

Headline Writing

KSPA STATE COMPETITION 2009

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STUDENTS ARE NOT TO REQUEST HELP OR ADVICE FROM ANYONE OTHER THAN THE KSPA EXECUTIVE DIRECTOR. ALL WORK MUST BE THAT OF THE CONTESTANT.

OVERVIEW

Description

You are a staff member of Sunflower High School's *The Standard*. Your newspaper editor has asked you to write three separate headlines for the story provided.

School Info

Name: Sunflower High School **Location:** Midway, Kansas
Enrollment: 950 (grades 9-12) **School Colors:** Blue & White **Mascot:** Sailors
Name of Yearbook: *Souvenir* **Name of Newspaper:** *The Standard*

DIRECTIONS

Assignment

You are to write three headlines for the story provided. Headlines #1 and #2 will be straight news headlines while headline #3 will be a feature headline using graphics or other art. All headlines should be written downstyle with only the first letter of the first word and proper nouns capitalized. Headlines should be computer generated and must fit the required space. All headlines should be printed on an 8 1/2 x 11 inch sheet of paper.

Specifications

HEADLINE #1:

Write a 24 point Arial headline, 4 inches wide, two lines long for the story provided. Headline should be submitted in black and white only.

HEADLINE #2:

Write an 18 point Helvetica headline, 2 inches wide, three lines long for the story provided. Headline should be submitted in black and white only.

HEADLINE #3:

Write a feature headline, 6 inches wide by 3 inches high for the story provided. 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 type faces used below the final design.

ARTICLE

The Sunflower High School Band will take the field next fall with \$37,000 worth of new instruments. A gift from a former SHS band member provided funds for the new instruments.

Lynn Blancher, local druggist, played the clarinet in the band when he was a student at Sunflower High from 1964-68. Last month he presented a check for \$37,500 to Principal Galen Marsh to provide

this year's band with replacements for the old instruments.

Carolyn Hall, band president, said, "This is amazing. We have needed new instruments for so long and now we are going to get them."

"My most enjoyable memories of high school here," Mr. Blancher said, "are those related to band practice and band performance when I was trying to

become an expert on the clarinet."

The SHS band has won sweepstakes the past four years during state competition. Mr. Blancher recalls the band's success in the state competition from his years as a band member here.

Mr. Blancher is owner and manager of the Corner Drug Store in downtown Midway, two blocks from SHS.