

Headline and Caption Writing

Mod 7 PowerPoint and Video

Part 2

Student's Name: _____

Take notes from the Mod 7 Headline and Caption Writing PowerPoint and Video.

1. Give examples of four things to always remember when writing headlines in your yearbook.
 - a. Ask yourself
 - i. _____
 - b. Basic format

 - c. Headline Package
 - i. _____
 - d. Literacy Devices
 - i. _____
2. Five suggestions for writing a great headline are:
 - a. _____
 - b. _____
 - c. _____

Headline and Caption Writing



Mod 7, Part 2: Choose the best words to convey YOUR message.

Hook and Inform
the Reader



Ask Yourself

- What story am I trying to tell?
Do these words fit the story?



Format Basics

- Headlines: 72 point or smaller; body or display font
Secondary headline one to four sentences; sans serif font

Mod 7, Part 2: Headline Writing
Choose the best words!

Headline Package

- Headline and secondary headline together are referred to as a package: Kicker, Wicket, Hammer, Tripod

Literacy Devices

- Create an interest. Pun, Rhyme, Alliteration
Allusion, Irony, Diction

Headline Suggestions



Mod 7, Part 2: Five suggestions for headline writing

1. Write several versions of headline and then decide
Different students can write
2. Use no more than two fonts in headlines
Use variation like bold, italic, thin
3. Use active voice
Do not use ING words
4. Do not use a question as a headline
You are telling and not asking
5. Omit articles, a, an, the
Replace with comma

POTENTIAL HEADLINE PACKAGES FOR THE STORY OF THE THREE LITTLE PIGS

WOLF VOWS TO NEVER AGAIN EAT

BACON

HARD WORK OF ONE PIG PAYS OFF WHEN HE AND HIS TWO BROTHERS TAKE SHELTER FROM AN ATTACK BY THE BIG BAD WOLF

BRICK HOUSE

no bacon tonight

one pig's ingenuity and hard work saves his family when his unique home withstands the huffing and puffing of the big bad wolf

Big Bad Wolf claims he is a vegetarian and would never harm a pig

NO MEAT DEFENSE

Headline Packages



The headline and the secondary headline together are referred to as a headline package. There are multiple ways they can be used together.

KICKER A one-line secondary headline that is placed above the primary headline. Sometimes the kicker leads into the primary headline verbally, not required.

WICKET A multi-line secondary headline set above the primary headline

HAMMER A secondary headline that comes after the primary headline. Most common.

TRIPOD The primary and secondary headlines work together with a verb together and are set side-by-side.

**Little Red Riding Hood
Three Little Pigs**

Caption Suggestions



Mod 7, Part 1: Six suggestions for a great interview

1. Do not state the obvious
Share with us what will happens next
2. Identify students left to right
Do not write left to right
3. Use story-telling quotes
Facts are not quotes
4. Do not repeat information that is in the story
Tell us one thing that cannot be learned by looking at the photo
5. Write in present tense for basic information
Write in past tense for background information

Caption

Writing



FORMATTING

- ✓ *Attention getter*: present tense, bold, intriguing
- ✓ *First sentence*: Basic Information in present tense
- ✓ *Second sentence*: Complementary information written in past tense
- ✓ *Third sentence*: Direct quote from a person in photo. May break long quotes up by putting attribution in the middle of the quote. "Quotes are always formatted like this," Gearhart said.
- ✓ Photo attribution is included at the end in italics
- ✓ Size EIGHT point font is used
- ✓ Legible font is used - sans serif preferred
- ✓ Never center justified
- ✓ Free of errors and editorializing

* You may switch the second and third sentences for your staff's formula if desired. Formula must be consistent for the entire book.

FORMULA

A ATTENTION GETTER
one to three words that captures reader attention

B BASIC INFORMATION
identify who, what, where, when, why, how
**first sentence*

C COMPLEMENTARY INFORMATION
show us something that happens next that we can't see
**second sentence*

D DIRECT QUOTE
a story telling quote from someone in the photo about what what is happening

Caption

Writing



THE COMPLETED AND FORMATTED CAPTION



SNIP SNIP. During sixth hour, senior Michael Jones cuts junior Jessica Smith's hair after defeating her in a fundraising competition for Red Cross. Five other students also experienced a hair cut for raising less money than their opponent during the March 3 annual fundraising pep assembly. "I never thought I would beat Jessica because she is so good at talking people into things," Jones said. "She was a great competitor and at the end of the day I'm just proud of the amount of money that we both raised for our charity." *Photo by Tamara Simms*

Photo courtesy of Tamara Simms from 2017 Walsworth Photo Contest

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Mod 7

Possibilities

It is a Mod:
Do the items that is
best for your staff!

- Video/PowerPoint of Headline and Caption Writing, **Part 2** with Follow-up handouts and discussion.
- Eight activities (Handouts) on Headline and Caption Writing, (**Five activities on Headline writing and Three activities on Caption Writing,**
- Resources-**Walsworth's Headline Handout** (Mod 7 Part 9) and **Walsworth's Caption Handout** (Mod 7, Part 13)
- Evaluation of Mod 7, Part 2 (Quiz) (**Headline and Captions**), and Assessment



I Should Have Known That!

Mod 7:
Headline and Caption Writing, Part 2



Blaze Bucks



I Should Have Known That!



Blaze Bucks

- Each Mod Lesson I will begin with a challenging, fun question.
- At end of lesson, I will give you the answer.
- Each week, two winners of \$5.00 Starbucks Gift Card.
- Staffs will be on different Mods, but no problem!
- Let's have some fun!

I Should Have Known That!

- a. drink coffee.
- b. eat apples.
- c. exercise.
- d. drink hot tea.
- e. skip breakfast.



Blaze Bucks

The more efficient way to wake up in the morning is to:

Minnesota, New York and Washington Reps:

Christina Berrell-Washington
Alicia Carlson-Washington
Jessica Crokos-New York
Matt Holmes- Washington
Hannah Olson-Minnesota
Katie Smith-New York
John St. Pierre-New York

•The word **breakfast** comes from breaking your fast from the night before and it was the first meal of the day.

•The average person sits down to **breakfast** at 7.31am during the week and 8.28 am at the weekend.



I Should Have Known That!

- drink coffee.
- eat apples.
- exercise.
- drink hot tea.
- skip breakfast.

The more efficient way to wake up in the morning is to:

Eat Apples

Minnesota, New York and Washington Reps:

Christina Berrell-Washington
Alicia Carlson-Washington
Jessica Crokos-New York
Matt Holmes- Washington
Hannah Olson-Minnesota
Katie Smith-New York
John St. Pierre-New York

- In colonial times, apples were called winter banana or melt-in-the-mouth.
- Most apples can be grown farther north than most other fruits, because they blossom late in spring, minimizing frost damage.
- Do not peel the apple. Two-thirds of the fiber and lots of antioxidants are found in the peel.
- The apple is also the state fruit of Minnesota, New York, Vermont, Washington and West Virginia.



Blaze Bucks

