

Words and Writing

Mod 7, Part 11

Headline, Lead and Copy Writing

Student's Name: _____

Assignment:

Now is the time to put it all together. You need to work on writing a story with a lead and then add a headline for the spread. You can complete this assignment in one of three ways. Be sure to ask your yearbook adviser how to proceed. I would recommend doing the second suggestion.

1. Write four headlines, a kicker, wicket, hammer, and tripod from your lead-quote-transition Mod 7, Part 5 exercise. Use the headline sheet at the bottom of this handout.
2. Choose an event or an activity from the ladder of your current yearbook. Complete the questions below and interview at least one person for the story. Once the interview is completed, write a short story for the spread in your yearbook in quote transition form. Also write a headline to go along with the story. An example is provided. Use the lead copy writing sheet and the headline sheet at the bottom of this handout.
3. Write four headlines, a kicker, wicket, hammer, and tripod for Twinkle, Twinkle Little Star. Use the headline chart below.

Twinkle, Twinkle Little Star
Twinkle, twinkle, little star
How I wonder what you are
Up above the world so high
Like a diamond in the sky
Twinkle, twinkle little star
How I wonder what you are
When the blazing sun is gone
When he nothing shines upon
Then you show your little light
Twinkle, twinkle, all the night
Twinkle, twinkle, little star
How I wonder what you are

Example of Lead Quote Transition Writing:

Seniors flop like fish

out of water at family night Sept. 8

by Jennifer Mathew and Austyn Wilson
Wings — Arrowhead Christian Academy

The lead is longer than usual. Also, note that this is a longer story than we are practicing. Still, it is a great example of quote-transition writing.

Lead:

It was the moment of a lifetime. Granted, that life belonged to a fish worth 25 cents from Walmart, won for a dollar at the senior fundraiser booth. The game was simple: toss a Ping-Pong ball, land it into a bowl floating in a kiddie pool, win a fish. It was going well. Until an overeager child dropped his newly won guppy.

Guests screamed as they watched the fish flop around. Seniors Payden Miranda, Alexis Guerth, Madison Anderson, Alyssa Quast and Jacob Van Dam lunged for the fish. Guerth scooped it up, tossed it back into the kiddie pool, bagged it and handed it back to the child.

Quote:

“The kid was satisfied,” Van Dam said. “He even ended up going on to win another fish. A senior crisis averted.”

Transition:

Aside from this hiccup, Family Night seemed to be off with few interruptions – until parent Troy TerBest discovered the 800 hot dogs he purchased a week before had gone unrefrigerated. TerBest stored the dogs in the cuisine room refrigerator, unaware of the recent renovations and disconnected power.

Quote:

“We found it out at 4 o’clock that day,” TerBest said. “But, being in good ol’ America, the stores are always chock-full of hot dogs.”

Transition:

TerBest sent his wife Pamela to Sam’s Club to purchase a fresh batch.

As guests chomped away at their unspoiled dinners, seniors Austyn Wilson and Alyssa Quast prepared their 26 players for the annual senior-faculty basketball game. As both teams started to warm up, the crowd focused on the ringer the teachers had snagged: former assistant basketball coach Kevin McNeil.

Quote:

“He plays basketball over at San Bernardino Valley College,” senior Trevor Cassell said. “I asked him before the game not to dunk on me. I knew it was going to go down.”

Transition:

McNeil took to the court, posterizing anybody he could find.

Quote:

“Everyone was scared,” Wilson said. “We were winning, but the stands would go crazy when [McNeil] would dunk. He showed us what’s up.”

Transition:

The seniors kept a 48-44 lead through the first quarter. Coaches Wilson and Quast replaced their weary starting lineup with new faces. Blake Seaton and Jimmy Jizmejian, fresh off the football field after a scrimmage against Ontario Christian, made several baskets in the seniors’ favor.

But the lead would not last.

As the clock dwindled, the staff rallied and gained a 52-49 lead. David Curiel took the ball and ran out the last moments of the clock. The seniors were forced to watch as the game slipped away from them and the buzzer finalized their defeat.

Closing:

The moment of a lifetime had passed.

Reporting/Interviewing

Event/Activity: _____

Date and Time of Event/Activity: _____

Number of Quotes Needed for Story: _____

People I need to talk to for the Quotes: _____

Questions I should Ask: _____

Background Information or Data I need to collect: _____

Anything Else: _____

Story Writing:

Event/Activity: _____

LEAD: _____

QUOTE: _____

TRANSITION: _____

QUOTE: _____

TRANSITION: _____

QUOTE: _____

TRANSITION: _____

CLOSING: _____

Headline Writing:

Kicker:

Wicket:

Hammer:

Tripod: