every sport offered when I was little,” he said. “I had gloves, soccer balls, basketballs, cleats, cones. I even had two volleyballs.”

Matt didn’t want to throw out the equipment, so he contacted the Northeast Recreation Center, which has an after-school sports program for low-income elementary students.

“The manager was thrilled,” he said. “The center lost a lot of funding and needed equipment.”

Knowing most of his friends played sports too, Matt thought he could expand his donation to the rec center. He posted on his neighborhood’s Facebook page and talked to a few of his friends.

Donations poured in.

“My dad freaked out,” he said. “I was supposed to be cleaning the garage, but all of the sudden, the garage was stuffed with even more sporting equipment.”

Matt collected 48 basketballs, 22 baseball bats, 38 gloves and 15 volleyballs, in addition to other equipment. Two of his friends with trucks helped Matt make the delivery donation last week.

“I was flabbergasted when the boys opened the back of the trucks,” Needa Moreover, the rec center director, said. “We are going to be able to give all of our kids their own basketball and still have enough for our gym.”

DO NOT DISTRIBUTE TO STUDENTS BEFORE OR DURING THE CONTEST!

STATE • 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

Study lounge to open next year 30

★ STORY #2

Beauty and the beat-down 24
 Senior balances MMA, 20
 prom night this Saturday 24

★ STORY #3

District offers 15
 free vaccinations 17
 to limit absences 17

★ STORY #4

Teachers to host camp 21
 for college essay writing 25

★ STORY #5

Paws-itively dashing 20
 Senior starts pet photo business 32

★ STORY #6

The giving Tree 15
 Garage cleaning inspires 24
 community donation drive 24

2019 Headline Writing CHAMPIONS

1A Champion

Grace Huseman, Nazareth High School

School approves student lounge

Trading gloves for dress

Senior to transform
from fighter to dancer

School nurse
to administer
free vaccinations

English department to host
fundraising writing camp

Picture 'purr'fect

Sophomore captures costumed pets

The giving Tree

Junior donates collected
sports items to rec center

2A Champion

Jackson Lanphere, Martin's Mill High School

Study Lounge To Open Next Year

A Real Prom Problem

Senior To Participate
In Regional MMA Saturday

School To Offer
Vaccinations
For Next Year

English Teachers To Offer
College Essay Camp, July 22

Pawsitively Purrfect

Sophomore Photographs Pets

The Giving Tree

Junior Donates Equipment
To Northeast Rec Center

3A Champion

Makenna Dancer, Van Alstyne High School

School Opens New Study Lounge

Boxing Beautifully

Martial Arts Fighter
Competes on Prom Day

School Provides
Free Vaccinations
For Next Year

English Department to Hold
College Essay Writing Camp

Furry Photographs

Student Takes Animal Pictures

Gift of Sports

Student Collects Donations
For Recreation Center

4A Champion

TOPS IN TEXAS

Jacob Richey, Bridgeport High School

Study lounge to open next year

Beat down, make up

Senior to juggle prom,
MMA fight in one day

Free vaccines
to help students,
lower absences

College essay writing camp
offers help for seniors

Perfect 'paw'trait

Pet business brings success

Helping hand

Garage cleanout leads
to sports donation drive

5A Champion

Serina Kornegay, PSJA Memorial High School

Study lounge to open next year

A Fight to Remember

Senior to compete at MMA
tournament before prom

School nurse to
offer free shots
to students

English department hosts
college essay writing camp

Fuzzy pictures

Sophomore photographs pets

A Home Run Idea

Junior organizes sports
equipment donation to city

6A Champion

Ruben Andrade, Stevens High School

Study lounge to open next year

Battling the clock

Senior fights MMA bout
hours before prom date

Nurse provides
free vaccines
for students

School offers essay camp,
will use profits on books

Family 'paw'trait

Sophomore starts unique business

The giving Tree

Junior donates used gear,
revives sports program