GUIDES FOR YEARBOOK JOURNALISM

WRITING HEADLINES

HEADLINE TIPS
YEARBOOK 101

Creative headlines are what draws the reader into the story. Try to think outside of the box, brainstorm multiple headlines and secondary headlines that directly relate to the content in your copy.

Keywords: List keywords that stand out in your copy. See if any make sense grouped together or as a stand alone word for a headline. **Example:** "Aim, Breathe, Shoot, Score" a headline about a soccer game. These words were pulled from a quote highlighted in the story.

Action Phrases: Read through your copy, make a list of phrases that jump out at you. Action phrases are more interesting than passive phrases. **Example:** "Painting Van Gogh" a headline about a painting project that focuses on artist, Vincent Van Gogh as the exemplar.

Alliteration: A series of words that begin with the same consonant sound. Headlines that use alliteration are catchy and look good design wise. **Example:** "Team Triumphs Ten to Two" a headline about a softball team win.

Onomatopoeia: Words that look like the actual sound they make. For example: Splat, bam, clash, roar. Onomatopoeia headlines provide descriptors that give the reader a sense of actually being there. **Example:** "Stomp Your Feet" a headline for cheering on the football team during the homecoming game. Think ahead for event headlines. You could play off this headline for the homecoming dance: "Twinkle Toes" vs. "Stomp Your Feet."

Puns: A play on words; making use of words that have more than one meaning or similar sounding words that have different meanings. Puns are used to create a humorous effect. Think of phrases you could use and swap out a word. **Example:** "Hoops, They did it Again" (Brittany Spears song reference, "Oops, I Did it Again") or "Here's the Kicker" in reference to a soccer story.

Rhymes: Words that sound similar, especially the ends of words. Rhyming headlines create very catchy headlines. Use a rhyming dictionary to help develop your headline. **Example:** "Pin it to Win It" for wrestling, "No Pain, No Gain" for a ... working towards becoming a college athlete.

... help write your ... man pyramid for ...

... happening now ... on Egypt (a ...

... Create hashtag ...

HEADLINE PRACTICE   Name:

Create primary headline and secondary headline examples for three different deadline assignments using different headline tactics for each one.

Assignment One:

Keywords: Use keywords from your story to develop headline ideas.

Alliteration: Use words that begin with the same consonant sound to cr...

Puns: Play on words and phrases to create headline ideas.

Secondary headlines: Write three options for secondary headlines for t...

Assignment Two:

Action Phrases: Use phrases from your story to create headline ideas.

Onomatopoeia: Use descriptive words to create headline ideas.

Idiom: Use an expression that tie into your story to create headline ideas.

Secondary he...

HEADLINE WRITING ASSIGNMENT
Captivating and Creative Headlines

BIG IDEA:
- Captivating and creative headlines

ESSENTIAL QUESTIONS:
- What methods can you use to create headlines.
- How can you create references in your headlines that your peers will understand?
- What role does the secondary headline play in the headline package?

OBJECTIVES: Students will...
- Discuss different ways to develop headlines.
- Look at headline examples in past yearbooks.
- Practice creating headlines as a group.
- Practice writing headlines for their own stories.

COMMON CORE, Writing:
Middle School:
- CCSS.ELA-LITERACY.WHST.6-8.4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- CCSS.ELA-LITERACY.WHST.6-8.5: With some guidance and support from peers and adults, develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on how well purpose and audience have been addressed.
- CCSS.ELA-LITERACY.WHST.6-8.10: Write routinely over extended time frames (time for reflection and revision) and shorter time frames (a single sitting or a day or two) for a range of discipline-specific tasks, purposes, and audiences.

YEARBOOK TIPS:
HOW TO WRITE INTERESTING, CLEVER HEADLINES

HEADLINE WRITING ASSIGNMENT
Captivating and Creative Headlines

BIG IDEA:
- Captivating and creative headlines

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COMMON CORE, Writing:
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- CCSS.ELA-LITERACY
  which the development,
  and audience.
- CCSS.ELA-LITERAC
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  frames (time for
  or a day or two)
- CCSS.ELA-LIT
  which the devel
  and audience.

- CCSS.ELA-LITERACY.WHST.11-12.5: Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.
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SUPPLIES:
- Computers and projector to display PowerPoint and display yearbook design website
- Computers for students to work on

PRODUCT:
- Headline handout completed

PRINTABLES:
- Headline tips handout
- Headline practice handout

- Colophon: A statement at the end of the book that includes information such as staff names, printer name, printing quantity, edition number, and printing specifications (size, paper weight, etc.).
- Serif font: A font that has "feet" coming off the letters. Example: Times New Roman is a serif font.
- Sans Serif font: A font that has no "feet" coming off of the letters. Example: Arial font is a sans serif font.
- Folio: A design, graphic, image, text, or similar that repeats on every page of your yearbook. Your folio helps emphasize your theme.
- Book spine: When your book is closed, the edge of the book that binds the pages together. On a yearbook, the spine often has information such as the volume number, school name, yearbook name, and year.
- Module: One story and picture grouping within a page or spread. Each spread is typically broken down into smaller modules. Each module focuses on a specific story. Ex: One game on a spread about the baseball season.
- Endsheet: The paper between the cover and the first page. It is often used for signing, but can also be used to help introduce the theme and include the table of contents.
- Secondary headline: A headline that supports the primary headline and provides additional information about the copy.
- Headline package: A grouping of a primary and secondary headline.

IMPLEMENTATION: For a 50 minute class, times may vary.
Before class arrives pull out old yearbooks for students to look at for headline reference
DAY 1: Introduction
- Start class by pass

...tips-for-writing-headlines/

...d use to describe your yearbook.
...that drives the look, feel,

...ronological order. All categories
...the week September 23rd-28th
...ibit, a science project, cafeteria

...ed on categories. Example: all
...s not required in each section.
...ges create a spread.
...ons, and content order. A ladder can
...1 2: blank page, title page; Pages 3
...s; Pages 5 and 6: Yearbook

...cludes information like the theme, title
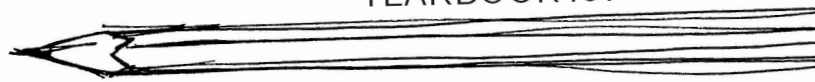...r, year, school address, school phone

...section of the book. They can be as
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...etics section starts, with the title
...e spring section starts.

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YEARBOOK 101

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Onomatopoeia: Words that look like the actual sound they make. For example: Splat, ba[...] Onomatopoeia headlines provide descriptors that give the reader a sense of actually being there. **Exa**[...] Feet" a headline for cheering on the football team during the homecoming game. Think ahead for ev[...] play off this headline for the homecoming dance: "Twinkle Toes" vs. "Stomp Your Feet."

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Rhymes: Words that sound similar, especially the ends of words. Rhyming headlines create ve[...] a rhyming dictionary to help develop your headline. **Example:** "Pin it to Win It" for wrestling, "No [...] student spotlight on working towards becoming a college athlete.

Idiom: An expression created by popular use in which the meaning can not be deduced from the [...] individual words. For example: "It's raining cats and dogs" or "get off my back." Use an idiom dicti[...] headlines. **Example:** "A Balancing Act" for a theater headline that accompanies a headline of actors [...] a performance.

Pop Culture: Create catchy and interesting headlines by referencing pop culture. Focus on [...] or do a throwback. **Example:** "Walk Like an Egyptian" for a headline about an history project that fo[...] reference to a 1980's song by The Bangles.)

Theme: Use your theme to help drive headline ideas. **Example:** The yearbook theme is #Hash[...] based headlines such as #Blessed, #PhotoOfTheDay #TBT.

Secondary Headline: Use the secondary headline to further explain the headline. I[...] that identifies important parts of the story. The primary and secondary headlines create a headline pa[...]

HEADLINE PRACTICE Name: _____

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Action Phrases: Use phrases from your story to create headline ideas.
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Onomatopoeia: Use descriptive words to create headline ideas.
_____

Idiom: Use an expression that tie into your story to create headline ideas.
_____

Secondary headlines: Write three options for secondary headlines for this story.
_____
_____

Assignment Three:

Rhymes: Use words that sound similar to create headline ideas.
_____

Pop Culture: Make pop culture references to create headlines.
_____

Theme: Consider ways to incorporate your theme into headline ideas.
_____

Secondary headlines: Write three options for secondary headlines for this story.
_____
_____

HANDOUTS:
HEADLINE WRITING TIPS & ACTIVITY