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| **Cornell Notes** | **Topic/Objective:**  | **Name:** |
|  **Writing Effective Headlines** | **Class/Block: Journalism 2B** |
|  | **Date: 10/5/2015** |
| **Essential Question: What guidelines do I need to know and follow when writing a headline?** |
| **Questions:** | **Notes:** |
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| **Capitalization** | 1. Capitalize all words in headlines except prepositions.
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| **Length** | 1. Headlines should be 3-6 words.
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| **Articles** | 1. Leave out the articles such as *a, an,* and *the.*
 |
|  | **Not this:** The SCA plans to go on a retreat at the Adventure Park |
|  | **This:** Student Council Plans Adventure Park Retreat |
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| **Tense** | 1. Use the present tense.
 |
|  | **Not this**: Eagles defeated Falcons in first game of the season |
|  | **This:** Eagles Defeat Falcons in Season Opener |
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| **Active vs. Passive Voice** | 1. Use active verbs. Avoid forms of the verb *to be.*
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|  | **Not this:** Smoking is common among teenagers according to survey |
|  | **This:** Survey Reveals Smoking Common Among Teens |
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| **Tone** | 1. Make the tone fit the content.
 |
|  | Serious story – serious headline. Funny story – funny headline |
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|  **Objectivity** | 1. Be objective. Report the facts.
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|  | Do not editorialize unless it’s an editorial. |
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| **Punctuation** | 1. Avoid using end punctuation. Use a question mark only with permission.
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| **Clichés** | 1. Be original. Avoid clichés.
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|  | Golfers Swing into Action Football Team Tackles Opposition |
| **Puns & Double Meanings** | 1. Use puns sparingly. Avoid double entendres – double meanings.
 |
|  | * Include your Children when Baking Cookies
 |
|  | * Local High School Dropouts Cut in Half
 |
|  | * New Study of Obesity Looks for Larger Test Group
 |
|  | * Red Tape Holds Up New Bridge
 |
|  | * Squad Helps Dog Bite Victim
 |
|  | * Panda Mating Fails; Veterinarian Takes Over
 |
|  | * Collegians are Turning to Vegetables
 |
|  | * Police Discover Crack in Australia
 |
|  | * Never Withhold Herpes Infection From Loved One
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| **Summary:**  |
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