

# Headline Writing

2013 KSPA REGIONAL 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 and #2:** Write 24-point Helvetica headlines, 6 inches wide, with only one line for articles #1 and #2. Then write 12-point Helvetica one-line subheads under the main headlines that give more detail without repeating words.

**Headline #3:** Write an 18-point Times headline, 4 inches wide, two lines long for Story #3.

**Headline #4:** Write a 30-point Times headline, 8 inches wide, one line long for Story #4, which is an opinion piece.

**Headline #5:** Write a feature headline, 6 inches wide by 3 inches high for article #5. 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 the type face(s) used below the final design.

## Description

You are a staff member of Ad Astra High School's The Star. Your newspaper is a monthly with the next edition to come out March 17, but you also have a website that posts breaking news. 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 three 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)

Parents of bullied students disrupted a special school board meeting Wednesday as they tried to take the stage and air their concerns.

"I want to address the issues we're here for," said Violet Ann Bickerstaff, whose daughter was attacked in April at Ad Astra High School.

The disruption came after several hours of presentations from various schools, part of the Aspera Unified School District's series of school showcases.

It was during the presentation of Ad Astra High School Principal Emmylou Harris — after several hours of hearing from three other schools — that parents who had been waiting to speak at the public forum at the end of the meeting decided to come to the podium.

"We just want to be heard," one parent said, as district staff, including other principals, and board President Margo Mason tried to diffuse the situation.

An indignant Harris offered to give up her time for the parents to speak, but Mason asked parents to wait until

after Harris' presentation. The last school that was to be showcased, Meadow Lane Elementary, was postponed, and Harris and her team continued their presentation.

When parents and their children finally did speak, many expressed frustration at a district machinery that to them did not move fast enough to address chronic issues of bullying.

"It took two months," said parent Orville Mendez, explaining that the district did not respond to him after his daughter was bullied until this week.

Superintendent Gary Chalmers, Mason and other school board members apologized that any child had to go through bullying, and promised to examine the district policies to prevent any more communication issues. Lopez declined to accept the apology.

"I feel like everything's being pushed aside," said one Ad Astra girl who said she has been the victim of extensive bullying. She was unable to finish and broke down into tears.

## Story #2

(SPORTS NEWS FOR WEBSITE)

Ad Astra center Zack Morris set the tone with his four blocks in the first quarter and Ad Astra clamped down on the John Brown High offense all night long, earning a defensive 45-28 battle in front of a packed house at Box Turtle Gym on Thursday night.

The rivalry game was so anticipated that there were a girls' game between the two teams prior to the boys' game and the stands were full before halftime.

"I told the kids before the game they couldn't ask for a better stage," AAHS Coach John Wooden said. "The environment was fantastic. I told them to go out there and perform and relish the opportunity. It was something they could remember the rest of their lives in our rival game."

Morris finished with six points — all in the fourth quarter — but tallied a game-high 10 rebounds and six blocked shots.

Wooden believed Morris' blocks — which held Sissonville (3-5) to just four first quarter points while giving his Box Turtles what turned out to a commanding

nine-point lead — were the difference in the game.

"Even though he wasn't the main scorer tonight, he certainly was a very strong presence on the defensive end with the blocked shots and rebounds," Wooden said. "The defense set the tone early. We caught them on a bad shooting night but I believe our defense had an affect on that."

Despite being rendered ineffective offensively thanks to the John Brown defense, Morris had plenty of help.

Samuel "Screech" Powers scored a game-high 17 points and seven rebounds while A.C. Slater added 12 points and seven rebounds, including back-to-back buckets in the fourth quarter with Hoover (6-2) clinging to a 27-23 lead.

"Whenever our leading scorer (Morris) isn't scoring, we have to have everybody step up," Slater said. "It's a team effort. I just looked to be in the right place at the right time. I broke to the basket and was able to finish and put the exclamation point on the defense."

**Story #3**

(NEWS STORY FOR PRINT EDITION)

It is on social media sites and some of the images have even gone viral. A new kind of cyber-bullying called "teen shaming" has Ad Astra administrators concerned.

Teen shaming is when people post pictures of each other with derogatory things written on those pictures.

"It's really sad because she's my best friend. I like seeing her in school, but it's better for her now because she's making new friends and the bullying is stopping," Ad Astra junior Marisa Tomei said about her best friend, who Tomei said has been the victim of bullying both at school and online.

Tomei's mother, Veronica, said social media sites are a vehicle for cyber bullying at Ad Astra.

"Before the Internet, you were at school, you get bullied and then you go home and that's the end of it. Now, you have Twitter, Facebook, you have Instagram you have everything so, it continues on after school through these social media sites," Veronica Tomei said.

And now "teen shaming" is hitting social media sites.

"Teen shaming is an offshoot of a trend that's occurred on a lot of social network sites where it's people that have taken something that was meant to be fun and humorous and uplifting and they've turned it into a negative," said Ad Astra Principal Emmylou Harris.

Teen girls post silly photos of themselves that are then altered to include blunt advice to each other, about things like how to dress more appropriately. Some of the

photos have even gone viral.

Social media websites, such as the Facebook page "Hey girls, did you know," are littered with these types of photos, and most of them are posted anonymously.

"It's the technology that makes it more sinister in a way because sometimes you don't know where it's coming from or who's starting it or how far it's going out there in the cyberworld and that's what's scary about it," said Nile Kemble, a counselor at Ad Astra who works with victims of cyber bullying.

"Bullying is bullying and if it's criminal, we're gonna follow up on it. It's just a matter of time and persistence and technology isn't something people should feel comfortable hiding behind," Kemble said.

"Our department is committed to making sure people are safe both walking down the street and online and if these kinds of things are happening, call us, trust us, don't keep it to yourself. document it print it out," Kemble added.

Many parents like Tomei's mother are keeping a close watch on their kids in person and online.

"I'm looking at everything they do all the time. She's (Marisa) limited to when she's allowed to be on there and when she's not allowed to be on there."

According to the Cyber Bullying Research Center, about half of young people have experienced some form of cyber bullying, and 10 to 20 percent experience it regularly.

## Story #4

(STAFF EDITORIAL FOR PRINT EDITION)

Any who denies the presence of drugs in Ad Astra High School is a fool. It is this denial, this ignorance of the cold and harsh realities of an imperfect world, which allows this town to be so vulnerable when it comes to even starting a conversation about a growing epidemic.

We, the Star's editorial board, believe that Aspera teens are in the center of a rising drug problem, so much so that we've devoted multiple pages of this issue to the topic. We are unanimously against hard drug use, and in no way should statements from anonymous users in both the news and feature stories be interpreted as a glorification of narcotics use. In fact, their perspectives were critical in allowing us to tell this story.

The Star believes that the school district and the Aspera Police Department must work together to prevent drug abuse in our schools and community. We understand the need to target a younger generation with prevention programs such as Too Good For Drugs, but question why there is little effort to combat drug use at the high school level, where it is most prevalent.

It's appalling to think that these issues could go ignored. Two Ad Astra students died last summer from drug overdoses. We cannot wait for another student to be lost – until tears are spilled, until hearts are hollowed out — before taking action. We believe that genuine presentations and programs that effectively send a message to kids, teens and adults alike are necessary. If using scare tactics makes them more effective, then fear should be exploited.

We are a fortunate community, but with heavier pockets come harder drugs. Still, wealth is not completely

to blame for these arising issues. It's the mindset of the Aspera teen: we seem to have adopted an air of invincibility. Granted, we have access to top-notch public education and quality goods, as well as the ability to carelessly leave doors unlocked without facing consequence of home intrusion. We are so used to security that we reject it to satisfy our youthful and reckless needs. Some choose to go see a movie on Friday night. Others get high.

It's also unsettling to realize that many parents turn away from their kids' habits. A parent-child relationship exists not as a friendship, but a mentorship where parents are responsible for leading their children in the right direction. The bliss of ignorance lasts as long as it takes for a kid to overdraft a checking account from one too many drug purchases. And an indifferent attitude toward substance abuse is just as damaging as a supportive one.

Whether some of us admit it or not, we are fortunate to grow up in Aspera, Kansas. It'd be a shame to reject all of these benefits meant to better your life in favor of heroin, acid, and ecstasy — all things meant to end it.

If you are struggling with drug abuse, seek help – there's plenty of it. If you're curious what an acid trip feels like, go ahead and read about it in our Features section and you'll get a basic idea. But "just one time," are some famous last words. So, remember this: You are a friend. You are a brother, a sister, a cousin. You are a son. A daughter. Someone looks up to you. Someone enjoys your company. Someone loves you.

## Story #5

(FEATURE STORY)

Bessie Smith heard the instructions clearly. She just wasn't sure — here, sitting on a rubber mat in a dimly lit room — exactly how to translate them into reality.

Salabhasana. Bessie, a senior at Ad Astra High School, knew she was supposed to make her body look like a locust's, but without the whole exoskeleton thing, it wasn't working for her.

The yoga instructor tried to provide some help:

"To start the locust pose, lie on your belly with your arms along the sides of your torso, palms up, forehead resting on the floor. Turn your big toes toward each other to inwardly rotate your thighs, and firm your buttocks so your coccyx presses toward your pubis."

Bessie didn't even know she had a coccyx, let alone how it related to her pubis. Still, she soldiered forward, thinking that if she thought like a locust, she might eventually look like one.

"Exhale and lift your head, upper torso, arms, and legs away from the floor. You'll be resting on your lower ribs, belly, and front pelvis. Firm your buttocks and reach strongly through your legs, first through the heels to lengthen the back legs, then through the bases of the big toes. Keep the big toes turned toward each other."

OK, that made some sense. Bessie balanced on her belly and lifted everything else in the air.

"Raise your arms parallel to the floor and stretch back actively through your fingertips. Imagine there's a weight pressing down on the backs of the upper arms, and push up toward the ceiling against this resistance. Press your scapulas firmly into your back."

Wow. Bessie now started feeling good about the pose, actively engaged, and strangely, at peace. (Plus, she was getting a free anatomy lesson.)

"Gaze forward or slightly upward, being careful not to jut your chin forward and crunch the back of your neck. Keep the base of the skull lifted and the back of the neck long. Stay for 30 seconds, then release with an exhalation. Take a few breaths and repeat one or two times more on your own."

Bessie Smith is one of several students who have found stress relief by taking yoga classes at the Aspera Health and Fitness Center. A few months ago, worried about an upcoming history exam and an AP English test, Smith turned to yoga. She's now taking three classes a week.

According to a new study in the Journal of Developmental and Behavioral Pediatrics, teenagers who participated in three yoga classes a week experienced a 20 percent reduction in anxiety scores, were 10 percent less moody and showed an 8 percent improvement in their general outlook on life.

Josephine Baker, a yoga instructor at the Aspera Health and Fitness Center, has been teaching yoga since 2003. She sees some teenagers in her classes, but not many. She said young adults shy away from the class and fail to realize all the benefits.

"With advances in technology, teenagers live a somewhat sedentary lifestyle," Baker said. "As youngsters, they grew up with Gameboy and Play Stations and as teenagers, they've become socially active by using MySpace, Facebook and of course, cell phones. So physically, yoga can provide strength training, build balance and strength and lengthen the muscles. Teenagers can also greatly benefit from yoga with respect to mental well-being."

A teen's life is filled with school, sports, part-time jobs, friends and social media. Baker said their active lifestyles leave no room for a quiet time, even during the evenings. Their stress — peer pressure, home and school life, body image and more — can make an impact.

One way yoga manages stress is through breathing techniques. According to Baker, breathing patterns impact the nervous system.

"When we breathe in a shallow manner, we can activate our sympathetic nervous systems ... this can create higher heart rates and more tension in the body. Using various breathing techniques, we can activate the parasympathetic nervous system, which can calm and heal our nervous system," she said.

This type of breathing can calm a student during an exam, a future business meeting and even help handle long lines at the store.

Athletes can also benefit from yoga.

"It helps to stretch all muscles groups releasing tension and tightness in the body," she added. "So much attention is placed on strength and cardio training that we forget that muscles that are stretched and relaxed not only make for a more well-rounded fitness level, but helps to prevent injury as well. Mentally, it helps one to focus, especially when using breathing techniques, whether in

## Story #5 Con't..

practice or on the field or court.”

Ella Fitzgerald, a registered nurse and instructor at the Aspera County Technical Education Center, introduces yoga to her health occupation students.

Every spring, students who are preparing for a career in health care take one yoga class. Fitzgerald said the session is considered complementary medicine and goes along with other medical practices like lab work, X-rays and more.

The U. S. Department of Health and Human Services reports that yoga can reduce blood pressure, lower heart rate, relieve lower back pain and relieve anxiety and depression.

Fitzgerald said many students react positive to the session.

“Many of them have heard of yoga, but never really knew what it was. They were surprised on how good they felt with one session,” she said.

Fitzgerald said a few of her students enjoyed the session so much they participated in classes or did yoga at home.

Last year, Baker visited the class as a yoga instructor.

The session cleared up confusion about yoga. Even though it is offered at many fitness centers in Kansas, it is still misunderstood.

“You always hear comments that you are just sitting in a dark room chanting with incense burning. Nothing could be farther from the truth. At the fitness center, we teach our classes in a yogafit style, which means that classes are designed as a cardio class,” Baker said.

You don’t have to be a teen to enjoy the benefits of yoga. Researchers at Boston University said a group of yoga novices — after three months of sessions — had a 240 percent higher mood score than those limited to a walking routine.

Yoga has helped Bessie Smith handle the pressures at Ad Astra.

“Before yoga, I was a walking stress ball,” she said. “Now I’m at peace with myself and everyone around me. And I know what it feels like to be a locust.”