

Headline Writing

Invitational Meet B • 2018



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 **45 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 17-23

To help the Art Club raise funds for its spring trip to Houston, the ceramics class will sell its pottery from 10 a.m. to 4 p.m. Saturday at Old Street Baptist Church.

“We have a huge range of items this year — from cups to serving dishes to pieces of art,” senior Stacia Rios said. “Prices range from \$5 to \$25, depending on the piece.”

The class hopes to make \$500 from the sale.

“If we reach our goal, Art Club students won’t have to pay anything for the buses for our spring trip,” art teacher Sandi Minks said. “Many of our students are on tight budgets and can’t afford to pay much.”

English teacher Sammi Reynolds said she plans to go to the sale.

“The pottery is beautiful, and it’s the best-priced pottery around,” she said. “Last year, I got my mom several pieces for Mother’s Day. It was the perfect gift.”

Story 2 — Write: 3-line headline with each line counting 10-17

Tired of regular desks and chairs, yearbook teacher Elisa Dixon challenged her yearbook staff last month to redesign her classroom so that everyone would be more comfortable.

The final classroom is beyond anything Dixon imagined, she said.

“We don’t have a single regular desk or chair in the room,” she said. “The computers are clustered on tables, but instead of hard school chairs, the students brought in yoga balls and ergonomic stools.”

In the back of the classroom, the staff created a lounge area with four couches where it could have team meetings and group talks.

“Most of the furniture was donated by our parents,” yearbook editor Niyati Shah said. “We collected \$10 from each student to purchase the yoga balls and lamps for the room.”

Dixon said she is thrilled with her new room.

“My classroom is the envy of the school,” she said. “In fact, the superintendent visited our campus the other day and said every classroom should look like this.”

Story 3 — Write: 1-line headline counting 24-32

During spring break, the school cafeteria will open from 11 a.m. to 12:30 p.m. Monday through Friday to serve a free lunch to any high school student. The menu will be posted next week.

“We have so many economically disadvantaged students here,” Principal Allie Silva said. “We want to make sure they get at least one good meal a day during the break.”

Cafeteria manager Rena Campbell said her staff is getting creative with the menu with items like pick your own pizza topping to a mashed potato bar.

“We wanted to make the lunches fun for our students,” she said. “We know that students might be embarrassed to admit they need a lunch.”

Baseball pitcher junior Seth Duncan said the team will eat there over spring break.

“We have practice from 9 to 11 a.m. every day, and coach wants us to eat together as a team,” Duncan said. “The softball team is doing the same thing.”

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

When American Sign Language (ASL) teacher Robynnn Simone told Principal Allie Silva she would need maternity leave for the last two months of school, Silva was worried she would not be able to find a suitable substitute for the classes.

But Simone had a solution. Her dad — Pete Gallagos.

“My dad is deaf and was a university professor for 25 years before retiring last year,” Simone said. “At first he was a little worried about teaching high school students, but after visiting my classes last week, he’s no longer worried. He loved the students.”

Junior Ferna Cooper said she was intimidated to sign with Simone’s dad, but “he started out the class with a knock-knock joke. After that, we all felt comfortable.”

Gallagos will teach from March 1 until the end of school, but Simone said she will still do the lesson plans.

“My dad isn’t familiar with the high school curriculum,” she said. “But he certainly knows sign language and how to teach it.”

Because of a rare birth defect, Gallagos was born deaf.

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

Senior Gillian Lanwher’s parents are used to her coming home with stray dogs and cats to foster and adopt.

“I found my first stray kitten when I was 4 years old, walking home from my neighbor’s house,” she said.

But a stray piglet? That’s a different story.

“My mom kind of freaked out when I brought in the piglet,” she said. “She has this weird fear of pigs.”

While fishing with her boyfriend at Sheppard’s Pond, Gillian heard some strange noises coming from a bush.

“It almost sounded like a baby crying,” she said. “When I pulled the branches back, I found this tiny, scared piglet. He was adorable, but he was shaking.”

Gillian scooped up the piglet and took it home.

“I couldn’t leave it there, and my boyfriend has two big aggressive dogs, so he couldn’t take it home,” she said. “I don’t know if I will keep him, but I would sure like to.”

The piglet, which Gillian named Wilbur, is staying in a makeshift pen in her backyard.

“I want Wilbur to live inside with us, but my mom is adamantly opposed,” she said. “But I think Wilbur will grow on her and she will change her mind.”

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

Now that it’s an official student organization, the Cupcake Club has decided to host its first event — a cupcake war during lunch on March 23. Interested students can sign up outside Drake Poll’s class, Room 104.

For the battle, competitors will be required to bring in a dozen homemade cupcakes decorated to connect to the selected theme. The theme will be released the day before the competition.

“If students want to participate, we urge them to sign up soon,” Cupcake Club president Keisha Buttler said. “We are limiting this first contest to 12 competitors.”

Four judges will taste the cupcakes and select the best decorated and best tasting cupcake.

The remaining cupcakes will be sold to students during the judging.

“In the future, we will have students vote on the best cupcake,” Buttler said. “We are using teachers to judge this first contest.”

**Invitational B Meet • 2018
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 B • 2018 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 7 1/2 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

Art Club pottery sale	21
set for this Saturday	21

★ STORY #2

Students redesign	17
yearbook room	13
for class comfort	17

★ STORY #3

Free lunch offered during break	31
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★ STORY #4

A handy replacement	19
Father to teach ASL classes	27

★ STORY #5

A swine find	12
Senior rescues piglet at pond	29

★ STORY #6

Club hosts cupcake war March 23	31
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