

Headline Writing

2013 KSPA STATE CONTEST

Assignment

You are to write a headline for each of the five 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 a 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 to 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.

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 10, 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.



Story #1

(BREAKING NEWS FOR WEBSITE)

Students at Ad Astra High School say a Facebook page led to a weekend of bullying for some female students, and although the page has since been taken down, Aspera police say they are investigating.

The police say the page included a lot of graphic content, including vicious and personal attacks.

The page started over the weekend and within hours of being up had hundreds of "likes," says police Capt. Tarik Khatib.

AAHS sophomore Edwina Koch knows one of the girls who was targeted.

"My one friend was really angry. She texted her other friend, crying," Koch said.

According to Khatib, students said school staff didn't

address the issue, but the weekend of cyberbullying was well-known in school.

"People post stupid pictures on Facebook, but that doesn't mean other people have to make fun of them even more," Koch said.

The Aspera Unified School District says they've met with some of the victims, but nobody has been punished.

"Because we do not know the identity of the author or authors of the pages and posts, we cannot take action," the district said in a statement.

Aspera police say they are unsure whether anything criminal happened in the posts.

A response page has been set up on Twitter called the "AAHS Beautiful Girls."

Story #2

(SPORTS NEWS FOR WEBSITE)

When Ad Astra captured its fifth consecutive Sunflower League boys golf championship last year, the Box Turtles did so in come-from-behind fashion after Topeka Brownback won the league opener.

Although the Turtles still have five league rounds in front of them, they demonstrated Wednesday their desire to set the bar high early and force their rivals to play chase.

Malcolm Gibson and Steven Montemayor both shot 1-over 72 for the Box Turtles, who posted a 385, with John Brown High School carding 409 to take second at Prairie Dunes Golf Club.

"I personally didn't play well. Things weren't going well for me, but I thought as a team we made a statement. We put five guys in the 70s," Gibson said. "It feels good

to know that we can come out as a team and shoot very well. It takes some of the pressure off. I expected more of myself. For having a (quadruple bogey) and shooting 1 over, I'll take it."

Larry Steward shot 78 in his first varsity start in four years, with Mario Caballero and Garrett O'Keefe both carding 79 for Ad Astra. Lance Lewis shot 75 for Brownback HS, Billy Bob Thornton posted a 76 for John Brown HS and the Box Turtles' Kyle Del Valle and Corey Fey both had 80s.

Brownback shot 436, Wichita Catholic posted a 437, Salina West had a 455 and Garden City Central finished with 456.

All six teams will return to Robinson Ranch today for the second league match.

Story #3

(NEWS STORY FOR PRINT EDITION)

A state-issued timeline mapping out renovations at Ad Astra High School indicates the school's dilapidated exterior, including its leaky roof, should be repaired by the end of 2014.

But the district says it can't wait that long.

"The conditions at the high school must be addressed immediately," Terry Gilliam, district director of facilities construction, said last night at a special school board meeting. "If we don't act immediately, there's a possibility that our students and staff will come into harm's way."

The state School Development Authority released the timeline last month after three local politicians requested it in January, saying the conditions of the school couldn't be ignored any longer.

The SDA has promised to devote \$13.3 million to 18 urgent repair projects at the 80-year-old high school, but the district hasn't seen that money yet.

As a result, the district may have to set aside some money in its strained budget for school repairs, Gilliam said.

"We are already starting work on the worst parts of the building," Gilliam said. "We can't wait for them, so we, meaning the district, have to move forward."

Parts of the high school's roof were badly damaged during last summer's tornado, and the school suffers ongoing problems with leaking, asbestos, mold and ventilation.

Tawanda Brawley, a member of the Better Plan for Ad Astra High School group, said the SDA has so far been unwilling to devote the necessary amount of work to repairing the high school.

"We've been fighting this fight since 1998," Brawley said. "A timeline of two years is unacceptable."

Many of the renovation projects listed on that timeline have already been completed, Brawley said.

She said she sees the document as little more than a stall tactic.

"It's an appearance that something will be done," she said.

She said she plans to gather a contingent of concerned parents to attend the next SDA meeting on May 15 to try to put pressure on the authority.

"We need to let them know we're paying attention," Brawley said. "We need to get this done."

For now, the district will begin tackling repairs on the most damaged parts of the roof, one section at a time, Gilliam said.

"We only have a certain amount of money, so we're trying to address it in small sections until the SDA tells us how they're going to move forward with repairs," Gilliam said. "We can't allow our students and staff to continue to work in an area where there's imminent danger."

Story #4

(STAFF EDITORIAL FOR PRINT EDITION)

What happened to a 16-year-old girl in Steubenville, Ohio — in a car and in a house — was horrible.

What happened to her afterward was arguably worse. And even more horrific is the fact that adults who should know better were apparently part of the post-rape drama.

The teenage girl was raped by two Ohio high school football players, who were convicted of the assault. Had the boys not been proud of their violation, perhaps no one would have known about it. The girl, who had been at a party, had been drinking, and said she awoke to find herself naked, frightened, embarrassed and without any idea of where she was.

Enter social media.

The boys had taken pictures of her unclothed, and the photos — along with demeaning texts alluding to the incident — immediately made their way around school. One of the photos showed the girls being dragged by arms and legs, naked. One of the boys, even more stunningly (and belying any absurd claim of consent) was texting about what he was doing as it happened. Disappointingly, many students did not come forward to report the incident and refused to testify when summoned.

Horribly, adults at the school who knew about the episode—if only from the social media explosion—also did not come forward, despite the fact that they should a) be more responsible than teenagers and set

a better example for them, and b) are legally required to report suspected child abuse.

Is it that it was too embarrassing for the school or for the football team? Did they see the girl's humiliation and assault as appropriate penance for getting drunk at a party? Or—as the defense attorney argued—was this a girl who had been known to lie, and could not be trusted?

The last defense is particularly insulting, not only to the victim (and all rape victims), but to basic common sense. You've lied once; therefore nothing a person says is credible? That's ridiculous. Who among us has not lied—telling a couple their baby, who bears a remarkable resemblance to Eisenhower on a bad day, is adorable, or telling a bride in a hideous, cream-puff shaped dress that she glows? Or maybe telling a defense attorney that you respect him for standing up for a couple of callous, teenage rapists who were so unashamed of their behavior that they put it on social media? That is, of course, until they were facing jail time and pleaded for leniency, suddenly so sorry for what they had done.

The behavior of the boys is unacceptable, but where were the parents—not just the parents of the attackers, but the parents of those students who refused to cooperate with investigators?

We at the Star hope that none of our students every have to face the horrors that the girl in Ohio faced, either from her attackers or from the awful parents who helped the rapists and not the victim.

Story #5

(FEATURE STORY)

Take a look inside an Ad Astra classroom. You will most likely find a teacher at the front of the class and students sitting at their desks. Yet, look closer, and you might notice a familiar trend: many of these students are not paying attention. Instead, they are dozing off or even completely asleep.

Today, an overwhelming majority of high school students are not getting enough sleep. This lack of sleep is a serious problem, especially as students are doing more than ever with their time. They come to school early, spend hours listening to teachers and taking tests,

then run off to practices and meetings, and come home to be faced with even more work. And the homework load these days is not light; teachers assign hours worth of homework each night. Teenagers require just as much sleep as they did when they were younger, and they are simply not getting this much needed rest.

"I sleep about five hours a night during the week," said junior Mickey Dolenz. "As a cheerleader, I just have so much to do. And you add in softball, volleyball and ballet after school . . . well, I'm just worn out most of the time."

Story #5 Con't..

Most kids need at least nine hours of sleep per night in order to function properly. Yet the period of this nine hours shifts as a child gets older, according to research done at the University of Kansas. After puberty, the body's internal clock changes so that it is difficult for teens to fall asleep before 11 p.m.

So even if a student falls asleep at 11, she would need to sleep until at least 8 a.m. to get a full night's sleep. Considering Ad Astra starts classes at 7:30 a.m., there's little chance that those students are getting proper sleep. However, there are schools that have paid attention to this research and pushed forward the start of their school day. Kassebaum High School in Liberal doesn't start classes until 8:30 a.m.

"I'm sure that works for them, but we have to worry about bus schedules, athletics schedules, and a lot of students who work after school," said AAHS Principal Emmylou Harris. "If we don't start until 8:30, we won't get done until nearly 4 p.m., and neither our parents nor our students want to finish that late in the day."

At Liberal Kassebaum HS, the faculty and staff believe that there has been a real change in their students. They note that the students miss class less, pay more attention in class, perform better in class, and report lower levels of depression.

These changes are clearly not just coincidental. Researchers say that the results are quite significant and that more schools should consider pushing up their start times.

Another issue is the time when standardized tests are given. Most of these tests are given at 8 a.m., which can, in fact, hinder the performance of otherwise intelligent kids. Out of all of the times in the school day, 8 a.m. results in the poorest scores, since the brains of the kids are not fully functional at this time.

"I have no idea why schools are testing students at the start of the day," said Peter Tork, a professor in the School of Education at the University of Kansas. "But it doesn't surprise me. These schools operate like factories anyway."

So exactly how much sleep are Ad Astra students getting? Health teacher Michael Nesmith's class did a survey and got some interesting results.

More than 50 percent of Ad Astra students said that they sleep seven hours or less each night, and about one in five get less than six hours. And 82 percent said

that they woke up tired and unrefreshed, and more than half had trouble concentrating in school.

The consequences of not getting enough sleep are severe, Nesmith said. The short-term consequences include bad moods, a deterioration in learning ability, being wearier, being less alert, having to expend greater effort to learn, and an increase in skipped classes.

More specifically, Nesmith said the loss of REM sleep (rapid eye movement) may result in memory loss, a decline in information processing, increased irritability and anxiety, decreased socialization and humor, hypersexuality, mental fatigue, decrease in creativity, and a decline in the ability to handle complex tasks.

Nesmith said with consistent lack of sleep, the effects become more serious. The long-term consequences can range from being misdiagnosed with ADHD, to diabetes, serious sleep problems, rebelliousness, cigarette smoking, depression, heart disease, obesity, and even a shortened life span.

Another large consequence of tired teens is that they are more likely to get behind the wheel when they are tired, leading to accidents caused by simply not getting enough sleep. Drowsy driving is a major cause of accidents among adolescents. But many school administrators are hesitant to change school start times.

"Unless there's a huge demand from the community, we're not going to change our start time at Ad Astra," Harris said.

That's good news for Dolenz, even though she's tired.

"I'd rather sleep through physics than miss cheer practice," Dolenz said. "I know what's important about school."