



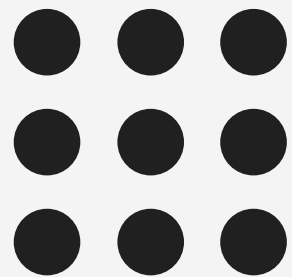
# HEADLINE WRITING



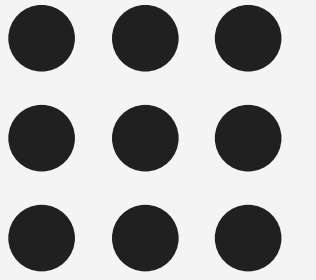
**ENTOURAGE ESSENTIALS: DAY 19**

# DONOW:

Continue working on the body copy writing assignment for 15 minutes, then review the story and list 5 key words (nouns and verbs) from your story.



# OBJECTIVES:



You will write effective headlines and sub headlines in order to draw the reader into your spreads.

Understand the importance of sticking to a style guide when formatting headlines on a spread.





# HEADLINES MUST:

**BE ACCURATE.**

reflection of coverage and content

**BE CLEAR.**

easily understood by any reader

**BE IMPACTFUL.**

draws the reader into the page

# HEADLINE RULES

- Main headlines are not labels and do not state the obvious. Example: Girls' Swimming headline should not be "Girls' Swimming" this is assumed from the photos.
- Must be linked to the story and to dominant photo/element for a verbal/visual connection.
- A variety of main and sub headline styles are used and relevant to spread content.
- Highlight copy and attract the readers' interest.
- Avoid repetition and relate to theme when possible and use present tense verbs.



# AVOID CLICHÉS!



a phrase or opinion that is overused and betrays a lack of original thought.

hard work and dedication

blood, sweat, and tears

a night to remember

a night we will never forget



# KEEP IT SHORT/SWEET

- must fit in allotted space
- eliminate unnecessary words  
(a, an, and, the)
- find ways to make a few words  
say a lot more





# HEADLINE STYLES

USE A VARIETY  
OF THESE  
TECHNIQUES

Rhyming

Newspaper

Alliteration

Assonance

Pun

Pop-Culture

Question

Exclamatory



# HEADLINE EXAMPLES:

## RHYMING

TWO OR MORE WORDS THAT RHYME

*Having a ball in fall, Spring Swing*

## PUN

PLAY ON WORDS

*Who Let the Frogs Out? (for a bio lab).*



# HEADLINE EXAMPLES:



## NEWSPAPER

INTRODUCE THE COPY IN AS FEW WORDS AS POSSIBLE

*Band Sells Candy to Fund Uniforms*  
*Soccer Wins State*

## ALLITERATION

TWO OR MORE WORDS THAT BEGIN WITH SIMILAR SOUNDS

*Packed Parking*  
*Food Fight Fiasco*

# HEADLINE EXAMPLES:

## ASSONANCE

REPETITION OF A VOWEL SOUND IN WORD

*School Pool has New Rules*

## POP CULTURE

based on popular sayings, songs, movies, TV shows etc.

*Old Town Road (mascot is a mustang)*



# HEADLINE EXAMPLES:

## QUESTION

ASKING A QUESTION

*What will Seniors Miss Most?*

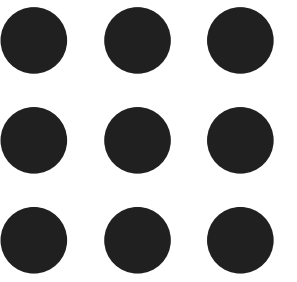
## EXCLAMATORY

VERY SHORT AND END IN AN EXCLAMATION POINT

*OMG! (for a spread about texting)*



# SUB HEADLINES



PROVIDES A 2-LINE TITLE

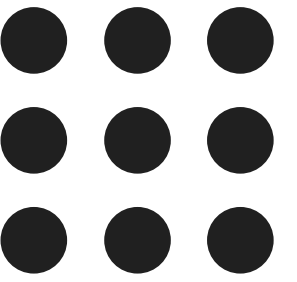
ADDS CLARITY+SUPPORTS CONTENT

Some sub headlines will begin a phrase that the headline will finish. Some sub headlines are a strong word or phrase by themselves.

**Use what's best for your coverage.**



# SUB HEADLINE EXAMPLES



BE CONSISTENT

**hustle.**

IT'S THE NAME OF THE GAME

PREPARED TO BE SCARED

**FEAR FEST  
IS BACK**

*Art director determines our style, and staff must follow the guidelines for a cohesive look.*

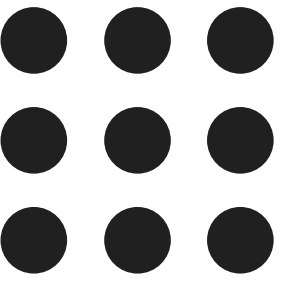


**BAM!** NEW COOKING CLASS  
HAS HIGH ENROLLMENT

# TYPOGRAPHY

## THE APPEARANCE OF TEXT

### DESIGNING YOUR HEADLINE



Try Traditional Caps and Lower Case:  
**Behind the Scenes**

Try All Caps:  
**BEHIND THE SCENES**

Try All Lower Case:  
**behind the scenes**

Try A Sentence Style:  
**Behind the scenes.**

#### TYPOGRAPHY TIPS:

Limit the number of the fonts per section to provide unity. The old rule is two, but this is often suspended to great affect. Sometimes the point of the content of the spread justifies the use of many fonts.

Using all capitals should be reserved mainly for headlines or to provide emphasis. People often read more by the overall shape of a word rather than looking at each letter. It is difficult to read copy that is in all capitals. However, capitals can provide a great sense of emphasis when used in combination with lower case copy.



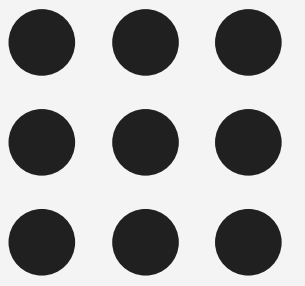
# WRITING PROCESS

- List 5 key nouns/verbs you could use in your headline.
- Determine which technique fits your coverage/words.
- Start drafting.
- Ask yourself: is it impactful, accurate, and clear?
- Revise and rewrite until the answer is “yes” for all three.
- Share with others for feedback. If our staff doesn’t get it, your readers probably won’t either.





# LET'S PRACTICE:



## WRITE A HEADLINE+SUB HEADLINE

- Homecoming Saturday, Oct. 18
- \$10,000 for the decorations.
- It took 200 hours to get the gym ready.
- Jose Garcia helped decorate. "It was the scariest thing I have ever done. Climbing that 20ft ladder was like climbing Mt. Everest!"



SHARE AND TELL US YOUR HEADLINE STYLE

PROOFREAD

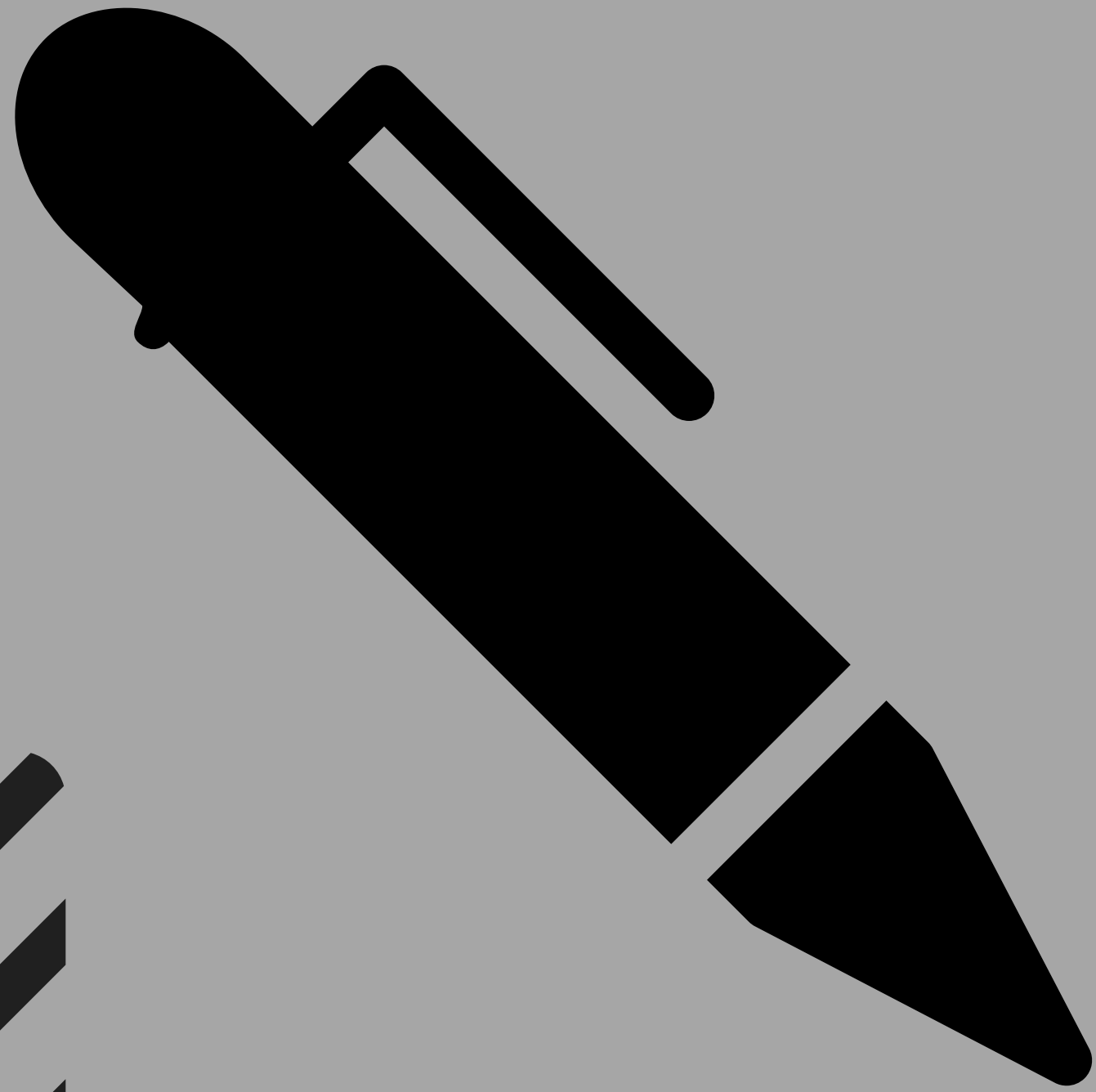
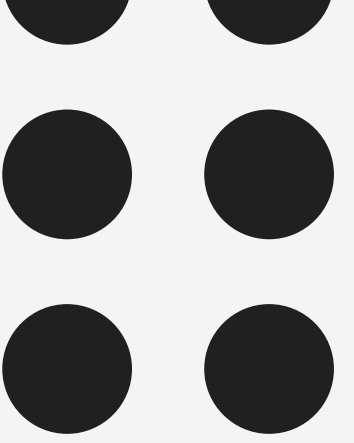
PROOFREAD

PROOFREAD

NO ERRORS.



# ASSIGNMENT:



Looking at the images and copy for your spread, write an effective headline and sub headline.



# HEADLINE REQUIREMENTS

## HEADLINE

Avoids stating the obvious and is engaging to the reader. Is accurate, clear, and impactful.



## SUB HEADLINE

Avoids stating the obvious and is engaging to the reader. Is accurate, clear, and impactful. Supports Headline.



## QUALITY:

No spelling or grammatical errors. Avoids cliches and editorializing. Follows style guide. Fits in allotted space. Uses active voice and strong present-tense verbs.

