

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 sheet of paper.

[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

Missing soap dispensers and mirrors from bathrooms. Stolen school property from classrooms. Millions of views on videos promoting theft. These statements define the “devious licks” trend introduced by TikTok, the #1 Entertaining app on the Apple Store, at the start of December.

The recent increase in vandalism within bathrooms raised concern among the faculty at Sunflower High School. Through the news, teachers and students, the administration was alerted to the TikTok trend, which has spread through the campus.

TikTok trends, especially dances and jokes, have exploded all over the internet, reaching thousands of communities and individuals. The popularity of the social networking platform continues to increase on a daily basis.

“I am not surprised the challenge exists because unfortunately, social media glorifies anything that will garner attention, but I am surprised that people participate knowing the consequences,” assistant principal Samir Reena said.

While the trend encourages students to steal any school equipment, from lockers to toilets, Sunflower High School staff noticed that the bathrooms were being hit more often. Mirrors were being taken down and soap dispensers started disappearing.

“I think that it’s been a long year of COVID-19 and students are back on campus and excited to get engaged in different things to make it exciting for them, but [stealing school property] is not the way to do it,” assistant principal Aimee Macar said. “[Our equipment is funded by] your family’s tax dollars. When we have to continuously spend money on fixing bathrooms on school property, that’s money that gets taken away for other things that we can be using for the school to improve it.”

While numerous counties and schools have had countless items taken and damaged, Sunflower High School has not experienced extreme cases in comparison to other schools in the Sunflower School District. At North Clinton high School, police arrested nine students on misdemeanor vandalism charges.

“There has not been a noticeable increase in theft [at Sunflower High School]. I really attribute this to our student body being mature as it relates to their involvement in theft,” Reena said.

Anytime something is vandalized, Sunflower High School is forced to replace it if a replacement is available. This is usually done right away because of the efficiency and speed of the custodial staff, who are also on high alert. The administration is additionally monitoring social media and taking statements from students with tips. Students who have been participating in the trend are usually found through social media statements, but also camera footage.

"We have really great cameras so we can locate [guilty students]," Macar said. "We are monitoring the bathrooms more than we ever have in the past. Every single period, we are checking every single bathroom and reporting back to security."

If stolen items cannot be replaced by what Sunflower High School has available, the school must submit a work order to the district and temporarily close the affected area. An example is shutting down bathrooms because it is too dangerous to function without certain equipment.

"I think the trend is pretty funny, though I would be upset if I had to wash my hands and there was no soap," junior Johnny Mun said.

Moreover, there are discipline assemblies to ensure everyone understands that regardless of if it is a challenge or not, it is still considered vandalism. Punishments follow the discipline matrix and vary depending on the severity of the situation.

"I personally feel it is silly and those who participate in the challenges are immature. There is no reasonable explanation to participate in the challenge and if it is, I am open to hear the reason," Reena said.

The Sunflower High School administration continues to educate students about the consequences of being caught participating in the challenge and encouraging appropriate behavior. Announcements are made in the morning regarding these recent activities. Furthermore, consequences can include suspension, expulsion, restitution, jail and/or a record with school and law enforcement for the remainder of a student's life.

Story For Headline #2

The Sunflower High School main gym, still roped off and shut down, has been worked on all summer and fall. The harsh reality of unexpected flood damage has caused many people and events to have to adapt.

"This summer they were redoing the school's roof, so when they tore everything off, obviously they took off all the protection," Athletics Director Kelton Vaughan said. "There's layers of lashing and pebbles and gravel and all that stuff that was all removed so that they could make repairs. Unfortunately, during that time, there was a storm that came through, dumped a lot of water through there, and wasn't detected for a day or so, which caused the gym floor to start warping."

The damage was costly and time consuming, Vaughan said.

"Once we found that out, we had to dry all the boards out and dry the concrete out underneath, which took probably a week or two of the fans constantly blowing air," Vaughan said. "When they assessed the damage, there was enough that they had to remove about half of the gym floor."

New boards have been reinstalled on the damaged half of the floor, and the entire gym floor has been re-sanded and stained, so that it will all appear to be the same. The school administration hopes that once the floor is sealed, finished, and painted, all will be as close to back to normal as possible.

"It's not only an inconvenience not being able to have any assemblies, but also Homecoming was not on site. It had to be off site," Vice Principal Ken Aoife said. "PE classes [have] to be outside all day, which is especially rough on the teachers because they're not used to being outside in the sun all day."

Vaughan said that there was about \$145,000 worth of damage that insurance and the roofing company are still figuring out. The gym won't be available until March 1."

Sunflower High School's fall and winter indoor sports have especially been impacted. While groups like wrestling, cheerleading, and poms can use areas of the school like the wrestling room, commons, or even hallways, off-season sports that typically train in the gym, and in-season sports that require the gym, such as volleyball and basketball, have had to adapt.

"We weren't able to finish the summer with some camps we had set up, and then a lot of our off-season sports, like boys basketball, girls basketball, and volleyball, who all have preseason stuff going through there, and they

weren't able to do a lot of that in there," Vaughan said. "For our volleyball team, we had to move all of our home games that we were supposed to have to the opposing school's gyms, so we're on the road a lot this year." The Varsity and JV Volleyball teams traveled to the Volleyball Academy in Topeka every day after school in order to hold practices. Freshmen and sophomores volleyball teams are using the school's auxiliary gym to train despite the fact that it cannot be used for games.

"Having our gym shut down for the whole season has been really tough on our team," said varsity volleyball player Safiya Karim. "Home games are always super fun and full of energy, and especially since we weren't able to have a student section last year, it was supposed to be a really big year for us."

Until construction is completed, events such as dances, assemblies, and more will be held in other locations on campus or even at outside venues in downtown Clinton.

Story For Headline #3

During the pandemic, research has shown that structure is important for students because it creates an environment of normal daily life. Having a regular weekday routine can be beneficial because, for some students, having a schedule lessens anxiety and stress.

An article written from *Child and Adolescent Behavioral Health* describes how the unpredictability of the life in 2021 and 2022 is a major stressor for students.

"Facing so many unknowns heightens anxiety," the lead author Ingrid Neicet wrote. "Some amount of fear and worry is a normal reaction to this abnormal situation. If a person's anxiety is so intense that it is disrupting the person's ability to concentrate on other things, interferes with the person's ability to sleep at night or causes the person to avoid engaging in the things that he or she needs to do, it may be necessary to seek help."

Some students, like Sunflower High School sophomore Mae Bunmi, are feeling a sense of relief after the adjustment into a new learning schedule that has been modified for the 2020-2021 school year.

"I would say I'm probably less stressed because we don't have as many classes," Bunmi said.

In addition to fewer classes, Sunflower High School implemented a new quarter system, which is now assigns students three classes per quarter instead of six per semester, as well as grading in a quarter system instead of by semester.

Data from the Journal of Medical Internet Research shows that, of the 195 students of different ages that were asked about their mental health, 71 percent indicated an increase in stress and anxiety levels during the COVID-19 outbreak.

Another student, junior Eun Jiwoo, enjoys the freedom of her schedule now that she has returned to in-person school from virtual school.

"Since I was doing fully online and had Zoom calls it allowed me to choose when to do my work, which was later in the day. But that schedule also kept me up at night and my sleep schedule was totally upside down. Being in-person this year gives me less anxiety from my virtual school peers and allows me to get back into the world with friends. I think that it has relieved a lot of stress for me since I have more structure and get more one-on-one time with my teachers than I possibly couldn't get online."

An article written by the CDC has suggested a few ways to help reduce anxiety, including:

- Taking care of your body by: exercising, meditating, giving yourself a routine, try to eat healthy well balanced meals and to get plenty of sleep.
- Connecting with others: check in with your friends and family to see how they are doing, Giving yourself interactions can help you and your loved ones vent to one another or unwind and have a good time.
- Make time to unwind: remember to continue the activities you love and enjoy to keep yourself with a routine.

Check out the CDC website for more questions concerning community guidelines, as well as suggestions on how to cope with mental health struggles.

Story For Headline #4

No Shirt, No Shoes, No Service. This is one example of the many rules that we have all abided by for the past century. It's common sense that in order to be accepted in public locations, there are certain rules that can't be avoided. If you can understand that clothes are necessary to go to the grocery store, then why is it so hard to obey the rule that says masks are required in public places?

As members of a society, even one as boring as Clinton, Kansas, we benefit from that society, whether it be going to school, having our roads plowed, or borrowing flour from a neighbor. This means that, as members of society, we have obligations: following the law, paying taxes, or even just respecting people's space.

Even if it's not required or enforced, it's our obligation to not put other members of society in danger, specifically by spreading a deadly virus. The police aren't going to come to your house and force you to social distance and wear masks with the friends you're hanging out with. But you shouldn't need to be forced to have basic human decency, stay home, wear a mask, and keep your distance from everyone.

This pandemic affects everyone, not just those within your small bubble. At Target or Walmart, there are still people walking around carelessly with no masks on. When a worker asks them politely to put on a mask, they simply don't acknowledge it or just take the mask right back off afterwards. Many people don't realize that wearing a mask is not just for *your* safety, it's for *everyone's* safety. There is a world outside the small bubble that you reside in, and many people fail to see that. This is a problem.

Masks are not being enforced in the same way that most laws are enforced. In fact, masks should not even have to be enforced, it should just be common sense. But many laws are common sense, and enforcing them just adds an extra precaution so they are followed. It needs to be engraved in people's brains that while wearing a mask may not seem important to you (although it should be), it's important to respect the people around you and wear a mask.

Wearing a mask is not a rule that should have to be so drastically enforced. It should be common law by now that if you're around people you have to stay 6-12 feet apart as best you can and you wear a mask. We're trying to end the pandemic, not go for Round 2.

It's hypocritical to complain that the pandemic hasn't lessened in severity while simultaneously putting minimal effort towards fighting it. We must work harder by doing more than the bare minimum. It's an even responsibility for everybody, which means that utmost precautions need to be taken. When gathering with others, whether in our homes or in public, we should wear a mask at the very least — which is barely an unreasonable favor, seeing as its best to abstain from seeing other people anyway.

Yes, there may be circumstances where we absolutely have to meet somebody or do something in person without masks, but that does not mean the pandemic is over. The lifting of certain restrictions is not reflective on the state of the virus: restaurants may be open, as opposed to a total shutdown early on in the quarantine period, but total cases are on their greatest rise yet.

We shouldn't be looking for ways to get around the rules, we should be making a personal effort to do everything possible to prevent the spread of this virus.

Story For Headline #5

The bell sounds, signaling the end of the period, and she breathes out a sigh that isn't of relief. She picks up her backpack and makes a beeline towards the classroom door, while her mind is busy organizing the next seven hours of her day.

Mentally, she goes over all of the homework and tests assigned to her throughout her classes. She reminds herself of the extracurriculars scattered in the rest of her week as she makes her way over to the bathroom to change into a pair of shorts and a t-shirt that will be comfortable enough for the next few hours of training.

And she goes through how long it will take to get home with enough time to change into a leotard, gather her pointe shoes, and throw her hair up into a rather tight bun. But she smiles as she basks in the knowledge that the last hours of her day will be dedicated to dance almost every day this week. And for Sunflower High School senior Alea Mejia, these two hours just seem to make everything else worth it.

"I dance love, I dance joy, and I dance passion," Mejia said.

Mejia, who participates in varsity cross country, track and field, along with extracurriculars such as NHS, has been dancing since she was three years old. She has danced ballet, lyrical, contemporary, tap, Scottish dance, Irish dance, and now, is “mainly focusing on ballet.”

“I was good at dancing, and I knew that,” Mejia said. “So, my mom figured she’d enroll me in ballet because it would challenge me more.”

Mejia dances with the Sunflower Dance Theater in Clinton. The more time Mejia spends there, the more opportunities she has for an “emotional outlet.”

“It’s a way for me to help deal with ADHD and also just normal stress,” Mejia said.

Though dance remains a way for Mejia to alleviate stress and emotion, it’s still “not easy” to balance her passion with all of the extracurricular activities, sports and classes that are in the course of her day-to-day schedule.

“I have to schedule my time efficiently,” Mejia said. “I have to get things done at certain times, I have to find room to fit additional activities if need be. It requires a lot of responsibility, so I feel like it’s good for me.”

Mejia was enrolled in dance classes by her mother, Jess Meia, who said that she’s always had a “natural affinity for music and movement.”

“She would climb out of her crib and twirl around her room to any kind of music, or even just the music in her head,” Jess Mejia said. “Even before she knew the word for it, she was a dancer.”

Because she’s been dancing for so long, Mejia always wants to incorporate dance into her life, maybe even professionally. But with that goal, Mejia said that she always has “this fear.”

“It’s like an ultimatum,” Mejia said. “You put your whole soul into this, and people tell you you’re going to make it. But it’s never a guarantee. For so many people, it doesn’t work out, it doesn’t happen. It’s a stressful decision to make, and I’m not exactly sure how one makes it.”

The biggest thing that Mejia has taken away from her 14 years of dance is the fact that sometimes, you have to “be willing to not be where you want to be.”

“Sometimes you work so hard and you may get so much better, but you might not necessarily be where you want to be,” Mejia said. “Some things take longer than you want them to, and you have to learn to be okay with that.”