



Ready. Set.  
**BOOK IT!**

## Summer Workshop Headlines

**Walsworth** yearbooks  
walsworthyearbooks.com

### A headline should:

- Pull the reader's attention to the copy and spread content.
- Tie to the action in the dominant photo. Let the headline serve as an introductory device to both the dominant photo and the entire spread. It is jarring when the photo and the headline have different messages.

### The first step

Read the story. Then look at the dominant photo and brainstorm for key words that immediately come to mind. If a headline is ambiguous and the reader cannot tell what the spread is about, then start over.

### Some headline dos and don'ts:

#### Do:

- Use action verbs in present tense.
- Use clever play on words to intrigue the reader.
- Use single quotation marks when quotation marks are necessary.
- Eliminate unnecessary words.

#### Don't:

- Use past tense.
- Write a headline that is just a label for the spread, such as names of organizations
- Use hyphenated words or abbreviations.
- Use a cute phrase that has nothing to do with the angle of the story.

### Secondary headlines are essential

Surveys show that the more inclusive the material in the subhead, the more likely the reader is to read the story. Thorough secondary headlines also allow you to write clever headlines that pull the reader into the spread and don't get bogged down in too many details.

### Tips for headline writing

- Establish headline-writing groups that will study the dominant photo, read the story and create a headline with a visual-verbal connection.
- Collect headlines from magazines and other yearbooks that grab your attention. Review these headlines for inspiration.
- Brainstorm in groups, listing all of the words you can think of that connect to the story topic.
- Search for phrases in the body copy that would make good headlines.
- Make sure every play on words works on every possible level.

## Part 1

There are four general ways to write a headline:

1. A primary headline placed above the secondary headline.
2. A single-line secondary headline placed above the primary headline.
3. A multi-line secondary headline placed beside the primary headline.
4. A multi-line secondary headline placed above the primary headline.

1.

The never-ending story of  
**Sibling Rivalry**

2.

**Sibling Rivalry**  
Sisters. Brothers. The never-ending story of good vs. evil

3.

Two sisters and six years apart from each other, create a lot of competition and  
**Sibling Rivalry**

4.

**Sibling Rivalry**      Sisters. Brothers.  
The never-ending story of good vs. evil



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## Part 2

It is time to start drafting headlines for a sample spread. Always start with the primary headline — a few well-selected, creatively designed words that summarize the content of the spread in an appealing way. Add a secondary headline with specific details. Use the spread below to write four headlines using secondary headlines.

**best part about it?**  
"The best part was doing it with my friends. I felt accomplished when I knew there wasn't as much trash as before."  
GABRIELLE SHAW, 10

"We found probably 60 jellyfish and cleaned up the beach. We picked up 125 pounds of garbage."  
ZACHARY FEETEL, 11

**STUDENTS BREAK INTO TEAMS TO CLEAN THE BEACH**

Along their way down the beach, each cleanup station picked up garbage that fell on their path. Some groups gathered up items and took them home, while others used bags to take them home. The cleanup was a success, with students taking home items like a plastic knife, a string, a record tape, a rope, a car tire, and a man-of-war.

**interesting items found at Deerfield Beach**

- MAN-OWAR
- CAR TIRE
- PROFALACTICS
- RECORD TAPE
- PLASTIC KNIFE
- ROPE
- CORNS
- STRING

ORGANIZATIONS  
Beach cleanup

## 1.

## 2.

## 3.

## 4.