

# Headline Writing

KSPA REGIONAL COMPETITION 2010

PAGE 1 OF 3

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 next edition to come out March 12, 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, in two weeks.

### School Info

Name: Ad Astra High School

Location: Aspera, Kansas

Mascot: Box Turtles

Enrollment: 850 (grades 9-12)

School Colors: Green & Gold

Name of Yearbook: Honeybee

Name of Newspaper: The Star

## DIRECTIONS

### Assignment

You are to write a headline for each of the three stories provided. Headline #1 will be a straight news headline for the Web (immediate publication), headline #2 will be a straight headline for print (delayed publication) and headline #3 will be a feature headline using graphics or other art. All headlines should be written sentence-style (only 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 8.5- by 11-inch sheet of paper.

### Specifications

**HEADLINE #1:** Write a 24-point Helvetica 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, four 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 by 3 inches high for article #3. 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**

By Amanda Roberts

An estimated 100 to 200 Ad Astra High School juniors and seniors could face punishment for participating in an annual egg fight Tuesday night that left some students injured and damaged the campus, according to Assistant Principal Jim Crossen.

Crossen related this information in an announcement canceling Wednesday's lunch Spirit Week rally and casting uncertainty on future rallies.

"It [the egg fight] is not a harmless tradition," Assistant Principal Jill Cheatham said. "Someone was grilled in the eye."

Crossen also said some injuries were caused by fighting.

"Someone had a busted lip," Crossen said. "Someone had a swollen eye. It was not just throwing eggs."

Additionally, the event, which students refer to as "egg wars," caused significant damages to the Ad Astra campus, according to Crossen.

"There was egg on the track, on the pool deck, on the scoreboard," Crossen said. "It cost a lot of money to Ad Astra."

According to Crossen, the cost of clean-up is mainly in wasted time for custodians. However, the administration is considering using funds planned for Ad Astra junior and senior class activities – probably the annual Box Turtle Days – to cover costs, Berkson said.

The Ad Astra School Board is hiring an independent evaluator to survey the damage, according to Cheatham.

"We are in constant communication with the district administration," she said.

The punishments are likely to be anything "from formal reprimands to suspended to possibly expelled if the police get involved," Crossen said.

Administrators justified the scale of the punishments with the severity of student injuries and the illegality of the activity, saying that school rules clearly prohibit such activities.

"They participated in an activity that is specifically prohibited on page 29 of the student handbook," Cheatham said. "Like any disciplinary incident, we have already accumulated a set of names that we will go through in the next 24-48 hours."

## ARTICLE #2

A new perk with regards to the Spring Fling Dance this March 6, is that classes will receive points for attendance, which will transfer over to Spirit Week.

The dance will be from 7:30-10:30 p.m. in the Big Gym. The theme for the dance is Box Turtle Pride.

“SG (Student Government) had several discussions regarding the theme, and we wanted to make sure it was as much of a positive experience as possible for the students,” junior Kristy Craig said. “We felt that Box Turtle pride would be the most appropriate, as well as a fun theme that students can enjoy.”

SG members have chosen the first week of March for Spring Fling

because they hope this will yield maximum attendance and participation. They also chose this day because they understand and honor students’ religious traditions, according to Craig.

Students can vote for Ad Astra’s Spring Fling court next Thursday during the lunch rally. The kings and queens will be crowned at the basketball game on Friday.

Students were able to request songs appropriate for the dance on a song suggestion sheet that SG posted on the Student Activities Office wall.

Dance tickets are \$5 with a student card and \$10 without one. The dance starts at 7:30 p.m. and doors close at 8:30 p.m.

## ARTICLE #3

Senior Vi Trung’s garage is unlike an ordinary garage. Instead of housing a car or boxes covering the floor, Trung’s garage is lined with fish tanks of every size; some of them have more than a 120 gallon capacity.

Inside each of the tanks are many different fish from all over the world. Trung is a hardcore fish keeper. He enjoys buying, raising and selling fish from all over the world.

“I sold off most of my common fish and got more rare and wild fish from India, South America, Siam and Indonesia,” Trung said.

Trung was born in Vietnam, where he lived for 10 years before moving to the U.S.

He spent most of his childhood in Ho Chi Minh City, home to the Thong street that specializes in exotic fish. Trung’s father took him there in his free time, where Trung learned the art of appreciating and raising fish from other fish collectors.

“There’s a whole street of fish stores in Vietnam, and my dad used to bring me there every week,” Trung said. “That’s how I got into it.”

As his interest in fish grew, the number of tanks and the variety of the fish he owned increased as well. Trung started off with multiple small tanks, each containing fish from a different region of the world. Once fish collecting became his main hobby, he began to buy larger tanks to hold his entire collection. He currently owns a 180-gallon tank, as well as two 125-gallon tanks.

“At one point I had 12 tanks and over 200 fish,” Trung said. “About a year ago, I took down several tanks so I could fit a giant 300-gallon tank. I built a wooden stand for it myself.”

Trung’s collection initially consisted only of salt water fish. He and his father would spend time fishing in the ocean and brought home all the interesting fish that he found.

When Trung moved to the United States of America, he shifted to freshwater fish because the lack of fishing areas, as well as the high price of raising and maintaining a saltwater tank.

“Now, I’m completely fresh water,” Trung said. “Creating a perfect reef tank costs a lot more than a nice looking freshwater fish tank.”

Though collecting fish seems like a cheap hobby, it is a relatively expensive pastime. Exotic fish can cost collectors a large sum of money, especially if they have a diverse collection.

“At that point, fish costs ranged from \$50 to \$600,” Trung said. “I bought a fish that was worth \$1,000 for \$650.”

Most of the fish in Trung’s collection cannot be bought in local stores. Through his many years of experience and breeding, Trung has acquired many connections and relations between the fish breeders in Asia, South America and Indo-China.

“I know the person who spent \$20,000 on a Platinum Barramundi, who owns a rare Golden Barramundi,” Trung said. “They’re two ultra-rare color morphs of the Australian Barramundi. I also know the person who owns one of the biggest Hydrolycus Armatus in the U.S. I inherited most of my fish from him.”

Trung is one of the sole owners of the Cichla Piquiti, also known as the Blue Peacock Bass. Only six shipments have been imported into the U.S. and Trung owns the only one in all of Kansas. It cost him approximately \$650, a bargain from the market price of \$1,500. In addition, Trung owns a Siamese Tiger fish, which originally came from Siam.

“[Siamese Tiger fish] got so expensive because they are now banned from being exported out of Siam,” Trung said. “Before that, they were worth a fraction of today’s price, but after the ban, the price rose at least tenfold.”

Even though Trung loves to breed fish, he enjoys eating them too.

“Chinese Perch is the tastiest fish I have eaten and it is worth 10 times [the price in Hong Kong] here in the U.S.,” Trung said. “That’s why I eat it in Hong Kong.”

He does not plan to have a career involving fish in the future.

“I hope to become an architect, something that is not fish related,” Trung said. “It’s just a hobby.”