

Headline Writing & Design



THE ASSIGNMENT

You are to write a headline for each of the five stories provided. Headlines should be computer-generated and must fit the required space. All headlines should be designed on a single 8.5- by 11-inch document.

[Please click here to see how to make all headlines fit on one page.](#)

SPECIFICATIONS

Headlines #1 and #2:

- A sentence-style news headline for the Web (or immediate print publication).
- Write a 24-point Helvetica or Arial regular (not bold or italic) headline, 6 inches wide, with only one line.
- Also, write a 12-point Helvetica or Arial one-line sub-headline (6 inches wide or less) under the main headline. The sub-headlines should give more detail without repeating words.

Headline #3:

- A sentence-style headline for print publication (delayed at least one week after the event).
- Write an 18-point Times headline, 4 inches wide, two lines long for Story #3.

Headline #4:

- A sentence-style headline for an opinion column (delayed at least one week after the event).
- Write a 30-point Times headline, 7.5 inches wide, one line long for Story #4, which is an opinion piece.

Headline #5:

- A feature headline using a title-style teaser feature headline. That feature headline should be laid out above an explanatory sentence-style sub-headline (deck).
 - Example of feature headline style: *Lady HaHa*
 - Example of sub-headline style with capitalization of only the first word and proper nouns: *Campus comedienne cracks up lunchtime crowd*
- Write and design a feature headline, 6 inches wide by 3 inches high for article #5. Headline may incorporate font styling, graphics, or other treatments to reflect the current design trends for feature headlines. Color may be used for headline package #5 only.
- Students may not use copyrighted or non-copyrighted art or other graphics taken from the Internet or other non-original sources. Any artwork and/or images used in the headline must be the original work of the student. *No clip art please.*

DESCRIPTION

You are a member of Sunflower High School's newspaper staff. Your editor has asked you to write headlines for the five articles below for the school's online and print publications.

SCHOOL INFO

Name: Sunflower High School

Location: Clinton, Kansas

Mascot: Mighty Buffalo

Enrollment: 800 (grades 9-12)

School colors: yellow and brown

Yearbook: The Sunflower

Newspaper: Sunflower News

Contest Info

This is a VISUAL category for the KSPA Regional Contest.

Students must not request help or advice from any person other than the KSPA staff
staff@kspaonline.org.

All work must be solely that of the contestant.

SUBMISSION

This category will use Better Newspaper Contests (BNC), for submission.

- [Click here to submit your files](#)
 - [And click here for detailed submission instructions](#)

SPECIFICATIONS

Use whatever design and software skills you have. While headline designing allows – and encourages – the creative use of images, entries should avoid the use of copyrighted images not held by the contestant.

- The design must be uploaded to the KSPA online submission system according to these specifications:
- The headlines should be designed on a single letter-sized document.
- The document should be saved as a pdf no larger than 25 MB.
- When you submit your headlines, you will provide your name and school name but this information should not be contained in the design of the headlines itself.
- The design may be black & white or color.
- The design must be uploaded by **the visual category deadline**.

Failure to follow these rules will result in disqualification.

Story For Headline #1

In the spring when Sunflower High School students register for their next year's courses, they usually don't consider the process that makes those courses possible. This process can be lengthy and demands a lot of work for teachers as they take into consideration all the requirements a new course must meet.

The first step in the course-creation process is the proposition of class, which can happen in various ways throughout each department. Heidi Maddox, the chair of the SHS science department, explained in an interview how new classes generally get proposed.

"It starts one of two ways: the administration wants to broaden the class selection or a teacher wants to start a new class," Maddox said.

Once a new class is proposed, certain requirements need to be met in order for it to be approved. Rachel Gardner, the chair of the SHS English department, explained some of these requirements.

"At the department meeting, the teacher proposing the course will talk through their plan and then we will discuss it as a department to see not only if there's a need for that type of class, but if it would be infringing upon other classes that we already offer," Gardner said. "Or if we could make room for it in the syllabus,"

Another aspect that needs consideration for new classes to be approved is student enrollment. Noah Benjamin, the chair of the SHS math department, explained that if not enough students apply to a course, it can't be offered.

"We tried to do a class for this year that was going to be like a mixture of stats and data analysis and we had it in the program of study, but I think only five kids signed up for it, and that's not enough to offer the class," Benjamin said.

Along with necessity and student enrollment, the amount of work teachers put into the classes they have is important to consider. Henry Katz, the chair of the SHS social studies department, explained in an email that the more classes a teacher has, the more work they have.

“The more subjects a teacher teaches, the more classes a teacher has to prepare for, which results in more work,” Katz said.

Story For Headline #2

In a back-to-school newsletter in July, principal Sue Luxford informed Clinton families school meals are no longer free. School lunch will now cost \$3 and breakfast \$1.50.

Some students still qualify for free or reduced fee meals through a Federal Eligibility Application. Parents are encouraged to fill out this application for their students, even if they are not eligible because it raises money for the school. While applying provides students with lunch at no cost, English teacher Leona Garcia thinks this action is easier said than done.

“My concern is that the students who would qualify for free and reduced lunch might be uncomfortable applying for it, or even if they did apply for it, using it,” Garcia said. “Instead of coming up with the money, they’re just going to go hungry.”

Garcia doubts that a parent would decide not to utilize the form. Garcia’s concern is that students will associate a sense of shame with receiving free lunch.

“Speaking as a parent, I don’t think a parent would choose not to sign their child up for free lunch,” Garcia said. “I think that a child would choose not to get free lunch out of fear of being ostracized or ridiculed.”

SHS sophomore Paris Moore thinks the inability to afford school lunch is an uncomfortable conversation some students might not want to have with their peers.

“I might know someone that can’t get school lunch because of how much it costs, but they wouldn’t tell me,” Moore said. “This could affect the families of people from lower-income areas.”

While there is a population of students who don’t eat school lunch because it’s unaffordable, other students decide not to eat it because of their perceptions of the quality of the food. Moore thinks that the price of lunch does not match what students are provided.

“I don’t want to get school lunch because it’s just so expensive for what it is,” Moore said. “It doesn’t taste that bad, but it is definitely not worth \$3. All you get is a slice of pizza and an apple with no other sides.”

The Federal Eligibility Application may increase funding for the school and its technology while decreasing the cost of college applications and ACT, SAT and AP test fees. The change in school breakfast and lunch costs may have been a way to persuade parents to fill out this application.

Moore thinks eligible students may not participate in the application. Instead, she thinks some will start to avoid lunch altogether.

“I don’t think people who need free lunch will fill out that form,” Jones said. “They might be embarrassed walking up to ask for free lunch, so they’ll probably decide not to eat.”

Garcia agrees that it is unlikely many parents will fill out the form. She believes students should expect free lunch without having to apply for it.

"I think it's important that the world of education removes as many barriers to students' success as possible," Garcia said. "A basic human need, such as food, is something that students should not have to be worried about when they come to school."

Story For Headline #3

Thousands of Clinton residents celebrated the city's 21st annual Global Village Festival on Feb. 3-4 at the Great Park. The two-day event featured music, performances and activities honoring cultures around the world, according to the City of Clinton.

Over 30 food trucks sold food from a variety of cuisines, such as Mexican, Mediterranean and Lebanese. People explored international goods offered by over 150 tents spread out over the park, according to the City of Clinton.

High schoolers from various non-profit organizations volunteered by working at stands where they held cultural activities.

SHS junior Nicole Li made balloon animals and gave them to little children as part of her volunteer work for Project Next Foundation, a non-profit Chinese student organization that provides community service opportunities, from caring for the elderly at senior centers to planning activities for little kids.

"Since me and my family are first-generation immigrants, there's a big language barrier," Li said. "I got to connect with my culture a little bit more and help people in my native language."

In the evening, students from the Lotus Bud Guzheng Academy took to center stage with their guzhengs, ancient Chinese plucked-string instruments. They performed "The Moon Represents My Heart," a popular music piece in China related to the mid-Autumn festival.

"[The guzheng] holds some degree of cultural significance because it's not seen much in the Western world," performer and SHS senior Daniel Mei said. "So, it's pretty culturally important to me."

At a tent near the stage, South Asian Senior Association member and SHS junior Naya Kumar applied henna on the hands of festival attendees.

"I was able to explain my culture and the different aspects, each of which I was proud of," Kumar said. "I, for example, liked talking about Bharatanatyam and explained how it was a form of traditional temple dancing used to tell stories."

SHS freshman Peter Jong volunteered for the Irvine Korean Parents Association by working at a stand with activities connected to Korean culture, such as decorating paper fans and tattooing Korean flags.

Story For Headline #4

Jan. 6, 2021 is a day that left many Americans fearful and questioning the strength of American democracy and the possibility of a peaceful transition of power. The insurrection was based upon a lie that the 2020 election was stolen due to voter fraud. Two years later, the events that occurred on Capitol Hill continue to be contaminated

with false information. It's crucial that these enduring lies are addressed and the insurrection is remembered for what it truly was: a riot that represents the antithesis of patriotism.

Lie: People held a peaceful protest at the Capitol in response to a fraudulent election

In the history of American elections, voter fraud has been proved on 1,340 separate occurrences and criminally convicted 1,152 times. Occuring at such a small scale, the results of the Electoral College could not have been impacted given Biden's sizable 306-232 victory. Additionally, a typical protest does not include over 140 police officers being hurt or assaulted in some fashion.

Lie: The rioters were unarmed

In a statement on Oct. 21, 2021 from Donald Trump, he claimed that Jan. 6 was a "completely unarmed protest." However, at the end of December 2021, the Department of Justice released an official report stating that over 75 individuals have been charged with "entering a restricted area with a dangerous or deadly weapon." These weapons ranged from baseball bats to semi-automatic handguns.

Lie: Nonviolent protesters are being unfairly prosecuted

A common narrative reiterated by Trump supporters and politicians such as Arizona Representative Paul Gosar is that these protesters have become "political prisoners." However, over 700 individuals were charged on account of the Capitol riot and subsequently released shortly afterward. Only a small minority of those arrested were ordered by a judge to stay in police custody until trial due to the severity of their charges, such as attacking a police officer.

Regardless of political ideology, it is imperative that Americans come to a common understanding that this attack was a serious threat to our country, and work to correct misinformation that has skewed the events that unfolded that day.

Judge James Boasburg said it best, "[The rioters] attempted with others to undermine one of our bedrock acts, which is the peaceful transition of power after an election." Judge James Boasburg said this during the trial of Derek Jancart and Erik Rau, two men who breached the Capital building. "When you try to eliminate that principle, you strike at the heart of our democracy."

Rather than serving as a rallying cry for political lies, the memory of Jan. 6, 2021 should be a day in American history that serves as a remembrance of the values upon which our country was built that we must continue to protect, justice and freedom.

Story For Headline #5

According to the Pew Research Center, 70% of U.S. adults consume news from Facebook. Many students at Sunflower High School school also said they get the majority of news through social media, including junior Amy Jai.

"I think everyone has at least experienced some sort of fake news," Jai said. "I have had experiences with fake news multiple times and that's just because not everything you see on social media is true even though it might seem like it is."

Jai explained how she sees gossip about fellow SHS students on her Instagram feed, especially in the comments. While she knows that much of the gossip is false, she still uses Instagram because she wants to stay connected to her friends.

“At the end of the day it’s just people like us who end up posting news and gossip,” Jai said. “We can’t really fact check an unknown person unless if we start digging deep about a certain news, but that still doesn’t give us credibility on if everything that person posts is true or not because they might be posting some real news and some fake news.”

SHS sophomore Ian Thomas said he also shared this experience. During the lockdown portion of the pandemic, Thomas said that he went down a few political “rabbit holes.” He realized — only after watching dozens of videos on YouTube — how he was being served more and more extreme political theories and misinformation.

“As a consumer, I do have the option to fact check whatever information that I am being introduced to,” Thomas said. “But others may immediately believe what they see without proving that it is true, and share it. When you see something suspicious on social media, everyone should fact check before they decide to share it.”

Communications Department Chair Kerry Brown said information that comes from social media is rarely reliable.

“I think that getting your information from social media is problematic because every social media platform uses an algorithm,” Brown said. “It feeds you the same kind of information that you click on. It is like you are living in an echo chamber. You are not getting the other side of the story. You aren’t seeing the full story and you will even see the same topics over and over again.”

Sitting in the cafeteria, junior Amy Jai scrolls through her Instagram page. She follows the Sunflower News, the Clinton County Times, CNN, The New York Times and some fashion news channels.

She said although social media has its cons, news gets published in a more frequent and timely manner. Jai said she has methods to find out whether or not information is reliable.

“I usually first look at what other things the account has posted. From there, I will Google what they posted or fact check it with other accounts on social media,” Jai said. “That way I can see different perspectives and both sides of the story.”

Brown said that Sunflower High School students should pay attention to how a news story makes them feel.

“When a news source is sensational in any way, like it provokes a feeling in you such as outrage, that’s your first clue that it is not credible,” Brown said. “You can go to websites like AllSides. You can come down to the library and get some books. You know there are a lot of different methods you can do to fact check your news.”

Despite the risks, SHS freshman Tina Nell said that there are some pros to getting your information from social media.

“Some pros of getting news from social media is that it shows you stuff that you are interested in and caters to you. While this can be seen as a con, you get to see things you are interested in,” Nell said.

Thomas said the cons of getting news from social media outweigh the pros.

"The cons is that if you don't fact check your information then you can very much be exposed to lies and biased claims. Those claims can affect how you observe different topics whether it be a positive or negative," Thomas said.

Brown said there are a lot of different sources students can go to instead of social media to find reliable news.

"You can go into our databases and search up some articles there," Brown said. "Magazines can also be super reliable, since the information is a lot more clear than some other online resource because it goes through an editing process. On top of that, you can also go to your parents, your teachers and a lot of adults here in the media center who can help you out as well if you are looking to fact check or find some reliable news."