

UNIVERSITY INTERSCHOLASTIC LEAGUE

Headline Writing Study Packet 2020

This Headline Writing packet contains tests and keys from **only** 2020 Invitational A, B, District and Region. State is not available.

This item is intended for High School grade levels.

Headline Writing

Invitational Meet A • 2020



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.

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

The district will host its first Parent University at 7 p.m. Tuesday to educate parents on how to help their students navigate through high school. The first one-hour training session will focus on student empowerment.

"We want our parents to teach their children how to be their own advocates," Principal Sallye Simpson said. "To be successful in high school and college, students need to know how to communicate effectively with their teachers and professors."

Counselor Terri Regula, who is leading this first session, said the most successful students know how to talk with their teachers — whether it's about a grade or an upcoming test.

"Students have to stop relying on their parents to solve all of their problems," Regula said. "If the teacher is not responsive to a student, then a parent should step in, but students should be the first line of communication to solve an issue."

Simpson said she hopes to have a Parent University every month.

"Next month we will focus on clubs and opportunities for our students," she said. "Parents need to know what is available so they can encourage their students to get involved."

Story 2 — Write: 3-line headline with each line counting 10-16

The Fellowship of Christian Athletes club wants all students to join them at the winter See You at the Pole prayer event on Friday.

FCA sponsors two morning prayer sessions each year.

"At the fall event we had a great turnout, but we only had athletes," FCA president Jaydon Gills, a senior, said. "We want to expand our prayer group to include everyone."

The 30-minute event will begin at 7:30 a.m. and will include testimonials from students and a group-led prayer.

"If we are true Christians, then everyone should be welcome at our prayer group," junior Helen Robles said. "I hope instead of 50 students, we have 500."

Sophomore Clay Robbins said he and his girlfriend, who are both band students, will attend.

"The band actually wanted to create a prayer event after we saw the FCA's event in the fall," Robbins said. "This is so much better. We should have one big event for everyone instead of a bunch of small ones. This will unite our school."

Story 3 — Write: 2-line headline with each line counting 18-24

When the school board announced in February that Superintendent Gus Gomez would get a \$10,000 bonus, Gomez had an announcement of his own ready. At that same meeting, Gomez said his bonus will fund five \$2,000 scholarships for graduating seniors.

"At first, I was going to decline the bonus because everyone in the district deserves a bonus," Gomez said. "Then, I thought this would be a better use of the money."

Gomez said he will work out the guidelines for the scholarships with the counselors and will designate a team of faculty to select the recipients.

"We have some great seniors this year, so I expect there to be a lot of solid applicants," he said. "I am happy that I am not the one who will select the winners."

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

Science teacher Libby Tyler is putting the cliché "sink or swim" to the test with her juniors.

Students in her physics class have two weeks to build a boat that can hold two rubber ducks and float on Cherry Pond. The students have no parameters on how to build their boat other than they can use only cardboard and duct tape.

"I am excited to see what types of boats my students design," Tyler said. "The students have gotten really into the project. The teams are scouring the internet for tips and ideas."

At the end of the project, students will float their boats at the pond. The last boat floating will be crowned winner. "Last year's winning boat floated for 30 minutes," Tyler said.

Junior Tobie Nieves said she and her group met last weekend at Cherry Pond to try out their boat.

"We made a small version of what we think will work," she said. "It didn't, though. We need to make some revisions if we want to win, and we want to win."

With only one week left in the competition, junior Blake High said the "smack talk" is getting bad.

"Everyone thinks they are going to win," High said. "But they are completely mistaken. My team, the Quacksters, has the best design. I have no doubt we will sink the competition."

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

When cafeteria manager Joyce Moroney retired last year, students and staff alike were worried they would never get to eat Moroney's homemade rolls or special desserts again.

Fear no more.

Next month, Moroney will open her own bakery, "Sweet Thing," which will specialize in homemade breads and sweets.

"I always dreamed of having my own bakery, but I never thought I would have the money to do it on my own," Moroney said.

Weeks after she retired, two school board members, who regularly ate lunch in the school cafeteria, approached Moroney about possibly opening her own bakery.

"They offered to be my silent partners and fund the startup," she said. "I jumped at their offer. Now, less than a year later, we are ready to start baking."

Moroney said the menu will rotate, but she always will have her dinner rolls on hand.

"It's my grandmother's recipe," she said. "It's a family favorite. I hope it will become the whole town's favorite."

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

After two years of fundraising, the boys' baseball team will unveil its new scoreboard at the varsity season opener at 7 p.m. Feb. 24. The scoreboard cost \$24,000.

"We are both proud and excited," head coach Jason Chea said. "We thought this was going to be a four-year project, but two local sponsors stepped up to make it happen much quicker."

Chea said most of the lights were out on the old school scoreboard.

"It was impossible to tell what the score was or even what inning we were in," Chea said. "It was so old that we couldn't even find the parts to fix it."

Senior pitcher Kolden Bennett said the new scoreboard will help everyone follow the game better.

"Now everyone will know the number of strikes and balls and how many outs we have," he said. "The new score-board even keeps pitch count."

Bawden Construction and Quintana Insurance will have ads on the scoreboard.

"Those two businesses made the scoreboard a reality for this year," Chea said. "We are grateful."

Contestant's Number	

Invitational A Meet • 2020 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.**

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DO NOT DISTRIBUTE TO STUDENTS BEFORE OR DURING THE CONTEST!

Invitational A • 2020

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.

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- 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.
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- try to write in present or future tense
- avoid unfamiliar abbreviations
- do not end the headline with a period

★ STORY #1	
District to offer training for parents	17 20
★ STORY #2	
FCA invites all students to group prayer	11 12 15
★ STORY #3	
Gomez to use his bonus to fund 5 scholarships	22 22
★ STORY #4	
Duck, duck, float Physics class building boats from cardboard, duct tape	17 28 25
★ STORY #5	
Rolling in dough Cafeteria manager to open bakery	16 32
★ STORY #6	
Baseball to debut new scoreboard	32

Headline Writing

Invitational Meet B • 2020



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

For Random Acts of Kindness Week, the Student Council created thank-you cards for each faculty and staff member. Then, the officers brought the cards to lunch so students could sign them.

The teachers received their cards today.

"The card made my day," English teacher Gayle Borden said. "So many students wrote personal thank-you notes to me. It was so touching."

Student Council president Heather Doyle said each card was signed by at least 10 students.

"The officers did a great job getting students to sign the cards with thoughtful remarks," Doyle said. "It definitely wasn't an easy task, but it was worth it. The teachers and staff love them."

Doyle said each officer was in charge of making 20 cards.

"Most got friends to help them," she said. "We all used scrapbooking material that was donated by the Memories R 4 You store."

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

Over spring break, the Gardening Club will add two compost barrels outside the cafeteria to decrease the amount of trash thrown away.

"We wanted to do this in August, but we didn't have the funds to pay for the barrels," Gardening Club president Hattie Lean said.

Lean said the club also is going to help educate the cafeteria staff and the student body on what can be put in the compost.

"We are going to have compost-only trash cans in the cafeteria," Lean said. "One of our club members will monitor the trash can for the first few weeks until everyone knows what food can be put in them."

Only fruit and vegetable scraps can go into the compost, Lean said.

"Meat and dairy products cannot be used," she said.

The club wants to use the compost in the fall for the school gardens.

"I use compost on my garden at home, and my vegetables produce twice what we do at school," Lean said. "This compost is really going to help our garden grow."

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

Two new classes — Latin and graphic design — will be added to the student choice sheets next week. If at least 30 students sign up for either course, Principal Stella Lucero said she will hire teachers for the courses.

"Obviously, these might be part-time teachers if we only have 30 to 40 students interested in the courses," Lucero said.

Rider Weston, the department chair for Languages Other than English, said his department requested Latin.

"Each year, more and more of our students are interested in Latin," he said. "It's a great class to help prep for the SAT and increase your vocabulary."

Freshman Fred Butler said he plans to sign up for both of the new classes.

"Speaking another language scares me, so I want to take Latin," he said. "And graphic design will help me in yearbook. I hope both classes make it."

Story 4 — Write: 1-line main headline counting 14-20 and a 2-line secondary headline with each line counting 20-26

When freshman Corrine Gruy sang the national anthem at the varsity baseball game last week, she was surprised by the standing ovation she received.

But that wasn't her only surprise.

The following day, she received a phone call from a producer on "The Voice." The producer, Jessie Campuzano, was at the game to watch his nephew, who was on the opposing team, play.

"I was blown away by Corrine's voice," she said. "She could be extremely successful on the show."

Campuzano invited Corrine to try out for "The Voice" this summer in Houston.

"I don't even know what to say," Corrine said. "I've dreamed about being on 'The Voice' since I was 5 years old." Corrine said she will definitely be at the audition.

"My voice coach and I are trying to decide what song to sing," she said. "I think I might do an Adele song." If selected for the show, Corrine said she would love for Blake Shelton to be her coach.

"I know he's country and I am more into pop music, but he has the most experience," she said. "Plus, he reminds me so much of my uncle. I think we would be great friends."

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

When Principal Stella Lucero says physics teacher Rajat Gupta is the best athlete on campus, she isn't kidding. Every week, Gupta runs more than 20 miles, swims at least two miles and bikes more than 75 miles.

"I can't even imagine jogging one mile in one week," Lucero said. "I am in awe of his dedication."

Gupta is training for his first Ironman triathlon where he will swim 2.4 miles, bike 112 miles and run a marathon of 26.2 miles all in one day — hopefully in less than 10 hours.

"I've run for marathons in the past and participated in multiple regular-length triathlons," he said. "I wanted a new challenge. My wife suggested an Ironman."

To get himself ready, Gupta hired a personal trainer for a month to help him set his goals.

"I needed help figuring out how much and what activity to do each day," he said. "The trainer devised a fourmonth plan for me."

Over spring break, Gupta will travel to Hawaii to compete in the Ironman.

"I am a bit nervous about the swim portion of the race," he said. "That's my weakest area, and we are going to be swimming in the ocean where there are sharks. I hate sharks."

Story 6 — Write: 2-line headline with each line counting 20-26

The city's Parks and Recreation Department announced this week that it will give summer swimming passes to any student who volunteers at least 10 hours over spring break.

"We need help cleaning up Cherry Pond and Lakeside Park," Steve Madden, the Parks and Recreation Department director, said. "Those swim passes cost \$200 for the summer. We basically are paying students \$20 a hour. That's a great gig for a teen."

The students will pick up trash, plant new flowers, help build new benches and other various things, Madden said.

"The two areas need some good old-fashioned love and care," he said. "And we don't have the staff to do everything that needs to be done."

Junior Liliana Gillespie said she will volunteer.

"I would do it even if we didn't get a swim pass," she said. "I don't want to sit around and do nothing all spring break. This will make me feel like I made a difference."

Contestant's Number	

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★ STORY #1		
Teachers get appreciation cards	31	
★ STORY #2		
Gardening club to add cafeteria compost cans	21 22	
★ STORY #3		
Principal to add Latin, design to choice sheets	16 13 16	
★ STORY #4		
Raising her 'Voice' Freshman earns invite to singing competition	19 21 22	
★ STORY #5		
Pump some iron Teacher trains for triathlon	14 28	
★ STORY #6		
City offers swim passes to teens who volunteer	23 22	

Headline Writing

REGION MEET • 2020



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

After a small oven fire in the cafeteria, lunch choices are limited for the next two weeks as the district repairs the damage. None of the ovens or stoves will be operable during the repairs.

Cafeteria manager Jo Shiply said her staff will prepare cold lunches like sandwiches and hummus trays for students.

"We are trying to get pizza delivered, but we are having trouble with the amount we need," Shiply said. "None of the local restaurants can handle the large order."

An electrical issue caused the fire. No injuries were reported.

"We were lucky the fire was in the morning when we had staff working," Shiply said. "They were able to call 911 immediately, so it didn't spread."

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

The Jazz Band brought home its first trophy from its first contest last week at Huston College's Jazz Fest. The band took second place out of 29 bands.

"When we first talked about getting into competitions, I was scared because I didn't think I was good enough," freshman Brendon Grisky said. "I got so much better preparing for the contest. We all did."

Assistant band director Hollis Walker started the Jazz Band last year.

"We had a gap in the genre of music we offered here," Walker said. "We also had a lot of students interested in jazz. It seemed like a natural fit for the school."

Walker said the 15-member band had a "great performance" at the Jazz Fest contest.

"I wasn't expecting to bring home a trophy," he said. "This was our first competition, but the students played beautifully. It was the best I've ever heard them sound. Apparently, competition brings out the best in them."

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

The National Honor Society will sponsor a Skate-A-Thon fundraiser Saturday for English teacher Carli Leo's youngest son Eli, who is a third grader at Central Elementary.

Eli was recently diagnosed with leukemia and will undergo a bone marrow transplant in May. NHS is raising money to help with the hotel and food costs that the family will incur when Eli is hospitalized in Houston.

"My husband and I will have to stay in a hotel for about two weeks after Eli's surgery," Leo said. "I wish we could have the surgery here, but the local hospital is too small."

NHS president Taylor Chen said she hopes they can raise \$2,000.

"Ms. Leo is one of the best teachers we have," Chen said. "I hope everyone will turn out for the fundraiser."

The event will start at 5 p.m. at Skateworld. Cost is \$10 per person.

"We are going to have all types of fun races and contests," Chen said. "It should be a lot of fun for families."

Chen said NHS also will sell concessions like hot dogs and candy.

Story 4 — Write: 1-line main headline counting 13-20 and a 1-line secondary headline counting 26-32

Junior Zoey Campbell describes herself as an accidental fashion designer.

Her path into fashion started her sophomore year when she couldn't find a "suitable" dress for the homecoming dance.

"Everything I tried on was too low-cut, too short or too expensive," she said. "I figured I could make a decent dress that would cover all of me and cost a third of the price."

So she did. Zoey made herself a blue tea-length formal for about \$36 and wore it to the dance.

"I got so many compliments," she said. "No one believed I made it myself."

When prom rolled around last year, several juniors reached out to Zoey to see if she could make them prom dresses. Zoey agreed, and her budding career as a fashion designer blossomed.

"I made five dresses for last year's prom and 10 for this year's homecoming," she said. "I committed to making eight more for prom this year, plus my own dress. If my business keeps growing, I am going to have to hire some help."

Zoey designs the dresses with each client and does all the sewing herself.

"My grandmother taught me how to sew when I was in elementary school," she said.

Junior Clara Downs said Zoey made her homecoming dress this year.

"The dress she made me was perfect and about half the price of the department store," she said. "Zoey should open her own shop. She could make a fortune."

Story 5 — Write: 1-line main headline counting 20-26 and a 2-line secondary headline with each line counting 20-26

Math teacher Duane Reynolds has always been a class clown — whether he was a student or the teacher.

He loves to make people laugh.

"When I was in high school, I was voted Most Likely to be a Court Jester," he said. "And that kind of came true. I am the court jester of math."

Now he's taking his routine to the stage. Reynolds will perform for the first time at Comedy Cantina this Friday. "I figure if I can make 30 jaded teens laugh about calculus, I can make anyone laugh," he said. "Or at least, I am hoping I can."

Junior Cris Ronaldo has no doubt that Reynolds will have the audience roaring with laughter.

"He's the best teacher ever," Ronaldo said. "Not only can he explain super hard concepts, but he cracks us up along the way. I love going to his class. I have never loved going to math before."

Unfortunately, none of Reynolds' students will be able to support him on Friday. Comedy Cantina doesn't allow minors into the club.

"I am bummed we can't go," Ronaldo said. "But Mr. Reynolds gave a preview of his set, and it's hilarious."

Reynolds said he's nervous about his first stage performance, but he's filling the audience with friendly faces.

"While my students can't come to support me, several of my colleagues have agreed to attend," he said. "They all promised to laugh loudly even if I bomb."

Story 6 — Write: 2-line headline with each line counting 18-24

Middle school principal Art Douglas will take over as acting high school principal on Monday after the superintendent placed Principal Tristen Allen on administrative leave last week.

Superintendent Laura Ponces sent an email to all parents yesterday about Allen's leave and his replacement. In the email she said, "We cannot provide any additional information as this is a personnel matter."

Ponces said Douglas is "more than qualified" to lead the high school as the interim principal.

"Mr. Douglas has done a great job at the middle school, and I have no doubt he will continue that great work at the high school," she said.

Junior Edgar Tontilla said he's frustrated at the lack of communication about the shift in personnel.

"Everyone loved Mr. Allen, and then he was just gone," Tontilla said. "The superintendent hasn't told us what he did wrong or anything."

Tontilla said he knows Douglas from middle school.

"Mr. Douglas is a great guy, but what happened to Mr. Allen?" he said. "Not even the teachers know what's going on."

Douglas has been the middle school principal for four years. Before that, he was an assistant principal and teacher at Central Elementary school.

Contestant's Number	

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DO NOT DISTRIBUTE TO STUDENTS BEFORE OR DURING THE CONTEST!

REGION • 2020

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. Highlight or underline important words in the story. Then write a sentence based on those highlighted/underlined words.
- 3. After you have your first sentence, go back and change or delete 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, adverb, adjective and prepositional phrases especially are on the same line. Play with words until 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. 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 printed 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. Individual headlines that are under or over the count are disqualified.
- 6. Use active verbs in either present, future or present perfect tense. Make sure your headline matches the tone of the story. If it is a fun story, write a fun headline; if it is a serious story, write a serious headline.
- 7. Never 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 the unusual. The main headline does not require a verb. The secondary headline does.
- 9. Please note that Associated Press does not have a style dealing with headlines.

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
- you may write a number out (one hundred) or write it out numerically (100). Be consistent.

★ STORY #1 Oven fire limits lunch options 30 ★ STORY #2 Jazz band places second 23 in its initial competition 26 ★ STORY #3 NHS to hold 11 skate fundraiser 16 14 for Leo family ★ STORY #4 Sew 'perfect' 13 Junior customizes formal dresses 32 ★ STORY #5 **Counting on big laughs** 22 Math teacher to make 20 stand-up comedy debut 21 ★ STORY #6 Middle school principal 23 to fill HS vacancy 18