

Headline Writing

KSPA STATE COMPETITION 2010

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THIS IS A CARRY-IN CONTEST. PLEASE ATTACH THE CONTEST NUMBER ASSIGNED TO YOU ON THE UPPER RIGHT-HAND CORNER OF THE ENTRY. DO NOT PUT YOUR NAME ON THE ENTRY. IF YOU DO, YOUR ENTRY WILL BE DISQUALIFIED.

STUDENTS ARE NOT TO REQUEST HELP OR ADVICE FROM ANYONE OTHER THAN THE KSPA EXECUTIVE DIRECTOR. ALL WORK MUST BE THAT OF THE CONTESTANT.

OVERVIEW

Description

You are a staff member of Ad Astra High School's *The Star*. Your newspaper is a biweekly with the final print edition to come out May 7, but you also have a Web site that posts breaking news. Your editor has asked you to write headlines for three stories, one that will appear online, and two that will appear in the next print edition.

School Info

Name: Ad Astra High School
Enrollment: 950 (grades 9-12)
Name of Yearbook: *Honeybee*

Location: Aspera, Kansas
School Colors: Green & Gold
Name of Newspaper: *The Star*

Mascot: Box Turtles

DIRECTIONS

Assignment

You are to write three headlines for the story provided. Headlines #1 and #2 will be straight news headlines while headline #3 will be a feature headline using graphics or other art. All headlines should be written downstyle with only the first letter of the first word and proper nouns capitalized. Headlines should be computer generated and must fit the required space. All headlines should be printed on an 8 1/2 x 11 inch sheet of paper.

Specifications

HEADLINE #1: Write a 24 point Arial headline, 6 inches wide, with only one line for article #1. Then write a 12-point Helvetica one-line subhead that tells readers more detail without repeating words. Headlines should be submitted in black and white.

HEADLINE #2:

Write an 18 point Times headline, 6 inches wide, two lines long for article #2. Headline should be submitted in black and white.

HEADLINE #3:

Write a feature headline, 6 inches wide for article #3. Add a more descriptive subhead (see example). Headline may incorporate graphics, art or other treatments to reflect the current design trends for feature headlines. Color may be used for this headline only. Indicate type faces used below the final design.

ARTICLE #1

While members of the Westboro Baptist Church shouted and held signs today highlighting their anti-gay message, Ad Aspera students, faculty, and other community members united in a demonstration to counter the WBC.

The demonstrations occurred in front of Ad Astra High School at 7:25 a.m.

Ad Astra students were surprised at the hundreds of people who attended the anti-protest because the Ad Astra administration discouraged students from attending.

"I thought it was only going to be about 50 kids," said Rachel Rochelle, an Ad Astra student who

attended the anti-protest.

English teacher Charlotte Webb, who attended the demonstration, was deeply moved by the experience.

"People were excited to be there," Webb said. "Everyone came together. One kid started to play 'Amazing Grace' on his bagpipes and everyone started singing along."

Rochelle was surprised at the diversity of the crowds at the Ad Astra anti-protest.

"The WBC coming to Ad Astra demonstrated that not only the city of Aspera but also Midwestern people are loving and accepting," Rochelle said. "We had people from

multiple high schools, backgrounds, nationalities and sexual affiliation all stand side-by-side to show that we will not accept people who attempt to demoralize people who choose to be anything other than heterosexual."

Webb was also pleased by the variety of people who attended the anti-protest.

"Many people said they haven't seen anything like this in 20 years in this area," Webb said. "There were kids there from all across the spectrum, the Stanford Band and Talisman were there, there was singing and dancing. The WBC was outnumbered and their messages were drowned out by a message of respect and love."

ARTICLE #2

Former Ad Astra English teacher Chris Marlowe is competing for a \$25,000 grant to support Box Turtle Web, his educational tool designed for teachers that will be closely based on his Web site.

Voting for the Pepsi Refresh Project Grant runs from May 7 to 31, and individuals can vote for Marlowe's project once per day.

Supporters can also help promote Marlowe's project by becoming a fan of Box Turtle Web's Facebook page and inviting friends to do the same, he said.

As Box Turtle Web is still in early stages of development, Marlowe primarily needs to use the grant for hiring intern programmers, interviewing a variety of teachers and students to determine their needs in a teaching software, and encouraging teachers to test an upcoming beta release, he said.

Marlowe said his primary goal for this project is to revolutionize the ways that English teachers use technology to supplement their curricula, though he hopes that teachers in other subjects will also be able to find his program useful.

If schools already have a comprehensive learning management system for all teachers to use, such as InClass, Box Turtle Web would preserve that valuable unity while providing a wide range of tools in one easy-to-use program, according to Marlowe.

"For teachers who have a site to use as their online home base, Box Turtle Web will mostly offer behind-the-scenes tools, such as a gradebook, vocabulary tools, and student accounts that let teachers check student blogs and put students into groups," he explained.

However, this tool is custom

built for teachers who do not know how to code, he said, which should make it easier to use than other systems.

"The reason so many school Web sites are frustrating to use is that they were not designed by people who understand what teachers actually need," he said.

Alternatively, for schools that lack a unified web presence, Box Turtle Web would drastically improve communication across and within departments, Marlowe said.

"Box Turtle Web will also provide easy-to-maintain homework and testing calendars and announcements pages that provides valuable communication in a school," he added. "It fosters teacher collaboration, something that some teachers within departments do now in spite of the tools they have available, not because of them."

ARTICLE #3

When Amanda Roberts steps onto the dance floor at her senior prom, she won't have to worry that any of her classmates will be wearing the same dress.

She knows her hot pink tulle and satin dress will be unique because she's designing and making it herself.

"I don't want to be wearing the same thing as somebody else," said the 18-year-old, who is in her second year of sewing class at Ad Astra High School.

Roberts, like some other fashion-conscious teens, makes clothes as a creative outlet. Television shows featuring fashion designers, and a growing number of celebrities launching their own clothing lines, have helped build interest in do-it-yourself wardrobes.

"Fashion design is very hot right now," said Fawn Brass, owner of Brass Arts Studios in Aspera. "There's a real desire to touch and feel and use your hands."

Last year, Brass offered a class in making prom dresses. This year, some students are making formal wear in their general sewing classes.

Jo-Ann Fabric and Craft Stores, the Hudson, Ohio-based fabric retailer, has held a prom dress sewing competition since 2008.

Usually about six Ad Aspera High students make their own dresses, said Karen Donna, who teaches fash-

ion design. The girls love the chance to show their personalities in clothing, she said.

"If you make your own dress, you're definitely making a statement," she said.

Claire McNerny, a senior, likes to sew her own clothes and remake store-bought items.

"All my clothes are altered in some way," she said. "It's an easy way to express myself."

For prom, she's making a silky, knee-length blue gown with a sheer black overlay. She's run into a few challenges: The first time she assembled the dress it was too small. She also sewed one of the pieces in backward and upside down.

"The only hard part of the dress was getting it to fit," said McNerny, 18, who started sewing when she was 12. "It has lots and lots of layers. Lots of pins have been used."

She has spent about five hours a week over the last two months working on the dress, which is nearly complete.

"It's time consuming," she said. "You have to be willing to take the time and learn."

Karen Donna typically steers her more talented students toward prom dresses. Usually five or six students can pull it off, she said. The best results are featured in a school prom fashion

show.

"They usually get a lot of attention," Donna said of the student-sewn garments. "I'm not saying every dress that comes out of my class is fantastic, but there's some pretty cool dresses."

Donna said many of her students consider sewing as a possible career. She credits the reality show "Project Runway" — on which aspiring designers compete to make the best clothing with limited time and money — with heightening interest in sewing and clothing design.

McNerny said she also has saved a lot of money by making the dress herself. She spent about \$30 on fabric. "I was looking at the store. The dresses similar to mine cost \$300," she said.

Students who make savvy fabric choices can save money, Donna agreed. "Many of the kids are money conscious besides talented," she said. "They look for deals."

Bailey Reimer, another of Donna's students, said doing it yourself doesn't necessarily cost less. But she likes the sense of accomplishment that comes from creating a quality garment. Many classmates thought she bought the gold satin dress she wore to prom last year.

"I get a lot of pride out of it — that they actually turn out well," she said.

EXAMPLES

Headline #1, 24-point Arial, 6 inches wide:

Lawmaker supports tax on sugary soda

Headline #2, 18-point, Times, 6 inches wide:

Ad Astra School Board recommends sex ed courses

Headline #3, Pick your fonts*, 6 inches wide with sub-headline under:

Wizard of Odds

Wamego teen correctly predicts NCAA Tournament winners

*Students must tell fonts used: 48-point Hobo Standard Green, and 16-point Times