

7
MINUTE
STARTER

7.3 | Headlines

Jostens

STEP 1 – LEARN & PRACTICE

- Look at the following headline examples from yearbooks and magazines and determine the headline strategy used.
- Notice the sub-headlines used to explain the headline in each example.
- Watch the 1, 2, 3 Headlines video on Yearbook Avenue
 - Digital Classroom>Videos>Journalism> 1, 2, 3 Headlines



HEADLINE STYLES

- Hammer
- Kicker
- Tripod
- Wicket

We will be looking at samples of these in the next slides.

Most readers look at headlines before any other text on a spread. An effective headline should hook readers' interest, guide them into the verbal-visual story and tell them what the story is about. A headline indicates a story's angle and focuses attention on important highlights.

BEING A FAMILY
volleyball bonds off the court

The Mountain Vista girls volleyball team had a very successful season. The girls' success can be attributed to their bonding on and off the court. "There's a lot of us who are on the same team and just, we're kind of 'green' together," *Madison Williams, 11*, said.

The girls had a very team-oriented atmosphere this year as opposed to other years. "There's no 'I'm going to just run around and do my own thing' kind of thing," *Lindsey Jaffe, coach*, said.

The volleyball team members used their individual talents to make a team with great talent. "We've shown them to support each other and to work together really well," *Madison Williams, 11*, said.

The girls felt very comfortable with each other which led to further success on the court. "We have moments that we just have to rely on and just talk about regular things," *Madison Williams, 11*, said.

The girls' bond off the court helped them succeed on the court. "We have moments that we just have to rely on and just talk about regular things," *Madison Williams, 11*, said.

The girls' bond off the court helped them succeed on the court. "We have moments that we just have to rely on and just talk about regular things," *Madison Williams, 11*, said.

Headline Strategy: Hammer
Descriptive multi-line secondary headline is below primary headline



Mountain Vista High School [CO]



Note that primary headline is a clever play on words



Headline Strategy: Kicker
Descriptive single-line secondary headline is above primary headline

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North Hall High School [GA]

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Note that primary headline is a clever play on words



Headline Strategy: Tripod

Descriptive multi-line secondary headline is next to primary headline

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Bryant High School [AR]

Jostens

Note that primary headline is an alliteration



Note that primary headline is fun

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Komachin Middle School [WA]

Festens

HEADLINE STRATEGIES

- Play on words
- Cliché
- Verbal/visual connection
- Alliteration

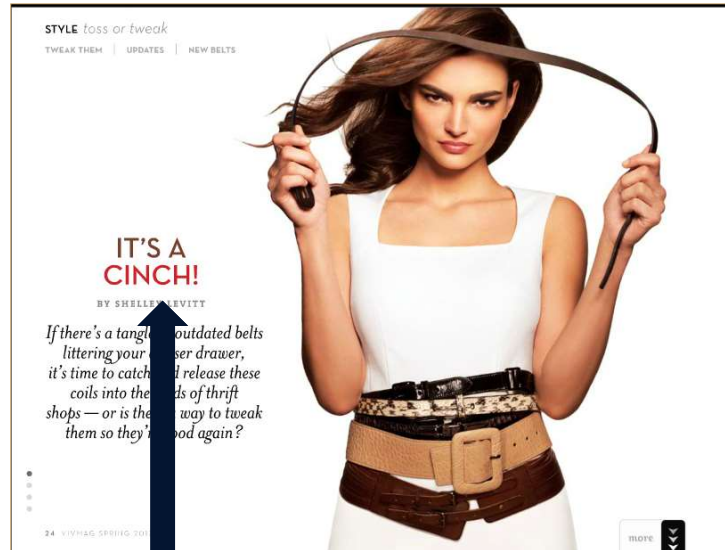
We will be looking at samples of these in the next slides.



Headline Strategy:
pun

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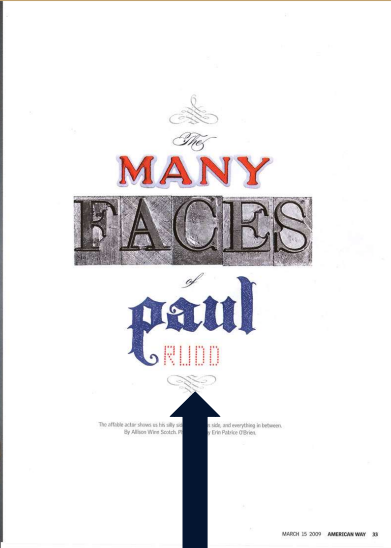
Festens



Headline Strategy:
cliché

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Headline Strategy:
cliché, verbal/visual connection

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STARTER

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Headline Strategy:
alliteration

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Festens



Headline Strategy:
pun

Headline Strategy:
rhyming

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Glenbrook South High School [IL]

Jostens

Coach Keeps Tabs Off the Court

BY KATHA COOK for the **MOBILE PRESS** and **MOBILE NEWS**
 When Coach Mike Smith walks the court, he's not just a coach. He's a parent, a friend, a mentor. He's the one who's been there for every player, from the first time they stepped onto the court to the day they graduate. Smith, who's been coaching for 20 years, knows his players inside and out. He knows their strengths, their weaknesses, and their dreams. He's the one who's helped them grow as athletes and as people. And he's the one who's made sure they've had fun along the way.



The expert
from the
top of the
court
is the
coach
who's
been
there
for
every
player
from
the
first
time
they
stepped
onto
the
court
to
the
day
they
graduate
from
high
school

From the Pros

BY KATHA COOK for the **MOBILE PRESS** and **MOBILE NEWS**
 When Coach Mike Smith walks the court, he's not just a coach. He's a parent, a friend, a mentor. He's the one who's been there for every player, from the first time they stepped onto the court to the day they graduate. Smith, who's been coaching for 20 years, knows his players inside and out. He knows their strengths, their weaknesses, and their dreams. He's the one who's helped them grow as athletes and as people. And he's the one who's made sure they've had fun along the way.



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YOU'VE BEEN SERVED



Praise for Point
 When Coach Mike Smith walks the court, he's not just a coach. He's a parent, a friend, a mentor. He's the one who's been there for every player, from the first time they stepped onto the court to the day they graduate. Smith, who's been coaching for 20 years, knows his players inside and out. He knows their strengths, their weaknesses, and their dreams. He's the one who's helped them grow as athletes and as people. And he's the one who's made sure they've had fun along the way.



To the Seniors
 When Coach Mike Smith walks the court, he's not just a coach. He's a parent, a friend, a mentor. He's the one who's been there for every player, from the first time they stepped onto the court to the day they graduate. Smith, who's been coaching for 20 years, knows his players inside and out. He knows their strengths, their weaknesses, and their dreams. He's the one who's helped them grow as athletes and as people. And he's the one who's made sure they've had fun along the way.

084 **V Girls' Volleyball**

085 **V Girls' Volleyball**

Headline Strategy:
 play on words

7 MINUTE STARTER

Kirkwood High School [MO]

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STEP 2 - USE

- Use *Start Right Handout 7.3 - Heads Up Headline Writing* to craft headlines using the dominant photo or practice using one of the following photos.
- You may look online for word combinations or use a thesaurus to look for alternate meanings.

Using the *Head's Up* worksheet, brainstorm a headline that would work on a spread on which this is the dominant photo.



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Mackenzie Phillips, Texas High School [TX]

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Optional: continue practicing using the *Head's Up* worksheet to brainstorm a headline that would work on a spread on which this is the dominant photo.



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Owen Barrett, Sonoma Valley High School [CA]

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Optional: continue practicing using the *Head's Up* worksheet to brainstorm a headline that would work on a spread on which this is the dominant photo.



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Kyle Burnett, Franklin High School [TX]

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