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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.* | |
|  | | **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. | |
|  | | 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. | |
|  | | 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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