

Programme:- M.A (JMC)
Subject.

Editing of **Print Media**

Topic:- Headlines

Faculty:- Dr. Anjani kr. Jha

Programme Objective:- It demonstrates basics of Headlines.

Programme Outcome:- Through this topic the students know about the basics of Headlines.

Course Objective:- This paper has been introduced for the basic concept of the Headlines. The students have to know about basics of the Headlines.

Course Outcome:- The students can apply their knowledge in Headlines.

Learning Outcome :- The students get immense knowledge about fundamentals of Headlines

Headlines

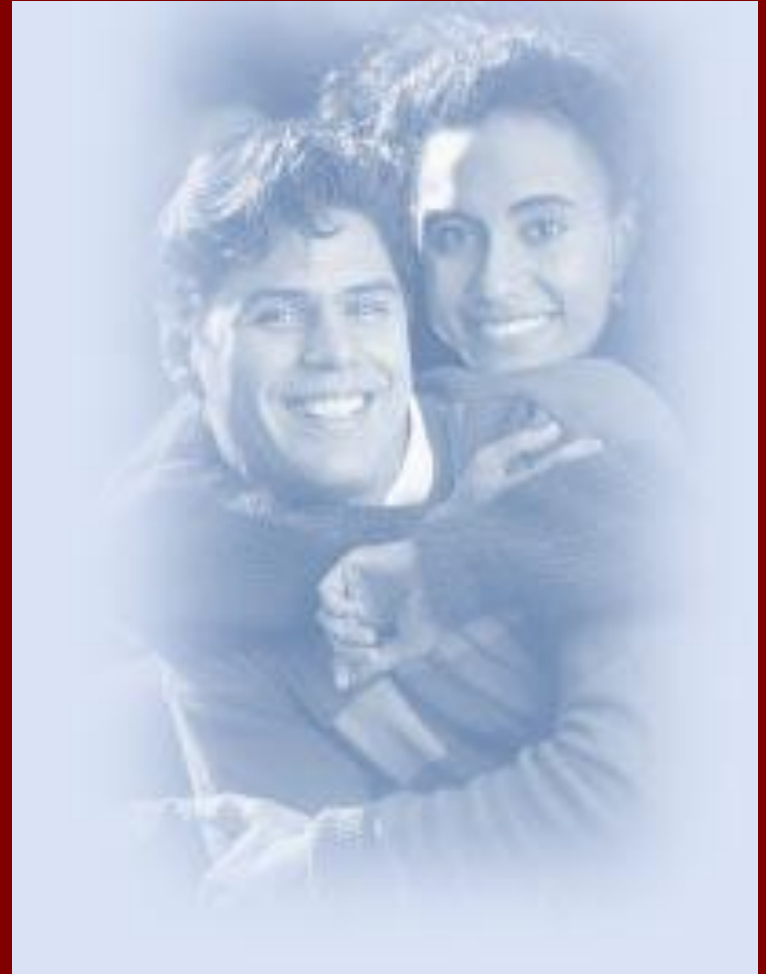
The proper care and
grooming of display type

Headlines

- A copy editor's prime directive is to correct and refine copy, checking for accuracy, clarity, conciseness, tone, consistency of style etc.
- Recall the acronym “CCAFFE” (clear, concise, accurate, fair, focused, efficient) from the Media Writing class.
- When you consider accuracy, clarity, conciseness and tone, then you can see why headlines are perhaps the most important -- and often the most difficult -- portion of the editing process.

Headlines: That first impression

A headline is the first thing a reader notices -- so you want to make a good impression. Headlines -- the large display type -- are a major *point of entry* for readers. You want a headline that will effectively introduce the reader to the story.



Headlines

Headline writing is editing to the Nth degree. After you run all the words in the story through your mental condensation tube, the headline is what is distilled out at the end.

Planning helps create a good headline, but you can plan a headline weeks before and still have problems. **BUSH ELECTION NITE HED**

Headlines: A history

Early American newspapers had no headlines. When one story stopped, another one started.

Publick Occurrences as it appeared in Boston in 1690. It was four pages, and was suppressed by the Massachusetts governor after only one issue.



Headlines: A history

Headlines were gradually introduced onto news pages in the Revolutionary War period, and by the mid-1800s the pendulum had really swung. Label heads (no verbs) in large type were often followed by five or six or even 16 banks or decks. Those decks might alternate between flush-left, flush-right and centered styles.

This 1865 edition of the Philadelphia Inquirer announces the assassination of Lincoln.



Headlines: A history

By the late 1800s / early 1900s, newspapers tiptoe into the modern era.

Headlines become wider, bigger, bolder and many are all caps. The advent of photos affects headline style.

The 1898 New York Journal announcing the sinking of the USS Maine

\$50,000 REWARD.—WHO DESTROYED THE MAINE?—\$50,000 REWARD.

EDITION FOR GREATER NEW YORK

NEW YORK JOURNAL

AND ADVERTISER

DESTRUCTION OF THE WAR SHIP MAINE WAS THE WORK OF AN ENEMY.

\$50,000!

\$50,000 REWARD!

For the Detection of the Perpetrator of the Maine Outrage!

Assistant Secretary Roosevelt Convinced the Explosion of the War Ship Was Not an Accident.

The Journal Offers \$50,000 Reward for the Conviction of the Criminals Who Sent 258 American Sailors to Their Death. Naval Officers Unanimous That the Ship Was Destroyed on Purpose.

\$50,000!

\$50,000 REWARD!

For the Detection of the Perpetrator of the Maine Outrage!



NAVAL OFFICERS THINK THE MAINE WAS DESTROYED BY A SPANISH MINE.

Hidden Mine or a Sunken Torpedo Believed to Have Been the Weapon Used Against the American Man-of-War—Officers and Men Tell Thrilling Stories of Being Blown into the Air Amid a Mass of Shattered Steel and Exploding Shells—Survivors Brought to Key West Scout the Idea of Accident—Spanish Officials Protest Too Much—Our Cabinet Orders a Searching Inquiry—Journal Sends Divers to Havana to Report Upon the Condition of the Wreck.

Was the Vessel Anchored Over a Mine?

BY CAPTAIN E. L. ZALINSKI, U. S. A.

(Special Telegrams to the Journal.)

Assistant Secretary of the Navy Theodore Roosevelt says he is convinced that the destruction of the Maine at Havana Harbor was not an accident. The Journal offers a reward of \$50,000 for evidence that will convict the person or persons criminally responsible for the destruction of the American battle ship and the death of 258 of its crew.

The suspicion that the Maine was deliberately blown up grows stronger every hour. Near a single day in the country has been produced. Captain Sigbee, of the Maine, and Com. General Lee both urge that public opinion be suspended, and they have completed their investigation. They are taking the most careful men who are convinced that there has been treachery.

Missing with them were four than Captain Sigbee had feared some such event as a hidden mine. The English cipher code was used all day yesterday by the naval officers in hiding behind the usual American code.

Headlines: A history

One of the ugliest pages ever seen (what's the play story?), but the headline style is typical of the '60s and '70s. Note the use of alternating italic and non-italic headlines.

A sports page from the 1966 Oregon Journal

Seminole 1-Point Bowl Choice Over Wyoming

A La Aleindor
Coch 'Complains'
Guards Roughed Up

Can Bucks
Cool Hot 'Leafs?

Christmas
Suggestions
Rolla Gray

Roast Beef Dinner
\$1.59

Cold Weather Footwear
Full lace Pacs
\$3.79
\$3.59

Gift Ideas
FROM STARK'S

Early Mat Action
Earns Ladd Fine

Pitcher Added
Will: 'I'll Kick Dodgers' Teeth Out'

Blue Vs. Gray 'Wide Open'

Pasero Says:

SPORTS

Full Wheel Balance

Nylon-Card
SNOW TIRES
\$14.95

pick-up a DATSUN
& save up to 50%

Fred Meyer

Functions of headlines

- **Attract the reader's attention** (makes that good first impression.) Sells the story. As a point of entry, it is second to only the main photo/graphic element
- **Summarizes the story** – that's why a clear nut graph is so important
- **Helps the reader index the contents of the page** (can scan page and choose what they *really* want to read.); point sizes connote relative importance of story
- **Helps set the tone** of the paper.
- **Provides typographic relief for the reader's eye.** Serves as a design element that provides contrast with point size, typeface and type style (ital, bold etc.) *Examples*

Headline vocabulary (handout)

Point sizes: Used to connote the relative importance of a story. Allows the reader to grade the news. The bigger the point size, the bigger the story.

- A 48 point head is twice the size of a 24 point head. A 48 point head (letters are three-quarters of an inch tall) has greater size and weight than a 30 point or 24 point head, implying that the story is of greater importance.
- A 72 point head has one-inch tall letters (so an 18 point is $\frac{1}{4}$ inch tall, a 24 point head is $\frac{1}{3}$ inch tall, 36 point head is $\frac{1}{2}$ inch tall, etc).

What makes a good headline?

Like all other forms of communication, a headline is a pretty subjective beast. It is certainly one area where the editor's creativity (contests!) can shine, as long as accuracy, clarity and tone are paid heed to.

Remember: The headline writer represents the reader.

Headlines are not complete sentences; instead, they are a form of pidgin English; the textbook calls it a skeletonized language. The articles **a**, **an** and **the** are cast aside for the most part, and so is the verb **is**.

What makes a good headline?

1. **Precise.** Accurately reflects what the story is about. Being precise means the head fits the tone of the story (but serious stories can benefit from wordplay also).
- Being precise also means you know the difference between a ***first-day headline*** and a ***second-day headline***. (Example: Plant explosion reported in Tuesday paper and there's a follow-up story for Wednesday. Maybe the second-day headline focuses on the blast investigation or condition of the victims - whatever the "new" angle is.)
 - Being precise means moving the story forward. When a news event occurs early in the news cycle, the headline writer avoids a news peg that might be 12 hours old by the time the reader sees it. Example: 4 Israelis are killed by a Palestinian suicide bomber, but the Israelis might have retaliated – or talked about doing so -- later in the evening. Go with the reaction / retaliation angle unless the death toll climbs dramatically.

What makes a good headline?

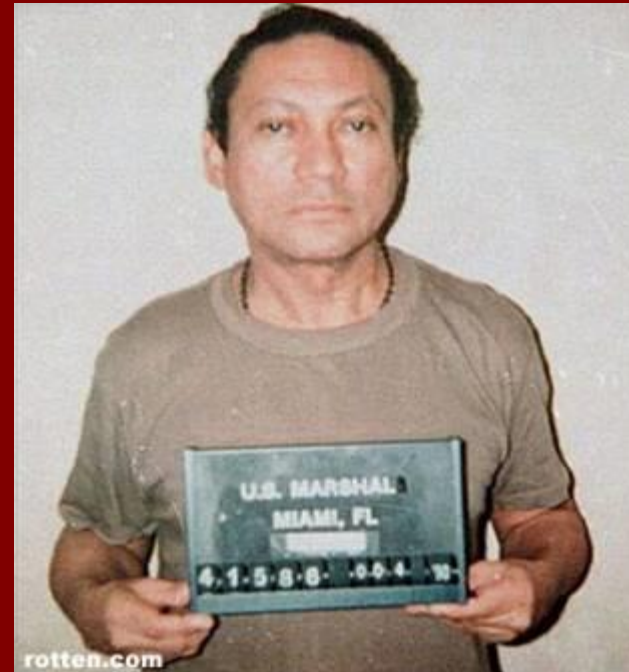
2. **Clear.** Isn't overly subtle or worse, unintelligible. You don't say "huh?" after you read it. Don't use unfamiliar names, phrases, abbreviations, headlines etc. Anyone know what the TCEQ is? "Martinez hits homer" – which Martinez?
3. **Passes ethical / legal smell tests.** Is balanced and fair, legally sound, tasteful in regard to subject matter. Don't use phrases like "arrested for" or "indicted for" or "charged for" -- only use the "for" word if someone is convicted. "Arrested for" is considered libelous, and lawsuits have been filed over that usage.

What makes a good headline?

4. **Written with strong active verbs.** Active voice is preferred to passive voice, but passive still can be OK. Gerunds (verbs ending with "ing") are OK but generally not preferred. Headlines without verbs can sometimes work, too; those are called *label heads*.
5. **Fits the space requirement.** You don't worry about head space on the Internet, but you do in print and broadcast graphics. Many of the best headlines ever written were deep-sixed because they didn't fit. But AVOID PADDING just to fill out a line. *"U.S. Army medical doctor returns home"* is accurate -- but *"Army doctor returns to Houston from Iraq"* has more information and is not redundant.

How to write a headline: Key steps

1. **Judge the tone of the story.** A story can be tragic, serious or featurish / humorous. Don't invite a clown to a funeral -- unless it's the clown's funeral. Use appropriate tone. If a story is funny, feel free to take that next flight to fancy.



After Manuel Noriega surrendered to U.S. forces in 1990, the play head in a London paper was *Old Pineapple Face Gives Up*

How to write a headline: Key steps

2. Select the critical elements. Tip: Circle or highlight the key words or phrases. If HISD is raising taxes in next year's budget, then some of the obvious key words in the head should be "HISD", "increases" "taxes" and "1998". **Beware:** the best head might not always be found in the lede.

Then reduce the key words down to two -- a noun and a verb. Tell me this song in two notes. Reducing the story to a lowest common denominator of two words should give you a good starting point.

Also, ask yourself **why a story is on Page 1, at the top of the Web site etc.** – judge the significance. An example of this

The Chronicle recently had a Page 1 story about a woman who ordered her daughter and a friend to go rob a 75-year-old Pasadena man (allegedly). The pair killed the man in the process of the robbery. Their loot? It was only \$15. Here was the headline that was turned in.

Mom orders daughter to rob Pasadena man

Accurate, yes. But is that why the story was on Page 1? Partly, perhaps, but as senseless crimes go, this was pretty far up there. This is what the head was changed to:

Pair kill Pasadena man during \$15 robbery

It was the \$15 angle that made the story rise to Page 1. The mom ordering the daughter angle was put in a deck headline.

How to write a headline: Key steps

Critical elements: It's easy to start with the subject / verb / object form (Police arrest man...). Then add the other key words as needed to add clarity and substance. Some of the key elements:

- a. **Subject** – the main “who” in the story, the protagonist, the central character.
- b. **Verb** – whatever the primary action is. There may be more than one, as in “*Astros lose to Reds, fall 5 games back in wild-card race.*” Which clause is more significant?
- c. **Object** – the secondary character/characters, perhaps the recipient of the action. This is where news judgment comes in.
- d. **Location** – Localize whenever possible. Proximity is a key factor in newsworthiness. Location can add clarity or serve as a memory trigger as well.
- e. **Time element** – helpful when something happened years before, as in a cold case. It may be necessary for clarity.
- f. **Attribution** – Sometimes who says it adds weight to the subject. Use attribution to avoid being accusatory or defamatory.

How to write a headline: Key steps

3. **Phrase those key words in the available space.**

Check the head order and determine the count. The count will be the same for each line of the head. Then tinker with wording. *"HISD increases taxes in 1998 budget"* might not fit the head specification but *"HISD hikes taxes in '98 budget"* might fit and be just as accurate.

Phrase help: [Roget's](#), [thesaurus.com](#) or [dictionary.com](#)

How to write a headline: Key steps

4. Feel free to be creative -- when appropriate! A play on words is one of the headline writer's best friend. You might submit one hed that is accurate but plain vanilla, but also submit other heads that are a bit more daring. *'Cheerleader Mom' trial reaches final phase* is accurate but *'Cheerleader Mom' trial nears its last hurrah* has more pinache and also tells the story.

How do you "kick it up a notch" as Emeril LaGasse would say? Consider using puns (sparingly), -- synonyms and homonyms -- but avoid cliches. *This shoemaker has the time to try men's soles*. Good, strong quotes are handy devices, especially in slammers. Rhymes. Alliteration. Repetition. Punctuation tricks. Steal from pop culture or literature. Arnie / governor headlines like "Total Recall" or "Running Man" or a play on "Terminator." Sometimes people's names or nicknames can be a device.

Consult Roget's Thesaurus. Bartlett's Quotations. Dictionary of American Slang. If you get stuck on a headline, walk away for a while. Free your mind. Consult a friend or co-worker.

Headline helpers: Decks, kickers, subheds

These headlines are like the accompaniment to a lead singer. A good accompanist adds zest to a song, but a bad one can destroy it. They elaborate on the main headline, adding context or additional information. They should not repeat information in the main head. Perhaps they can serve as the actual explainer headline if the main head is a label or an attempt at wordplay. Also, perhaps there is an important second element in the story that cannot be captured in the main head – a deck is a handy device for doing so.

Decks: Usually go below the main head, but sometimes “lead in” to the main head.

Kickers: Usually a label head (no verb) above the headline

Subheds: Usually placed within the body of the story to introduce particular sections or provide visual relief

Old decks vs. new decks

THE LATEST NEWS.

BY TELEGRAPH TO THE N. Y. SUN.

Civil War Begun!

THE MADNESS OF TREASON.

**FORT SUMTER
ATTACKED!**

FURIOUS BOMBARDMENT.

GALLANT DEFENCE OF THE
FORT.

"Our Flag is Still There"

**Arrival of the Relief
Fleet!**

PRELIMINARY OFFICIAL CORRESPONDENCE.

A century ago, newspaper headlines looked like the one at left. Those old-fashioned heads:

- Mixed typefaces.
- Combined all caps and lower case.
- Were centered horizontally.
- Stacked layers and layers of decks atop one another, with rules between each deck.

Today's headlines, by comparison:

- Are generally written downstyle (that is, using normal rules of capitalization).
- Run flush left.
- Use decks optionally, as in this example:

Hula hoops have Americans all a-twirl

That '60s trend
is back, and it's
hotter than ever



Other types of headlines

Kickers

Kickers use a short lead-in phrase to catch your eye — usually underlined, half the size of the main headline, and in a different font or weight. Avoid kickers: they're too old-fashioned.

A trend returns

Hula hoops are on a roll



Hoop-la

Hula hoops are sweeping the nation this summer



Hammers

Hammer heads are the flip side of kickers. They use a big, bold phrase to catch your eye, with a wide, wordy deck below. They're considered effective and appealing — used in small doses.

Slammers

Who knows where these crazy names came from? This two-part head style uses a boldface word or phrase to lead into the main headline. Some papers restrict its use to special features or jump headlines.

Hula hoops: A hot new hit



HULA HOOPS: They were hot in the '60s, but they're hotter today



Tripods

This head comes in three parts: a big, bold word or phrase, and two smaller lines of deck squaring off alongside. Like most gimmicky heads, it generally works better for features than for hard news.

Raw wraps

Most headlines cover all the text below; this treatment wraps the text alongside. It's a risky idea — but later on, we'll see instances where this headline style comes in handy. (It's also known as a Dutch wrap.)

Hula hoops are circling the nation



Hula hoops are circling the nation this summer



Sidesaddle heads

This style lets you park the head beside, rather than above, the story. It's best for squeezing a story — preferably, one that's boxed — into a shallow horizontal space. Can be flush left, flush right or centered.

Rules for headlines

1. Spell everything right! (*Home of the Whopper*)
2. Avoid ending a line of a head with a preposition (*4 killed in / I-45 pileup*), conjunction, part of a verb (*example: FBI vows to crack / down on drug dealers*) or modifiers
3. Don't editorialize -- except on editorial page. *County OKs lousy budget*. However, if "lousy" had been in somebody's quote (*County OKs 'lousy' budget*), that head would be OK.
4. Don't *parrot* the lede. Don't steal that great verb or adjective by the writer -- come up with your own. If you want to make enemies among reporters, just steal their thunder in your headlines. Incidentally, I've often seen heads that were much more interesting than the story.
5. Include a subject and a verb. Avoid or limit use of label heads such as "Montrose murder," but who can't appreciate the 9/11 headline that said simply *Bastards!*

Headline rules

6. Follow grammar rules, AP style. Watch out for noun-verb disagreement
7. Watch out for double meaning. When intended, it can be great word play. When unintentional, it can be embarrassing. (*Preston Smith, Ho Chi Minh*)
8. Don't repeat words. Unless it's for some special effect / creative touch. The redundancies often occur in multi-headline treatments (mainhed and deck).

Report: Smoking is bad

Nicotine linked to deaths of millions, report says

9. Present tense is preferred
10. Avoid headlines -- those little crossword puzzle words like "mulls", "Dems" and "solons".

Headline rules

11. Don't break compound nouns between lines. *Pilot tells Air Force to buzz off*
12. Avoid unfamiliar names and places. How many Smiths are there in the vast, wide world of sports? Houston is bounded by several counties with towns of the same name -- Brazoria, Liberty, Montgomery, Waller. So a headline that said *Brazoria official indicted* could be confusing – is it a county official or city official who is in trouble?
13. Hed punctuation -- You can use certain punctuation in place of words. A colon can replace "says" or a comma can replace "and". Use single quotes in heads. Numerals are preferred also.

Smith: Cowboys will win

UH, Rice set schedules

Plan criticized as 'disastrous'

but avoid

3 senators miss vote

3 11-story buildings destroyed

14. Know first day heads vs. second day heads (folo stories)

15. Limit use of question heads.

Headline rules

Last, but definitely not least ...

16. SPELL EVERYTHING RIGHT!!

Here are some heads that didn't work so well (handout) ...

Headlines,schmeadlines (transparencies)

WHAT

NOT

TO

DO!!

Headline writing isn't as simple as you may think

TRAVEL

Follow simple strategies for booking hotels

By **BETH J. HARPAZ**
The Associated Press

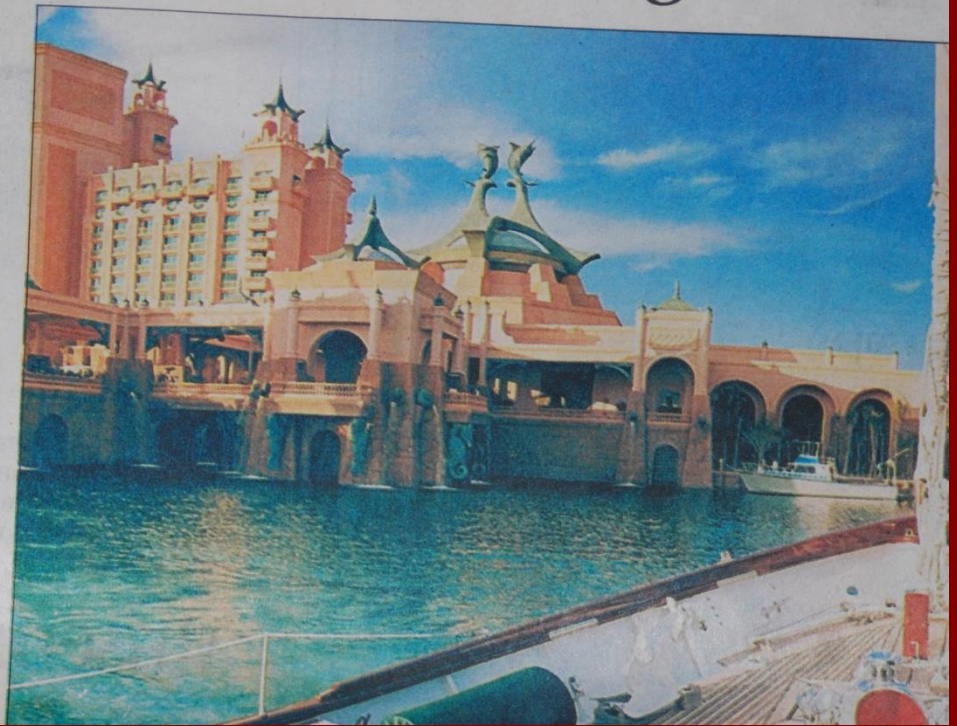
NEW YORK — When the economy was booming, many hotel companies began building new properties. Some of those are opening now, resulting in a 2.5 percent increase in hotel room supply this year, just as demand is dropping by around 1 percent or more, according to Jan Freitag of Smith Travel Research.

"We're going to see a substantial decline in occupancy this year," agreed Bjorn Hanson, an associate professor of hospitality and tourism at New York University's Tisch Center.

have no blackout dates for using points to book rooms.

Many hotel chains offer cobranded credit cards with enough bonus points for a free night. Sign up for a new Marriott Visa card and get a certificate for one free night's stay, plus 25,000 bonus points, which are enough for another night's stay at Marriotts in many markets, including January in Miami, where you can go to the beach or Salt Lake City, where you can ski. If you travel with a spouse or friend, that person can sign up for his or her own card and get points for free nights as well.

Research how fast





All the newss
thatss fit to
print?

It helps to get
the name of
your paper
right.

Right?



Colon absorbs another pounding



ANDY TEMPLETON, FOR THE REGISTER
TAGGERS: Bartolo Colon watches the Dodgers' Juan Encarnacion circle the bases after hitting a solo homer in the second.

The Angels pitcher is hit in the leg, then chased in a seven-run fourth. Beltre hits two homers as the Dodgers win, 10-5.

By BILL FLUNKETT
THE GRAND COUNTRY REGISTER

LOS ANGELES • The Dodgers spent the first two games of their mid-season meeting with the Angels covering the middle of the lineup that owner Arte Moreno's money has bought.

They have no reason to envy what Moreno is getting so far for the \$51 million he will pay Bartolo Colon for the next four seasons.

The Dodgers became the latest team to batter Colon, chasing him with a seven-run fourth inning Sunday at Dodger Stadium on their way to beating the Angels, 10-5.

With the victory the Dodgers snapped a six-game skid and avoided following a sweep by their northern enemy (the Giants) with one by their rivals in Southern California.

"They got me," Colon said, through his interpreter.

That does not make the

MORE ON SPORTS 6

ANGELS: Perdomo reports no pain after pitching one inning.

DODGERS: Perez will undergo an MRI on his sore left shoulder.

Dodgers unique. Even with a solid performance in his previous start (against the Oakland A's), Colon is now 5-7 with a 6.17 ERA for the Angels. In his past nine starts, he is 1-5 with a 7.87 ERA and 60 hits allowed, including 36 home runs, in 50 1/3 innings.

"His command wasn't there," Angels manager Mike

ICE DOGBERS • PAGE 6

For pitcher Bartolo Colon, that's gotta hurt!

Tiger Woods plays with own balls, Nike says

By DAVID KHAVETS
AP Wire

SAN FRANCISCO — Tiger Woods endorses "Nike Tour Accuracy" golf balls in TV and magazine ads, but he

produces irons, putters and golf balls for tour players," Kelly said. "High specifications and modifications need to be made to their equipment for their game."

the man to prove and

That occurred, he said, because Callaway was wanting approval of the new ball by the United States Golfing Association, so the company's pro-

posed plays one with a different composition and performance characteristics specially made for him — and not available to the general public," the suit said.

For Tiger, that's gotta ... oh, never mind

Uhh.... Remember spellcheck?

RELATIONSHIPS

Dear Readers: Abby finds homophopic jokes offensive

Spelling errors are something to *b*-ware of.

Yes, spelling
can be ... uh ...
critical to your
credibility.

Servicer can
be criticial
bottleneck

TENNIS

U.S. splits singles contests with Chili

Andy Roddick beat Nicolas Massu in straight sets to even the U.S. Davis Cup quarterfinal against Chile.

Roddick beat Massu 6-3, 7-6 (5), 7-6 (5) to square the best-of-five competition in Rancho Mirage, Calif., after Chile's Fernando Gonzalez outlasted James Blake 6-7 (5), 0-6, 7-6 (2), 10-8 in a four-hour, 20-minute marathon opening match.

BY THE BOOK

Hit-and-run statues don't apply to animals

Q: I saw a man hit a dog and he kept right on going. I know it realized he hit the dog because he slowed down after he hit it and then drove off after he saw the dog laying in the street. I got his license number, but I can't get anyone to do anything about it, even the police department.

Surely it is against the law to hit an animal and just leave it there to die?

— CC, Houston

A: Unfortunately, there is no violation of the law to hit an animal in the street and leave it. Drivers are not liable for injuries to animals unless they hit one intentionally.

Dogs and cats cannot legally run loose and are certainly not



SGT. STEVE
COPLAND

Although not bound by law, a driver who hits a dog or cat does have several options. The ideal situation of course, would be to find the owner since they are the ones responsible for the animal running loose.

Most neighbors can identify area dogs and cats, so it usually takes very little effort on the part of the driver to locate the owner.

The Society for the Prevention of Cruelty to Animals has a 24 hour injured animal hotline at 713-869-8227.

Copeland is a member of the

Spellcheck
would not have
saved you on
these two ...

The Man in the Alley

Books: How gun culture took hold in America • The race to play Frida Kahlo

... but it would
on this one. FYI,
there's no *statue
of limitations* on
spellcheck.

Rove headline was in poor taste

Editor's note: For many readers, Tuesday's front-page headline about Karl Rove's departure generated a befuddled, perhaps angry reaction. The headline read "'Turd Blossom' to resign."

Let me apologize to readers who were offended. The Star-Exponent was in no way trying to editorialize or denigrate Rove, who serves as George Bush's presidential adviser.

The obscure reference actually refers to an affectionate nickname the president gave Rove. Its origins



Rove

Sometimes you have to have a dirty mind ... or at least some common sense. The top headline was from a paper in Culpepper, Va.

68 • THE UNIVERSITY DAILY KANSAN

SPORTS

Student excited dad got head job

By Brent Briggeman
Kansan sports writer

Samantha Mangino opted for independence when she chose a college two years ago.

With her family still living in Manhattan, but her father recently hired as an assistant coach at Oklahoma, the logical choices were Kansas State and Oklahoma. But Mangino wanted to get away from familiarity.

"I wanted to be on my own and get the whole college experience," said Mangino, a sophomore at Kansas and a student assistant in the Athletics Department media relations office. "Now I get the best of both worlds."

After she spent a year and a half away from home, Mangino's parents are coming to her.

June, plan to move to Lawrence immediately.

Despite Mangino's choice to move away from home two years ago, her father knew she wanted him to take the Kansas job.

"I was excited to call her and tell her, and she was too," said the new Kansas coach. "I think all along she wanted me to come here. She didn't come out and say it, but quietly I know this is where she wanted me to end up."

Though Mangino had his own experiences when his teams played against Kansas in his 11 years in the Big 8 and Big 12 Conferences, he said his daughter's praise of the University of Kansas helped him make up his mind.

"One of the things that was considered when I was offered this position is,

Mangino struggled to hold back her emotions after yesterday's press conference.

"I got really teary-eyed because my dad is finally a head coach and I go to school here," Mangino said as she wiped tears from her eyes. "It's just a special time in our lives. I don't think anyone will ever understand how cool it is. It's overwhelming."

Al Nobi, Kansas athletics director, noted the new coach's dedication to family as one of his attractive attributes.

As for his daughter's privacy, she said her parents assured her it wouldn't be an issue.

"I don't know how excited she is, but I'm very excited," Mary Jane Mangino said. "She said, 'Mom, I love my life,' but



This was from KU campus newspaper. Rock chalk, Jayhawk!

Hail to the chief

Clinton licks Beavers



Fourth quarter rally helps CHS escape at Karns

By Trevor Ivins

Greeneville News Staff

Playing for the first time in a week, the Clinton High School Dragons struggled from the field for most of the night Friday as Karns High School.

The Dragons, just one game out of the District 3-AAA lead, managed to hang with the visiting Beavers for three periods. But Karns made a run in the first four minutes of the final period, to open a 10-point lead.

Clinton appeared to be headed for a crucial district setback, but the Dragons came to life at the right time, and rallied from 10 down in the final four minutes to edge out a thrilling 55-53 victory.

ore lead for Clinton down the stretch. The 6'10" senior scored seven of the Dragons' final eight points.

The Dragons improved to 17-5 with the win, and are 7-2 in the district. Karns falls to 13-13 in the year, and are now 4-5 in the district.

Clinton hosted Campbell County last night (Tuesday) in a key district match-up. Campbell County beat CHS by 11 points two weeks ago, and are only one game behind the Dragons.

CHS will celebrate homecoming Friday night, but it will not be an easy task. The Dragons will welcome the state's top-ranked team in Class AA, the Warriors of Austin-East, to the Dragon Den.

Clinton's firmness got results

TALKS

THE SAMPSON INDEPENDENT

August 27, 1998

Clinton, North Carolina • 14 pages

Bonnie blows Clinton

■ Power being restored as city cleans up following hurricane

By PHILIP BOATWRIGHT

Staff Writer

Mayor Holloway, director of Clinton Public Works, said the remaining "we are the luckiest people on the face of the earth" when asked how the city fared through Hurricane Bonnie's storm, hitting as wind gusts ranged from 40 to 55 mph. Throughout the day and night Wednesday.

There were some city residents without power, due to downed lines, and lines on West Main, Davidson, East Street, Dixon and Pearl Streets and Raleigh Street. The damage was light overall. Thanks to Clinton City

works. "There were some damage to the roof of the new Fire Department building," he said. "But overall, we came through it in decent shape."

The city manager added that he is thankful to the 500 and off city employees for their preparation for and hard work during the hurricane.

Clinton Power and Light officials reported 7,000 customers with an electricity this morning, which is just over half of the people they serve in Clinton and Sampson County. The company said they will probably be able to restore power fairly quickly. Thanks to some trees blowing



Rancher claimed his meat grinder disposed of corpses, hand testifies

KERRVILLE (AP) — A Hill Country ranch owner claimed his kitchen meat grinder had been used to dispose of corpses, a former worker at the ranch testified in an organized crime trial.

Carlton Robert Caldwell, 21, also testified the ranch owner, Walter Wesley



was tortured to death with a cattle prod, then his body doused in gasoline and set afire.

A witness earlier identified voices belonging to Caldwell and the younger Ellebracht on a tape recording of an alleged torture session involving Bates.

Caldwell testified earlier that the younger Ellebracht's wife Joyce put a shotgun to his head and threatened to kill him when he tried to use an ax handle to kill a seriously injured deer.

Hunsaker, Marty Miller and Joe Ortiz, Caldwell said.

Hunsaker faces murder charges in the same case. Miller is awaiting separate trial on organized crime charges. Organized crime charges against Ortiz have been dismissed.

Caldwell told the court he and Bates both lived at the Salvation Army shelter in San Antonio before they ended up at the Ellebracht ranch.

Caldwell said he worked as a volun-

Gives a whole new meaning to the phrase "talk to the hand."

Now here are some more

Why is
Chile so
persecuted?

Human rights groups express dis

British ruling in favor of Chili's ex-dictator draws condem

By **STEPHEN BROWN**
Reuters News Service

BUENOS AIRES, Argentina —
Latin American human rights groups
expressed dismay Wednesday at

'The High Court has made England a safe
haven for dictators and former dictators acting
in their official capacity as heads of state,
undermining the absolute nature of the

Hussein compli
don."

Portuguese
Saramago was
and groups li
tional rallied st
said could "est

A site for
sore eyes
no doubt

Toxic Waste Sight On So

End Of County Will Be

DALLAS — An out of court settle-
ment was reached this week regard-
ing the clean-up of the Turtle Bayou
toxic waste site south of Moss Bluff
on the Liberty-Chambers counties
line.

Atlantic Ritchfield Co. and ARCO
Chemical Co. have agreed to pay \$1.1

million and \$15.6 million with land
owner Donald Lang paying \$250,000
for clean-up of the main waste area
and west road area, said Criss
Villarel, Remedial project officer with
the Texas section of the Federal
Superfund Enforcement office in
Dallas.

Terms of the settlement included a
field pilot study and remedial design
for the entire site, 30-day public com-
ment period, Villarel said. Final
approval of the settlement terms
must be approved by a judge in the
eastern division Federal District
Court in Beaumont.

Remember Rule No. 1 ...

Volunteer pleads guilty to theft

By MARK EVANGELISTA
Citizen Staff

A volunteer at the Re/Max Ballunar Liftoff Festival received a 10-day sentence and a \$1,500 fine on Oct. 30 after pleading guilty to theft, said Precinct Constable 2 Bill Bailey.

Clear Lake resident Calvin Dale Smith entered the plea in the 263rd State District Court.

Smith, a 47-year-old aerospace worker, was arrested at NASA's Johnson Space Center, the festival venue, after law enforcement officers found \$4,870 in his pocket.

Remember rule No. 1



Catherine Holtvogt, with her daughter Manilyn Hunter in the background, smiles with her award

An ageless queen takes her thrown

'Holy Joe' TV move airing on CBS Plam Sunday March 28

One of the most difficult tasks for actors is to portray genuine spirituality. Anger and rage, joy and ecstasy are easy emotions to perform compared to a relationship with God.

If that's so, then John Ritter must be one of the

Deregulation faces scrutiny

By Rolando Garcia
THE BATTALION

Tuition deregulation suffered a serious setback last week in the State Senate, but the issue is still alive in the Texas House as legislators debate how to grapple with budget cuts in higher education.

State Sen. Florence Shapiro, R-Plano and chair of the Senate's education committee,

give universities carte blanche to let them charge whatever they want," said Jennifer Rice, spokeswoman for Shapiro.

The revised Senate Bill 1542 would allow state universities to increase tuition by up to \$12 per credit hour, effective next January. Coupled with a previously approved \$4 hike, students taking 15 hours a semester could see their tuition bills go up by \$480 a year.

The committee will conduct

Lawyers say Clarett can't get fair trial

ASSOCIATED PRESS

COLUMBUS, OHIO — Defense attorneys want a public opinion poll to determine if an impartial jury can be seated for Maurice Clarett's robbery trial later this month.

The intense publicity surrounding the case and Clarett's recent arrest make it impossible for the former Ohio State star to receive a fair trial in Franklin County, his attorneys claim.

Remember
rule No. 1

Passage of gas rules proves troublesome

By Electa Draper
Herald Regional Editor

DENVER – The regulators of the state's oil and gas industry are not in an enviable position.

Colorado Oil and Gas Conservation Commission members are hip-deep in rulemaking activities, including the imposition of new

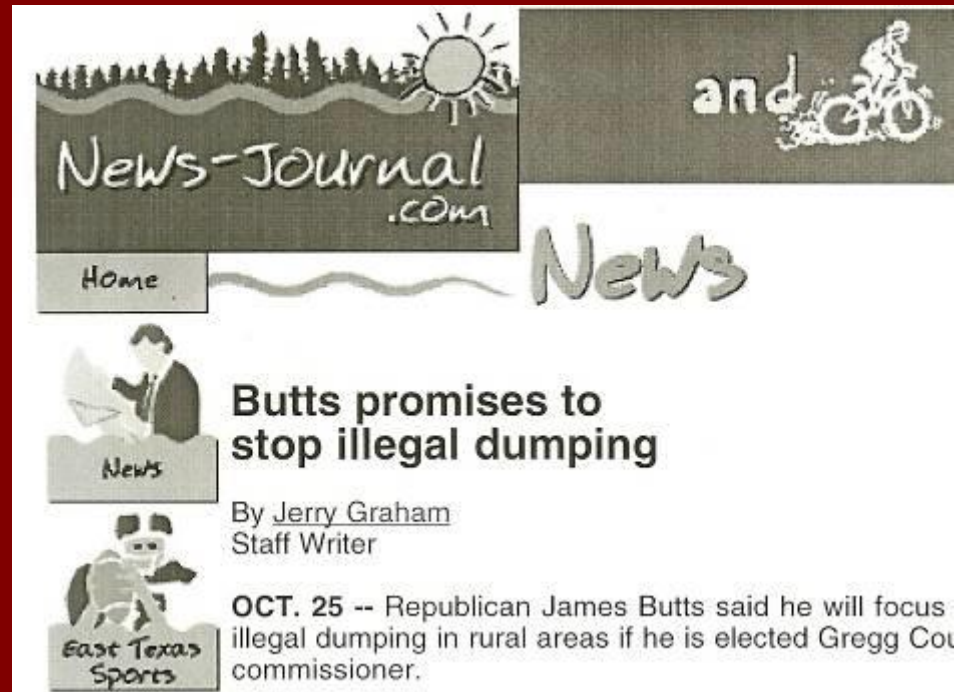
of hearings on reclamation in Denver last week – hearings continued over the last several months. But after long hours of discussion and public comments on contested portions of draft rules, the seven commissioners reached no firm conclusion on how and when industry should notice its drilling activities to surface owners and local govern-

... or just headlines that provide a moving experience.

Web sites aren't immune from headline problems.

What can happen when you break a compound noun between lines

Problems of a scatological nature ...



All I
can say
here is
...
huh?

Beware of love affair with laxatives

By **JOE GRAEDON**
and **TERESA GRAEDON**

Blame it on our ancestors. They were convinced that regularity was the key to good health. To achieve this, they often relied on laxatives.

We should know better. Gastroenterologists recommend high-fiber foods with lots of liquids and regular exercise to keep most

People's Pharmacy

is especially concerned that this chemical may damage the crucial p53 gene, which protects the body from many different kinds of cancer.

Dr. Robert Temple, drug chief for the FDA, warns that long-term use may carry a risk: "What we're saying is find another laxative" that does not contain phenolphthalein

sagrada.

Until further research clears the air about laxatives, people may wish to opt for more conservative solutions. Regularity varies from person to person. Some are normal with one bowel movement every three or four days while others visit the bathroom two or three times

Fiber, fluids, and daily exercise are the best ways to stay regular. Precautions with constipation is counterproductive.

Learn to utilize nuts judiciously

Mary Frances Hall

County Extension Agent

TEXAS CITY — Lots of baked goodies have nuts in them.

It will soon be the most popular time of the year for

calls for half a cup, try cutting back to a quarter of a cup. You can increase other ingredients to make up the difference. For instance, if you are using them in a casserole or dressing,

desserts. Toasted pecans are terrific in soups. And nuts contribute a unique flavor to dishes such as sweet potatoes and even meatloaf. They also are readily available during the fall and winter, but there

shelled, they should be served in the refrigerator.

Mary Frances Hall
County Extension Agent
Family Consumer Science

Lakers' Bryant keeps on being amazing

From wire services

NEW YORK — Teen all-star, answer their prayers...

What do you do for an encore when you're the youngest player to make an NBA All-Star team, not to mention the first still living at home with his parents?

What do you do when you're 19 and make \$1.2 million a

soon, between current deals (Adidas, Sprite, Spalding) and pending deals (a pizza chain, a fast food restaurant)?

Then there's the upcoming guest shot on "The Tonight Show" with Jay Leno and the Sports Illustrated profile, not to mention all the anchors who wanted a few minutes here this weekend, only to be turned down by the Los Angeles Lakers.

watching the Lower Merion (Pa.) High Bulldogs in a gym that held 2,500. Now they're among thousands at the Forum.

"The interesting thing about him being selected for the All-Star Game," the Lakers' Jerry West says, "we do not stuff ballots, period. These votes came from other people that obviously like to watch him play."

Actually, the Lakers did some

dreamed Bryant had a chance, right up until the last two weeks when Kobe's fans must have begun bicycling to McDonald's in massed formations to vote.

It was a surprise and a reach, but it wasn't off the wall. Only the elite scorers — Michael Jordan, Shaquille O'Neal and Karl Malone — have better points-to-minutes ratios. Bryant doesn't even start and isn't his team's

Like Jordan, Bryant has the smile, the charm, the humility. Like Mike, Kobe wants to please the world. If he keeps his on straight — ah, there's the world had better duck.

Here's the really amazing part: So far, so good.

Teammates occasionally their eyes at Bryant's audacious shot selection, but it seems to dote on him, like a

Linenger's wife plans plenty for the returning astronaut

By **MARK CARREAU**

Houston Chronicle

Astronaut Jerry Linenger will not be bored when he returns to Earth this week from the high drama of life aboard Russia's Mir space station, his wife promises.

"I have a whole list of things for him to do," Kathryn Linenger said in an interview Wednesday.

But first there will be his much-anticipated reunion with his 18-month-old son, John. The youngster took his first steps and spoke his first words while his famous father battled a fire aboard his orbital outpost and participated in the first joint U.S.-Russian spacewalk.

"I just can't wait to see the two of them together," she said of her



Linenger

searcher, she spent most of her husband's space voyage in Russia's Star City, the cosmonaut training center that is the equivalent of NASA's Johnson Space Center in Houston.

There she helped coordinate some of the experiments her husband and his cosmonaut hosts conducted aboard Mir. She also helped train his replacement, U.S. astronaut Mike Foale, for the experiments he will conduct on Mir.

Linenger, 42, a Navy physician, and Foale, 40, an astrophysicist, are the youngest of the five Americans to live and work aboard Mir, so far. That has forced them to juggle family life as they take crash courses in a new language and shuttle back and forth between Houston and Star City to train.

"We need some family time," Kathy Linenger said. "I want to do just absolutely nothing, just be a family again, spend some time alone, get to know each other again, enjoy our new baby."

She and her husband agreed wholeheartedly to tackle the difficult assignment of helping to cement the once-rival U.S. and Russian space

cation, though, even her presence in Russia could not overcome the obstacles.

First, transmitter difficulties with Russia's satellite space communications system prevented what were to be two-way video conferences between them. Then the electronic mail messages that were to flow daily were delayed.

The Linengers found themselves yelling over static when they attempted to speak over a Russian telephone circuit.

"I miss sharing all the happy stuff with him," Kathryn Linenger said of news about their son's development that became difficult to convey. "You can tell a friend, but it's not the same as talking to your husband."

For some of those reasons, Rhonda Foale plans to remain in Houston during her husband's four- to five-month tour aboard Mir. The couple has two children, Jenna, 5, and Ian, 2, and all shared life in Star City while he trained with the Russians.

The Foales plan to rely on amateur radio contact to supplement their

There's nothing like returning to Earth after a long mission ...

Ya think?

B2 Saturday, February 24, 2007

REGION

THE EXPRESS-TIMES

Homicide victims rarely talk to police

THEY USUALLY ARE not able to tell story before dying, prosecutors say.

BY MICHAEL BUCK
The Express-Times

When police detectives investigate homicides, they usually have to stitch together what happened from a variety of sources and witnesses.

Rarely do they have a written statement from the victim about the chain of events that

death came when she gave police a detailed written account of what happened.

"It is very rare," said Northampton County First Deputy District Attorney Terry Shuck. "Usually you have a scenario when a victim dies shortly after a homicide."

"This young lady gave us a whole [statement] about what happened."

Last week, Northampton County Coroner Zachary Ly-

on, both sides of the Delaware River could not recall similar situations.

Warren County Assistant Prosecutor Craig Barrio said he has not had to deal with a situation like Ward's situation.

But, Barrio came close on a few occasions. One was a case involving Donna Kaczynski, the suspected Lehigh Valley Township woman who died in June 2006 because of the neglect of her caretakers. The second was a

homicide made it out of the law office, he was never able to speak with investigators before he died.

Shuck said in his 30-plus years in law enforcement, he has not encountered this situation.

"Sometimes in auto accident cases, you might have it," he said. "It's very rare you would have a shooting victim that gives so much information before their death."

Eastern police Inspector

Matthew Gerould, the investigator assigned to the case, said Ward's statement greatly aided in the police investigation because they were able to match it against Frooman's account and the evidence collected at the scene.

Gerould said he used Ward's statement when he set down with the members of the district attorney's office to determine whether to file the involuntary manslaughter charge.

Authorities decided to amend the charges against Frooman following the coroner's ruling on the death.

"In a homicide usually we don't have anything from the victim," Gerould said.

Phillipsburg Police Chief Ed Miranda said he has been of situations similar to Ward but has never had to deal with one personally.

"That [scenario] doesn't usually happen very often," Miranda said.

Where the rubber meets the road?



Leachville firefighter watches as a transport hauling condoms is pulled upright after hitting another big rig.

Condom truck tips, spills load

APRIL KEMICK
Sun Media

and flipped onto its side, blocking the 401's east lanes and snarling traffic for hours.

The driver and passenger of

The driver of the other transport, which stayed upright, was uninjured.

Haskins said it wasn't clear

first driver slammed on his brakes.

The driver of the condom truck also tried to brake, but

CONDONS Out — The rub-

Read the story ... *then* write the headline

You have to read more than just the first graf — or first word — in a story. In this case, yes, the courthouse is in Angleton, but the health clinic is in Alvin. Oopsy.

Embattled Angleton clinic under temporary overseer

By **RICHARD STEWART**
HOUSTON CHRONICLE

ANGLETON — A state district judge on Friday gave temporary oversight of the troubled Alvin Community Health Care Endeavor to the director of another community health clinic.

State District Judge Pat Sebesta also issued an order forbidding the executive director of the Alvin clinic or any members of the group's board of directors from going to the organization's buildings.

Assistant Brazoria County District Attorney Jim Wigington argued at a hearing Tuesday that the clinic may be in danger of losing federal funding because of an unfavorable review of the clinic's operation by the Health

istration.

The clinic is also the subject of a criminal investigation by the Medicare Fraud Control Unit of the Texas Attorney General's Office.

Wigington had asked that Lynda Bible, executive director of the Richmond-based Fort Bend Community Family Health Center, be made receiver of the Alvin clinic until its operations meet federal approval.

Nancy Benefield, executive director of the Alvin clinic, testified Tuesday that the clinic had operated without federal funding for 35 years before getting a federal grant in 2005.

She denied allegations of nepotism and other problems outlined in the review.

Remember
to read the
story ...
sometimes it
can be a
matter of life
and death.

Killer smiles during his sentencing

By **STEVE BREWER**
Houston Chronicle

A man who robbed and killed a security guard outside a northeast Houston nightclub in 1994 smiled nervously Thursday as he was sentenced to death.

The jury of eight men and four women took only 40 minutes to deliberate the verdict on Felix Rocha, whose odd expression remained un-

Man receives life for 1994 slaying

to testimony, Rocha was angry with Fuen-tes because of a previous fight and he felt the guard had humiliated him.

In a taped confession played in the trial, Rocha indicated he wanted re-

firing more rounds.

Rocha, also known as Benito Chaucuco, and Virgilio Maldonado, his alleged accomplice, were arrested for a bank robbery in May 1996. Police then linked them to the deaths of Fuentes and another man.

Maldonado was sentenced to death in January 1997 for the 1995 murder of Cruz Correa Saucedo. Both Maldonado and Rocha gave statements to police about both murders, and ju-

3 charged in slaying during break-in

Three men have been charged in the shooting of a 66-year-old northwest Houston man who interrupted a burglary of a house July 22.

Efrain Dwayne Epps, 21, Ronny Lee Sarver, 22, and Chauncey Djon Moore, 22, are accused of aggravated robbery in the shooting of Donald Sparks, who was checking on a neighbor's house in the 4900 block of Northrup.

The suspects were arrested Aug. 11 in the 1400 block of Hol-



Epps



Sarver



Moore

man after police found them in possession of weapons stolen in that burglary.

Epps has a record for narcotics violations. Sarver for burglary and criminal trespass and Moore for robbery.

Sparks' wounds have left him unable to speak.

Where are those corners on a curve?

Here's how to take two clichés – *turning the corner* and *learning curve* – to create a headline that will leave 'em scratching their heads. Sadly, I actually understand what the head writer was trying to say here.

Oilers turn corner on learning curve

■ Pardo ready for Pearland to take next step as district begins

By L. SCOTT HAINLINE
CHRONICLE CORRESPONDENT

Nothing shocked Pearland sixth-year coach Ben Pardo during his Oilers' 6-7-1 trek through pre-district play, and now, it's time for his team to take the next step.

"It's been a learning experience thus far," he said. "We've

DISTRICT 24-5A

Here is the upcoming schedule:

■ **Friday:** Clear Brook at Clear Lake; Alvin at Pearland; Ball at Brazoswood, Clear Creek open

■ **Tuesday:** Brazoswood at Clear Brook; Clear Creek at Alvin; Ball at Pearland, Clear Lake open

■ **March 20:** Clear Brook at Pearland; Ball at Clear Creek; Clear Lake at Brazoswood, Alvin open

Setting the tone ... but is it good taste?

Tabloids love to be feisty ... no one can say this isn't a feisty headline. It may fit the tone of this paper, but this headline would not run in the Chronicle.



Tone and taste

Headlines are supposed to sell the story, but just what are we selling here?

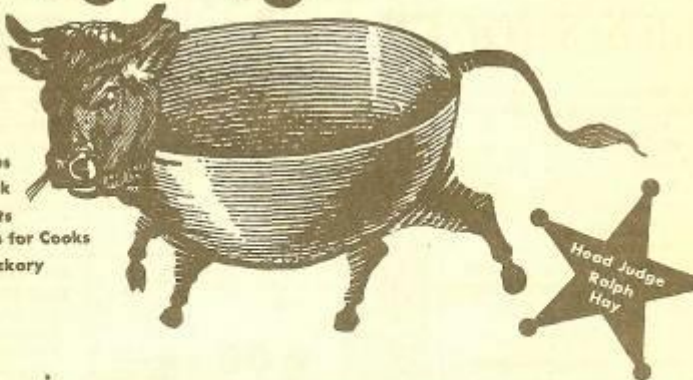
Actually, this is a review for an off-Broadway production.

Sure, you can have some latitude with the headline on a feature/review — but can you go this far?



*** 6th Annual ***
Houston Post Chili Cook-Off

Raging Bowls



Auction
Fun & Games
Food & Drink
Arts & Crafts
Goody Bags for Cooks
Music by Hickory
Tail Tales
Hog Calling
Pitchin'-a-fit
Stompin'


Benefiting the Houston Livestock Show & Rodeo Scholarship Fund

Some ad headlines

These were eye-catching, although one person misread “bowls” as “bowels” ... and I’m not sure what “Wife Wanted” has to do with sewing machines.

“Diet or die...”


that’s what he said!”



You may never have heard those exact words...at least, not yet. But, if you’re fighting a losing battle with obesity, you know it can lead to heart disease, diabetes, hypertension...even cancer.

That’s why we urge you to learn more about The OPTIFAST® Program — a proven treatment for the disease of obesity. Unlike simple diet plans, the hospital-based OPTIFAST Program is the medical weight management program that succeeds... because it combines our medical, nutritional and behavior modification professionals with your own commitment.

The OPTIFAST® Program

 **The Optifast® Program at St. Joseph Hospital**

WIFE WANTED

PAINT-BLEMISHED SEWING MACHINES

NEW 1990 ELNA SEWING MACHINES IN BOXES \$199

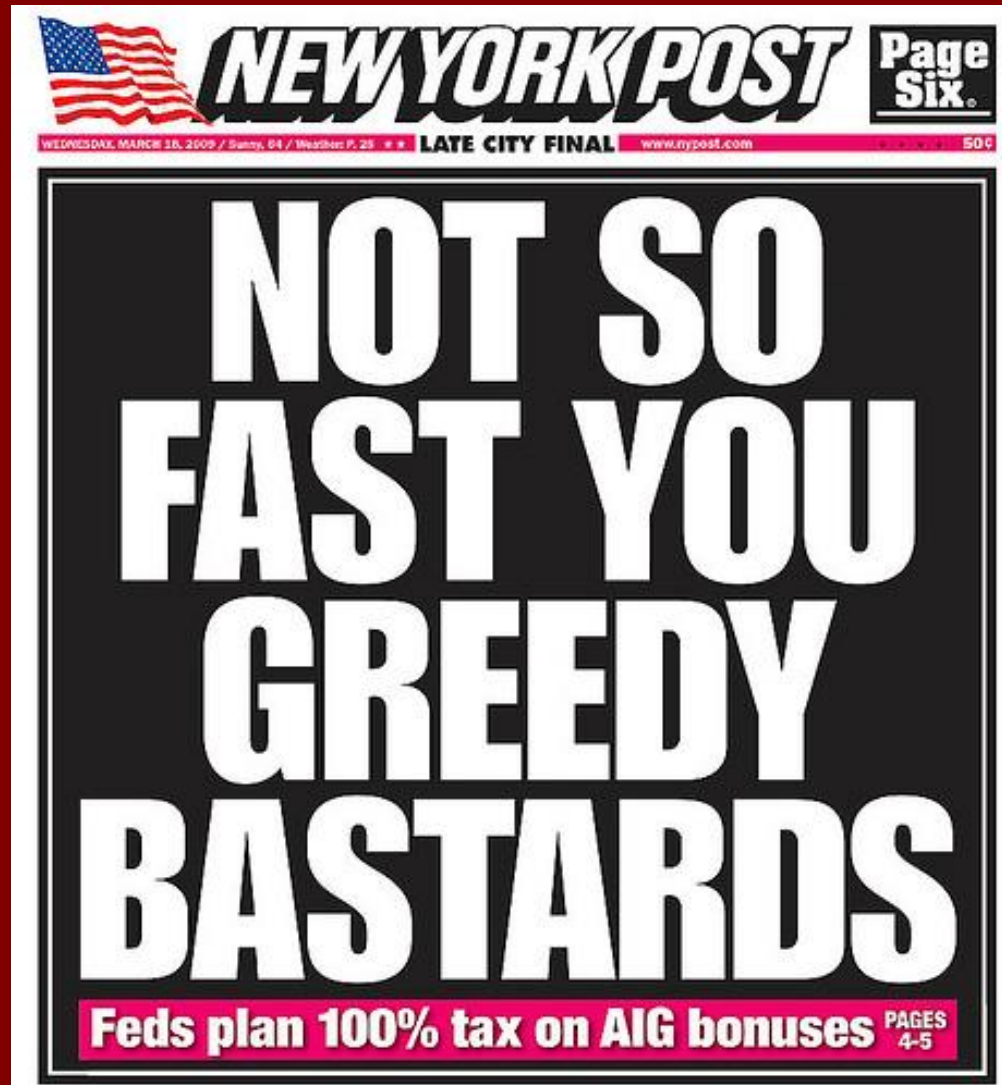
3 DAYS ONLY!!! Mon., Tues., Wed., Jan. 15, 16, 17

OPEN TIL 8 PM THURSDAYS

Due to slight enamel blemishes, ELNA Sewing Machine Company has just released for sale to the public a limited number of new special 1990 HEAVY DUTY 11-stitch sewing machines that are made of METAL. No tension adjustment needed, and sew on all fabrics: Levi’s, canvas, upholstery, nylon, stretch, vinyl, silk. **EVEN SEWS ON LEATHER!** No attachments needed for buttonholes (any size), monograms, hems. Sews on buttons, satin stitches, overcasts, darns, appliques, stretch stitches, and more. These machines are suitable for home, professional or school room sewing. 10 years warranty. Your price with this coupon \$199. Previously priced at \$399. Free service and lessons. Terms Available. Lay-A-Way.

BOB McDOUGAL CO **SEWING MACHINES**

Headline needs a comma, but it's to the point



A good one to end on

This was the headline on a story about a Houston neighborhood's decision to close off some streets to limit cut-through traffic. Obviously a play on the Great Barrier reef.

Effective?



Steve Ueckert / Chronicle

Northbrook Property Owners Association President Sanford Herman stands at one of the city's new traffic diversion projects.

Subdivision struggles with great barrier rift

By **DAN FELDSTEIN**
Houston Chronicle

Some residents of the Northbrook subdivision are discovering that you really do have to be careful what you wish for.

The southwest Houston neighborhood, long worried about cut-through traffic and crime, this year has succeeded in erecting the most extensive system of traffic impediments in the city.

In addition to a healthy crop of speed humps, the community now boasts two one-way entrances,

two diverters that force vehicles to turn and three entrance dividers that narrow the street and slow down traffic.

Some residents are thrilled with the peace and quiet. But, in a lesson for other neighborhoods that want barriers, some residents are in full revolt — demanding that something be done about the system they fought 10 years to persuade the city of Houston to build.

"Have you ever seen anything so ridiculous? Don't even get me started," said Janis Odensky, a

See **BLOCKED** on Page 6A.

Extra credit exercise

Headline judgment:

What's wrong -- or questionable / problematic -- with these headlines? Each has some violation of the headline rules. Worth 2 points each for each one you nail correctly.

More on heads in the next class.

More on headlines: Day 3

- Practice headline writing for content
- Head orders
- Head count
- Practice headline writing for content/space
- Exercise for grade

Heads practice: Name that tune in 5 notes

Follow the instructions on the handout for each of the three mini-stories. You will write three headlines for each story, a separate headline for each of the number of words requested. You don't have to worry about your headlines "fitting" any space requirements. Just make sure they accurately sum up the stories. You may be asked to put your headlines on the board.

Head orders

Head orders have three parts:

- **Width.** The number of columns, or sticks of type, wide a story is
- **Point size.** 72 point is 1 inch tall, etc.
- **Depth.** The number of lines

Thus, a 2-36-2 head order means the headline should be **two** columns wide, use **36 point** type and be **two** lines deep.

Head orders

Count: An arbitrary value assigned to show how much space a character takes up. Is determined by column width, typeface (font) and point size. **The count is the same for each line of the headline!**

For this class, since we don't have a headfit program to calculate width for us (as I do at the Chronicle), we'll have to use the old-fashioned "count out the words" method for an imaginary typeface.

Head orders

Count Values

1. The number 1, most punctuation marks and lowercase f, l, i, t, j, r (FLIT Jr.) are considered as $\frac{1}{2}$ a count
2. The lowercase letters m and w are 1.5 counts.
3. Capped M and W are 2 counts. All other capped letters are 1.5
4. Everything else – numbers, letters and ? & \$ % -- is one count
5. The spaces between words are a $\frac{1}{2}$ count

(Note: We only cap the first word of the head and proper names)

Thus, the name Paul = 4 counts $(1.5 + 1 + 1 + .5)$

McGrath = 7.5 counts $(2 + 1 + 1.5 + .5 + 1 + .5 + 1)$

Head orders

So.....

What is the “count” for this headline?

‘Beast of Baghdad’ threatens U.S.

Figuring head counts

'Beast of Baghdad' threatens U.S.

You should have come up with 28.5 counts

'Beast = 5.5 counts

of = 1.5

Baghdad' = 8

threatens = 7.5

U.S. = 4

4 spaces = 2

Figuring head counts

Looking at our head count sheet – and given that headlines are allowed to fall within a range of **3 counts short to 2 counts long** -- at what column widths and point sizes does that **'Beast of Baghdad'** head of 28.5 counts fit? The same headline fits at five point sizes:

6 columns wide at 60 point

5 columns wide at 48 point

4 columns wide at 36 point

3 columns wide at 30 point

2 columns wide at 18 point

Figuring head counts: A quick check

Want a quicker way of seeing how close you are on head counts? Try this: assign a value of **1** to every letter, number and “fat” punctuation marks (percent signs, question marks). Keep spaces and “skinny” punctuation (commas, periods, quote marks, colons and semicolons) at **½** count.

Now count out our ‘Beast of Baghdad’ threatens U.S. headline. You should get **29** ... pretty darned close to the actual count of **28.5**. (Did you remember to keep the spaces at ½ count?) This quick check should save you some time.

Figuring head counts

OK, so how does all of this work? Here is a typical head order: 2-36-2. This means the headline goes over **two columns** (sticks) of type, each line is **36 points** (a half-inch) in size and is **two lines** deep. Look at the head count sheet – column widths are across the top and point sizes run down the side. To find the “count” for this head order, cross index **two columns** with **36 points** – to the right you should see a count of **15**.

		Columns			
Point size	1	2	3	4
18	14.5	30	46	
24	11	22.5	34	46	
30	8.5	18	27	37	
36	7	15	23.5	32	
48	5.5	11.5	17.5	24	
...					

Figuring head count

Because we have a range of 3 counts short to 2 long, each line of this headline example must fit within a range of 12 to 17 counts. Maybe something like...

Houston police	= 12.5 counts
capture suspect	= 13 counts

The count is **NOT** a total for the entire headline; it applies to **each line** that is requested in the head order.

Writing heads: Practice

Write a 3-30-1 head (27 counts, range 24-29) for this story:

MIDLAND (AP) — A 3-month-old baby was left unattended in a shopping cart for about an hour Sunday when her parents accidentally left her behind, police said.

Shoppers noticed the abandoned baby at a Toys "R" Us store, Midland police Sgt. Alfredo Grimaldo said.

"It was a misunderstanding among family members," Grimaldo said in Monday editions of the Midland Reporter-Telegram. "One man took the kids home and left the ladies to shop. But when he took the kids, he didn't take the baby from the cart."

The family members, who were traveling in different cars, didn't realize what happened until they all got home and nobody had the baby, he said. "We don't think it was really a child abandonment issue. It was just a misunderstanding," Grimaldo said.

Headline practice: Possible heads

Shopping family overlooks baby

Midland family leaves tot behind

Midland 3-month-old left at store

Midland shoppers forget infant

Oops! Family leaves tot behind

Store's holiday surprise: a baby

Ho-ho, oh no! Baby left at store

Headlines on the Web

On Web pages, headlines act as travel agents – a link – to the rest of the story. Sometimes the headline is all you get on a home page; you have to click once or twice to get to the rest of the story – unlike print, where the story and headline are companions. Online headlines have to get to the point and stay there; teaser / suspense headlines don't usually work as well. Sure, feel free to be creative if you think readers are already familiar with the subject (**ASTRONOMICAL: Astros win NLCS**). Other headline guidelines, especially accuracy, also apply.

The rule of thumb is to keep it short (fewer than 10 words) and to give emphasis to the key or “buzz” words.

Example: Houston educator `thrilled and honored'

Teacher of the Year Dee Wallace gets award from a former first lady

Changed to: Barbara Bush honors county's Teacher of the Year

Headlines in magazines

Magazine headlines bear similarities to their Web and newspaper cousins, but there are differences. Their main calling in life is to attract attention, to outbark all the other yapping dogs out there. Therefore, magazine heads are often more tabloidish in nature – is it just me or is every magazine story about sex, relationships, weight loss or beauty tips? Magazine headlines often try to play off the accompanying art, or are graphic elements themselves, both on covers and inside. There is a greater use of label heads and subheds; the subheds actually doing most of the work on summarizing the story.

Headlines for PR, ads

Many news releases from PR agencies come with their own headlines. That can be helpful -- but remember, it's their headline and the PR agency may weigh the news differently than you. Here's a Web site that lists key ("action") words for effective headlines on news releases:

<http://blog.prleap.com/archives/25-action-words-for-writing-a-newsworthy-headline/>

Ads have headlines of sorts as well, or at least some display type that stands out. Perhaps it's the word SALE or simply the merchant's name will suffice. My favorite word in ads is FREE!

Headline exercise

Your first editing grade ... write headlines for these 10 stories. You will be graded on headline content and meeting the head order specifications.

To get you started ... the Winnie headline calls for a 2-36-1 main head (15 counts, range of 12-17) and a 2-18-1 deck (30 counts, range of 27 to 32 counts). Since you can only get two or three words in the main head, it's OK to make it a label head. It can be more creative; let the deck do the heavy lifting.

Next class ...

Editing ledes. Read the required chapter.

Headlines exercise will be due.