

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. _____

- d. _____
- e. _____

3. There are four styles for writing headlines. We call these headline packages because they include a headline and a secondary headline. They are:
- 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 and are set side-by-side.

1.

POTENTIAL HEADLINE PACKAGES FOR THE STORY OF THE THREE LITTLE PIGS

WOLF VOWS TO NEVER AGAIN EAT

BACON

2.

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

3.

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

4.

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

NO MEAT DEFENSE

4. You can create an interest in the story when clever use of literary devices is applied. Do not be cheesy though. Three such devices are pun, rhyme, and alliteration.



TEAM COMMEMORATES CHALLENGING SEASON

WHAT HAPPENED?
Varsity volleyball had an overall record of 23-15. Lane Ridge defeated them in the last game of the season keeping the team from advancing to playoffs.

WHAT IS ONE THING THAT STAYED TRUE ABOUT YOUR TEAM THIS SEASON? NO MATTER WHO YOU LOSE?
What stayed the same was how close we all were as a team and how we treated each other. We treated each other like family. If someone wasn't on their game, someone else would tell them and find a way to get better as for the problem. We were all in there we were able to be honest and helpful towards each other."
COURTNEY MILLER, 12

WHAT WAS THE MOST IMPORTANT PART OF THE SEASON?
The most important part of the season was being able to bond on and off the court with all of the new players. We had so many new and young faces on varsity like sophomores, Karla Rivas, Chana Madden, Maggie Bruschini and Mikenna Flowers and freshmen Kierana Svinger."
MELLY BRUSH, 12

WHAT WAS YOUR FAVORITE PART OF THE SEASON?
I did not have a favorite part of the season. I feel like every part of the season was great just knowing that I was with my team and the accomplishments we made together.
KELLY WILSON, 12

LEAD AND INSPIRE
On the sidelines, seniors Karly Madden, Karina Rivas and Leticia Flores cheer as a player hits a ball. "I hit every rally and cheered as hard as I could," Rivas said.

READY TO GO
During the game against Arlington, Kierana Svinger, 12, gets a penalty in her sophomore volleyball season and gets a penalty in her sophomore season.

SHOOTING THE BALL
Courtney Miller, 12, blocks on the volleyball net to keep it from hitting the net. "I hit the net and everyone was cheering and shouting and playing," Miller said.

TRUE DAT
Volleyball was a sport everyone spent their time on. Involvement – proved to be an essential that everyone that wanted to play. Maggie Bruschini, 12, was hit with a ball by Janel Fitzgerald, 12. "I was uncomfortable at first because I got hit," Bruschini said. "I ended up going to the doctor and they said me I had a concussion."

PRE-GAME PROP
During a pep rally, Janel Fitzgerald, 12, and Chana Madden, 12, cheer for their team. "I love to cheer," Fitzgerald said. "Usually for pep talks we have a cheer, but they expect me to play harder and work harder," Fitzgerald said.

MAKING A CONNECTION
In the last corner her way, Chana Madden, 12, got ready to cheer. "The only thing we could do was cheer," she said. "This game was a team win." Lopez was against Arlington.

POINT POWER
In every game Arlington High School girls played, 12, cheer them on. "I was excited about the ball we got," Bruschini said. "I cheered my head off."

STAYING FOCUSED
Back to back, Maggie Bruschini, 12, wanted to hit the ball during the game. "I knew we needed to focus because we had a tough opponent," Bruschini said.

TRUTH
"This season we had a lot of younger players, but they still bonded with the older people on the team," Karla Rivas, 12.

This spread is an example of: _____.

5. Five suggestions for writing great captions are:

- _____
- _____
- _____
- _____
- _____

6. Writing great captions are as easy as ABCD.

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

Break this caption into its part: ABCD.

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

A: Attention Getter: _____

B: Basic Information: _____

C: Complimentary Information: _____

D: Direct Quote: _____
