Headlines Bring ‘Wow Factor’ to Articles

* Purpose of Headlines:
	+ Tell what the article is about
	+ Sell the article to the reader
* Headlines contain:
	+ Main element(s) of story (usually elements in lead)

Think of the headline as the *SUPER LEAD (*an even more condensed version of the lead)

* + A verb
* Headline rules:
	+ Most headlines do not use a, an, and, the
	+ Headlines are almost always written in the present tense to emphasize the timeliness of the story.
		- President Visits France
		- President Visited France
		- Crusaders Defeat Huskies
		- Crusaders Defeated Huskies
* Numbers under ten may be spelled out; use numerals for numbers over ten
* Punctuation is kept to a minimum.
	+ - Periods are used only in abbreviations (NOT to end a sentence)
		- Double quotes “ NEVER appear in headlines. Use single quotes.
			* Trump Supporters Chant ‘Make America Great Again’
			* Trump Supporters Chant “Make America Great Again”
		- If complete thoughts appear in a headline, they are separated by a semicolon, not a period.
			* Trump Wins Presidency; Transition Period Begins
			* Trump Wins Presidency. Transition Period Begins.
* Be positive- tell what was done rather than what was not done
* NEVER begin with a verb- it sounds like a command
* Avoid using names unless the person is well known
* Give the final outcome: the score a sports game, the verdict of a trial, the closing prices of the stock market, the results of an election
* To capitalize or not to capitalize every word?
	+ This is a stylistic preference determined by the Editor-in-Chief of *The North Star*. Here’s the difference:
		- Upstyle: the first letter of each word is capitalized.
			* Detroit Voters Show They Believe in Trump

Notice prepositions are not capitalized in upstyle.

* + - Downstyle: only the first letter of the first word and the first letter of all proper nouns are capitalized
			* Detroit voters show they believe in Trump
				+ Notice the proper nouns are still capitalized
				+ Most newspapers nationwide use downstyle.
* Math journalism style:
	+ Okay it is not really math but we do use numbers!
	+ Editors often request that headlines are a certain length, size, etc. They might give you instructions that look like this for your headline:

2-28-2

Number of columns your headline will stretch across Number of lines in the headline

Size font in which headline should be written

Example of a 2-28-2headline:

For Trump, No Time to Bask in Victory

As He Starts to Build a Transition Team

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