

# Headline Writing

2012 KSPA State Contest

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## Description

You are a staff member of Ad Astra High School's The Star. Your news publication is a monthly, with your final issue of the year slated for distribution on May 18, but you also have a website where your staff posts breaking news and other timely stories. Your editor has asked you to write headlines for five stories, two that will appear online, and three 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  
Yearbook: The Honeybee  
Newspaper: The Star

## Contest Info

This is a **carry-in** contest.

Please attach **your assigned contest number** in the upper right-hand corner on the back of your 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.

## Assignment

You are to write a headline for each of the five attached stories provided. Headlines #1 and #2 will be straight sentence-style news headlines for the Web (immediate publication), headlines #3 and #4 will be sentence-style headlines for print (delayed publication) and headline #5 will be a feature headline using a title-style teaser laid out above an explanatory sentence-style subheadline. 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.

*Example Title-Style: Lady HaHa*

*Example Sentence-Style: Campus comedienne breaks up lunchtime crowd*

## Specifications

**Headlines #1:** Write a 24-point sans serif headline, 6 inches wide, with only one line for Story #1. This will run on your website.

**Headline #2:** Write a 24-point sans serif bold headline, 6 inches wide, with only one line for Story #2. Under that headline, write a 12-point sans serif sub-headline, that will give the reader more context about Story #2. This will run on your website.

**Headline #3:** Write an 30-point serif headline, 8 inches wide, one line long for Story #3. This will run in the print edition of The Star.

**Headline #4:** Write a 18-point serif headline, 4 inches wide, two lines long, for Story #4, which is an opinion piece.

**Headline #5:** Write a feature headline, 8 inches wide by 2.5 inches high for Story #5. The headline may incorporate graphics, art or other treatments to reflect current design trends for feature heads. You may use color for this headline only. Below the final design, indicate typeface(s) used and include a rationale for choosing the design and the font.



### Story #1: Breaking News on Website

Ad Astra opened the 2012 girls track season Friday by finishing 11th in the 50-team Amelia Earhart Invitational at Council Grove. Kassebaum High won the meet, which took place amid a thunderstorm that delayed the meet for 57 minutes.

Gloria Allred, a freshman, finished second in the 100-meter race and second in the long jump for the best showing by an Ad Astra athlete. Blair Mutz placed sixth in the long jump and Bryndyn Jorgenson placed eighth in the long jump.

The 4x400 relay team of Catherine Dyer, Mutz, Jessica Guymon and Hannah Dyer finished in 4:30.97 to finish sixth.

"We're happy that we had some individual successes, especially what Gloria did," said Ad Astra Coach Charlie Green. "We really wanted to

finish in the top 10 again, like we did last year. If we just would have run a couple of relays faster, we would have done that."

Allred lost the 100-meter race to Aimee Wheeler of Springville High. Wheeler ran a 12.80 and Allred ran a 12.86. Wheeler finished second last season in the 4A state meet. In the long jump, Springville's Wheeler, the defending 4A champion, finished first with a jump of 17 feet, 11 inches, while Allred jumped 16-3.25. Mutz jumped 15-4.5. Both Allred and Mutz got off longer jumps but scratched in the process to negate their efforts.

"The runway was really wet, so it was hard to really stop before the scratch line," Allred said.

### Story #2: Breaking News on Website

Eight Ad Astra students won Kansas Scholastic Art Awards Friday in the annual contest in Kansas City. In all, they took home six honorable mentions, one Silver Key and one Gold Key, the top honor.

Senior Ryan McCarthy's pencil drawing "The Skulls that I Have Seen," won the Gold Key.

McCarthy said the title of his drawing is a reference to five friends he's lost, many of them Ad Astra students or graduates, to suicide, cancer, drugs or accidents.

"It's the idea of how closely related we are to the dead. We're always at the brink of death," McCarthy said.

"But the picture is not meant to be morbid. It's about life as much as death."

"A living face is easy to take for granted. We see them all the time. But a skull suggests the life it once embodied — while inviting us to take nothing for granted. I see many things as I look at the skull. I see the beauty of the human body. I see my friends. I see my interests," McCarthy said.

McCarthy has an Enlightenment thinker's fascination with the marvels of the human body — the bones, the muscles, the amazing complexity — but he has no interest in being a doctor. Instead, he has his sights set on a career as a medical illustrator.

"I can express myself better through art," he said.

Senior Nader Kardhous's self-portrait, which earned him the Silver Key, is of a head and hands — but in this case the face is animated and intensely alive. It is not the traditional self-portrait with a blandly neutral expression. Kardous's brow is furrowed as he looks up and away, his hands folded across his mouth.

"It's based on a picture of me looking off with a curious expression. You can't tell what I'm thinking. People can decide for themselves," said Goodhue, who will be attending the Kansas City Art Institute.

Art should be thought provoking, but it shouldn't tell you what to think, he said.

Other honorable mention students:

- Senior Nicole Wentling
- Senior Hannah Wise
- Junior Steve Loomis
- Junior Chris Schaefer
- Junior Emma McElhaney
- Sophomore Vikaas Shanker

AAHS art teacher Shirley Ubell said the awards are well deserved.

"I've been here 15 years, and this is the most talented group of young artists I can remember," she said.

### Story #3: Story for Print Edition

Several dozen beakers filled with goopy, green and brown liquids sit cluttered together a counter top inside laboratory at the University of Kansas.

The containers each hold algae that naturally produce oil.

Researcher Sara Marmot carefully measures the various beakers to measure which mixture creates the most oil.

"The big thing I'm looking at is the effects of different medium formulations, so what we're growing the algae in, to see if it will impact positively, hopefully, the oil yields," she explains.

Sara hopes her work will eventually lead to a sustainable means for producing bio fuels. But she has a couple of personal tasks to accomplish first, starting with high school graduation.

"School can get a little boring during the day," the 16-year-old scientist admits.

So, twice a week she gets to leave early from Ad Astra High School to go to KU's lab.

Sara plans to enter her research as a science fair project.

"I get in here at about 2:00 and I can work until 5:00," she said.

KU has been looking into drawing oil from algae and was happy to have Sara's help.

"We use a lot of jet fuel," explains professor Don Draper, Ph.D. the director of KU's Life Science's Department. "So there's obviously a lot of interest for that."

On the other hand, Sara needed a lab because there's only so much you can do at home.

"Here I'm able to approach it much more systematically and methodically than I'm able to do with my limited resources."

It took about six months for KU and the high school to work out an agreement that allowed Sara to access the lab.

Her project is roughly the equivalent of a senior-year project for a KU student.

In fact, the professors here tend to treat her like an advanced student.

"There are many times when we're working in the lab that I have to remind myself she's a high school student, not a graduate student," said chemistry Professor Timm Nordgren.

While it may seem that there's no challenge too difficult for her, Sara admits there's one high school class she struggles with.

"Spanish. I don't like Spanish very much," she says.

Luckily, she can document her experiments in English.

Sara has competed in and won multiple national and international science fairs.

In September, she was listed as one of the top 10 teen inventors in the U.S. by Popular Science Magazine.

After graduation Sara plans to study biochemistry in college.

She plans to apply at M.I.T., Harvard or Princeton, among others.

#### Story #4: Editorial for Print Edition

Much of what the media has been reporting lately about the proficiency of American students in math and science is not very encouraging.

Reports and studies stress that children in the U.S. may not be able to compete in the emerging, advancing global economy because of those technical shortcomings.

To address those weaknesses, President Barack Obama has called for recruiting and training 100,000 new science, math and technology teachers in the next decade.

Closer to home, the state Senate recently approved a bill, co-sponsored by Sen. Shirley K. Richardson (D-Hutchinson), to create an alternative method of endorsing teachers in specific subject areas, particularly math and science, where there are shortages. "Since the pilot program was initiated, it has resulted in more teachers in more classrooms throughout the state of Kansas – particularly in rural communities, where the shortfall in math and science teachers has been most severe," says Richardson.

In the face of the demonstrated need for more attention to math and science come a few demonstrations of success.

Ad Astra High School recently won first place in its grouping at the Kansas and Eastern Colorado Regional Science Bowl at Colorado State University's Plasma Physics Laboratory last weekend. The winning teams will travel to Washington, D.C., next month for the national finals.

Also, our school's suspended robotics program has been restored as part of the new Career and Technical Education training.

After winning first prize at the Kansas regional FIRST robotics competition a few years ago, the school's robotics team was disbanded, and Dario "Mushroom" Cipolloni, head of both the robotics team and the school's Applied Engineering and Science Academy, was reassigned as a disciplinarian.

Those wrongs have been righted, as The Star's Matt Balance recently reported. The robotics program, which returned as an extracurricular activity this year, is set to be added as a two-semester elective class with places for 16 students.

The practical application of math, science and creativity that is essential to doing well in competition, as the newly revived robotics team did this year, could never be the subject of a standardized test.

"It's fine to take a class and learn book smarts, but there's nothing like learning how to do something," Humberto Cruz, a junior and a member of the robotics team, told Balance.

Cultivating that ability to think, then rethink, problems and possibilities is excellent training — for robotics and for life.

## Story #5: Feature Story

Ad Astra freshman Montana Billings wanted to post a blue star high on the wall near the school's cafeteria this week. He thought it was important for everyone to see the message he wrote on it: "Just be yourself."

"This is for people like me," Billings said.

Billings' message for people who have been bullied is part of the school's anti-bullying campaign this week. It is one of several dozen that are hanging on a wall in the school.

"My message said 'You're beautiful,'" said senior Toni Braxton of her "Kill Bullying with Kindness" message on a blue bubble. "It's for the girl who doesn't like me."

Created by the student congress, anti-bullying week includes pledges to not bully, a "Kill Bullying with Kindness day," specially designed T-shirts, a bowling fundraiser for the anti-bullying Megan Meier Foundation, a balloon release and a talk from anti-bullying speaker Jameel Jackson.

"We just think that in general sometimes bullying can be overlooked," said Amanda Harvengt, a senior on the student congress. "And we just think it's a good idea — not because we see a lot at school — just because it happens. We wanted to call attention (to bullying) as a preventative measure."

Only 36 students of Ad Astra's nearly 900 students have been disciplined for harassment or intimidation this school year, according to Superintendent Bob Green. A 2007 joint study by the National Center for Education Statistics and the Bureau of Justice Statistics said that 32 percent of 12- to 18-year-old students reported having been bullied at school during the school year.

For students like Billings, bullying may not necessarily occur at school. Billings declined to

say who bullies him, but could easily describe what the bully does.

"It's like someone controlling you," he said. "If you don't do what they say, they hurt you."

According to the U.S. Department of Justice, bullying is described as "intentional harm-doing carried out repeatedly over time, which can take a number of forms, including: physical victimization (contact), verbal victimization (name-calling), indirect victimization (exclusion) and cyber-bullying (Twitter and Facebook)."

Aspera Police Officer Terry Fritz, who is the school resource officer, said bullying at the high school is usually handled by school administration and generally doesn't escalate to a criminal level. He said in the two years he's been the high school SRO, he's made a "handful" of arrests related to bullying.

"The truth is that I don't see a whole lot of it," Fritz said. "The majority of time when I do get involved, it tends to be more of the social media that's going on."

Earlier this month, the school was on high security following Twitter traffic about the possibility of someone bringing a gun to school. The rumor was false, but Fritz said it was an example of how Twitter and Facebook can create opportunities for threats and intimidation — especially because many students don't realize the consequences of their online messages.

But the student congress leaders hope the activities held last week bring awareness to the problem.

"After they see that bullying happens, hopefully they will think about how what you say matters," said senior Trudy Simpson.