

Headline writing | COM 303 Editing Across Platforms

Write four headlines (and, in some cases, deckheads) to specification for each of the four stories. Type up, print off and submit ONLY THE HEADLINES; do not print off and submit the stories for which you wrote headlines.

ALL headlines in Times New Roman.

A "character" is anything that takes up space except space itself, including punctuation, hyphens and dashes, etc. For example, the headline:

Tar Heels crush Blue Devils; Duke cancels rest of its season

is exactly 50 characters, which includes the comma but not any of the spaces.

Follow the rules. Don't hang your prepositions. Do not split compound nouns or compound adjectives. Punctuate correctly. Distill and summarize, entice and invite. Create drama. Dazzle. Oh, and meet the specs.

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HEADLINE No. 1

SPEC: Two lines, 30-35 characters each line
16-point

DAHLONEGA, Ga. --The city assembly wants Anthony Gaeta, former assistant fire chief in Dahlonega, gone. But because the board forced his resignation at a meeting that a state Freedom of Information Commission hearing officer calls illegal, his resignation may be "null and void."

The FOI Commission's hearing officer recently ruled that last year's assembly meeting on April 1 was an illegal meeting. It violated Georgia General Statutes in that the selectmen did not discuss the fire chief's contract, as stated on the agenda and in the minutes of the meeting, the hearing officer said. It also found that the situation was not an "emergency" within the meaning of the Georgia General Statutes.

Gaeta declined comment Friday, referring questions to his attorney, Elisabeth Maurer.

Maurer said that if the meeting scheduled for March 28 by the Freedom Of Information Commission upholds the findings of the hearing officer, the commission would have to find that "the behavior of the assembly in pressing Mr. Gaeta for his resignation and accepting it will be found to be null and void."

"The selectmen will obviously have to pay him, going back to April 1, 2010, and make a decision if they will attempt to terminate him legally or reinstate him," Maurer said Friday. "Under normal conditions, he would be due his annual salary and a refund for the Cobra insurance payments he had to make of \$1,400 a month."

Maurer did not know what Gaeta's annual salary was and Dahlenega's Human Resource Director Laurie Scholl did not return a call for salary information Friday.

Gaeta was with the Dahlenega Fire Department for 36 years prior to his resignation.

Dahlenega assemblyman Rudy Marconi declined comment Friday, saying that the matter is under litigation. Marconi did say, however, that if the FOI Commission upholds the finding of its hearing officer, the town will appeal.

The assembly asked Gaeta to resign on April 1 for using vulgarities during a meeting with Public Works Director Peter Hill when children were present and again during a meeting the next day with assemblyman Rudy Marconi, according to the FOI Commission findings.

When Gaeta told Selectman Barbara Manners that he would retire rather than resign or to be "put on administrative leave, without pay, pending an investigation into his recent conduct," the selectmen unanimously voted to "accept the resignation," the FOI Commission found.

The selectmen's reason for demanding Gaeta's resignation was found by the FOI Commission to be that "the town would be subject to 'potential liability' if the complainant (Gaeta) was permitted to remain in the position of 'acting fire chief,'" a position Gaeta was to be appointed to on March 31, following the retirement of Fire Chief Louis Yarrish. This was said to be "in light of his (Gaeta's) ... behavior, specifically, the encounters with Mr. Hill and Mr. Marconi."

HEADLINE No. 2

SPEC: ONE-LINE headline, 16-point, 20-24 characters

ONE deckhead, 14-point, 8-12 words (character count not important)

>>*What is a deckhead? A sentence-like sub-head that goes between headline and story, offering the reader another level of meaning and summary*

CARTERSVILLE, Ga. -- The Cartersville Police Union accepted a new contract Friday that calls for sweeping changes for the Police Department and appears to wash away tension between the city and its police officers.

The new agreement, which extends the union's current contract to June 30, 2015, increases manpower on the streets by replacing officers working as dispatchers with civilian employees.

Union president Michael Farrell said one of the union's long-standing complaints over nearly three decades has been low staffing. Once fully in place, the agreement adds five more patrol cars to the streets during the busiest shift.

"We are understaffed, and the city recognized that," Farrell said. "We are giving up dispatching. It's a big trade off, but we need more officers."

Of the 150 union members, 128 voted -- 115 voted yes, 13 voted no.

Mayor Mark Boughton called the agreement "historic."

"This does things that people have been talking about for years. It puts more officers on the street," he said.

The staffing changes, however, are not immediate. The pact hinges on building a new police headquarters, which is expected to be complete by spring 2014.

The minimum number of patrol cars on the streets over three shifts will increase by two once the agreement is signed, and once the new headquarters is complete, the total number of patrol cars over three shifts will go from 23 to 35.

Other changes include wages and pensions. Starting July 1, ranking officers will receive a 5 percent increase over the next three years in addition to general wage increases of 3 percent each year for the next two years. Non-rank officers will receive the general wage increase.

For pensions, police hired after 1983 are eligible to collect a pension at age 55 or after 25 years of service. The amount officers receive is 2 percent of their pay for each year of service. Now, officers who meet the requirements for a pension will receive 1 percent more of their pay for the last five years of their service.

Also, some changes were made to disability pensions, which will give the city more oversight of those receiving the benefit.

Negotiations began in June after Police Chief Al Baker unveiled a reorganization plan for the 150-member department. The plan was approved by the Common Council last spring and needed approval by the union.

The negotiations were over the impact of the reorganization, which not only called for an increased civilian corps but also eliminated some high-ranking positions.

The negotiation process was amicable, a contrast to previous negotiations that finally resulted in a labor agreement last year, replacing a contract that expired in June 2010.

During that process, union members twice rejected preliminary agreements hammered out between union leaders and the city officials, but when the contract was finally submitted to binding arbitration, arbitrators sided with the city on most issues.

"It was a lot of turmoil, but both sides met in the middle on this. Overall, we are happy," Farrell said.

Boughton agreed.

"I think we have put the last round behind us. (Mike Farrell) has put stability in the union. I think we have a good working relationship," he said.

HEADLINE No. 3

SPEC: ONE-LINE headline, 16-point, 30-35 characters

ONE deckhead, 14-point, 8-12 words (character count not important)

ROME - Leigh Overland, who is celebrating 25 years as an architect in Rome, urges his customers to "Bring your imagination alive."

For Overland, an active imagination equals good design. He has brought a mix of spacial design and enjoyment of form to hundreds of residential and commercial buildings over the years.

"We add a lot of imagination to the buildings we design," Overland said of himself and his staff. "Our buildings reflect the intersection of the poetics and the function of a space."

Overland designed the office of his business, Leigh Overland Architects at 235 S. Broad St. Before moving there, he was in the Galleria space next door.

Centering his business downtown was Overland's way of committing to his vision for a thriving downtown in Rome. He is on the board of directors of CityCenter and is chairman of the Architectural Advisory Committee for Rome.

"I worked with the mayor to get the AAC going and after that Leigh joined it and joined the board of CityCenter," said Joseph Heyman, a city planner who is a member of the AAC and who chaired CityCenter for 12 years. "It's a great combination having Leigh as chair of the AAC and on the board of CityCenter. He's been a terrific chairman of the AAC. He brings a high level of professionalism with him. He's been a wonderful force."

Overland calls Broad Street his business "home." Large windows looking out onto the sidewalk and the bustle there are accompanied by a sky lit atrium in his office building.

"It's a wonderful environment to work in," Overland said.

Overland designed many local public spaces. He designed the remodeled Candlewood Inn and the expansion of St. Elizabeth Seton Church in Cartersville. His firm offers commercial, religious, retail, office and residential architecture.

A graduate of the New York Institute of Technology, Overland completed his studies at American University in Rome, Italy. He has returned to Italy many times for inspiration.

"My work is a culmination of my life experiences," Overland said. "I find myself after 25 years in business contemplating my experiences. I often find it hard to differentiate between work and having fun."

Overland quoted England prime minister Winston Churchill to reflect on his profession's place in society.

"An architect shapes the building and then the building shapes us, Churchill said," Overland quoted. "A building well used reminds me of the worth of an architect's profession."

This past year, Overland moved his residence from Cedartown to Rome where he redesigned and remodeled an 1888 circa home.

"What made it challenging was that the 84-year-old woman who grew up in the house lives right behind me and watched the progress," Overland said, smiling. "McKin, Mead & White, famous turn-of-the-(20th)-century architects, were friends of the sculptor who originally built my home. They would have architectural discussions and debates in the very same room where I do today."

Such romantic touches inspire Overland. While he doesn't live in the city anymore, he is still committed to Rome.

Jane Didona, landscape architect and AAC member, said Overland has a commitment to Rome that is immense.

"Leigh stayed in town when a lot of businesses were leaving downtown," Didona said. "It takes a lot of courage to put your business in downtown at a time when downtown was in a struggling phase. Leigh supports the heart of the city."

HEADLINE No. 4

SPEC: TWO-LINE headline, 16-point, 25-30 characters per line
(This headline is a real challenge. You need to say something meaningful. You also need to indicate what sport this is [basketball] and avoid cliché.)

VALDOSTA, Ga. -- Saturday's Class AAA state final between Joel Barlow High and Waterford is a worthy match-up of girls basketball teams that share similar strengths and styles.

Defense figures to decide the outcome when second-seeded Waterford (23-3) meets the ninth-seeded Falcons (19-6) in the 11 a.m. championship game at South Georgia State in Valdosta.

Rob Von Achen, coach of the Lancers, claimed these teams are "like looking in the mirror."

"We run a lot. And our defense is what keeps us in games. Defensively we're pretty strong," he said, describing the keys to Barlow's success, as well.

Waterford, the Southwest Georgia Conference tournament runner-up, does have an edge in post-season experience. Its four seniors started two years ago when the Lancers advanced to state title game for the first time in school history, losing to Hillhouse.

Barlow is making its third visit to the final, having prevailed 12 years ago today against Morgan, 58-54, and lost in 1997-98 to Maria Conlon and Seymour.

Offensively, Waterford relies on wing player Jodie Plikus (17 ppg), forward Kerrienne Dugan (15 ppg) and point guard Karli Spera (12 ppg).

Plikus, a Georgia Tech recruit, and Dugan, a defensive stopper in the lane, have both scored over 1,100 career points.

In a 55-42 semifinal win over No. 14 Darien, Plikus torched the Blue Wave for 37 points.

"She's an all-around player. She can shoot. She can drive. She can do the whole bit," said Von Achen.

Jacqueline Shinall, the Falcons' 5-3 defensive stopper, draws the assignment of guarding Plikus despite the fact she'll be giving away at least seven inches. Shinall did a terrific job of hounding 5-9 Joelle Nawrocki, a Georgia Southern recruit, in the semis. Farmington's top scorer mustered only seven points.

"It was hard. It was harder than I imagined," said Shinall, who prepared by defending assistant coach Brian Byrne in practice. "He's a lot quicker than any girl out there and he's got a height advantage on me."

Barlow clamped down defensively in the latter stages of the season and has yielded 34, 27, 41 and 41 points in four state tournament games.

"I think we're playing better team defense," Falcons' coach Nikki Tartaglia said. "That's definitely been a key."

Barlow plans to prevent the Lancers from getting easy transition baskets.

"They pushed the ball on Darien and Darien wasn't getting back. But we slowed down Parkview and Reynolds High; we can slow them down. We'll just send people back and make them beat us in a half court game," Tartaglia said.

Following Waterford's victory, the players and coaches sat in the bleachers and scouted the next game, which Barlow won 51-41. At first glance, Von Achen was fooled by the Falcons.

"When they were warming up, I looked at Barlow and I looked at Farmington and I told my assistant, 'Joel Barlow doesn't have a prayer. Farmington is so big.'"

Von Achen recalled. "And then we changed our opinion like four minutes into the game. They played great against Farmington."

Junior guard Jenn Shinall paces the Falcons in scoring (14.6 ppg) and leads the area in 3-pointers with 60. Twin sister Jacqueline, who plays the point, is the second leading scorer (11.7 ppg). Junior center Kristin Hanczor adds 9.6 points and 10 rebounds per game.

"They've got good guards. They push the ball well. No. 5 (Hanczor) is strong underneath. And we're all over the floor for the ball, and they're all over the floor for the ball. So it's going to be a real good game," Von Achen said.

Barlow's supporting cast has been invaluable lately, with starting forwards Karra Damascus and Emily Ahlberg playing bigger offensive roles. They combined for 21 points in the semis, to go along with Hanczor's 13 points in the paint.

"That surprised me, too. They banged it down to the big girls and the big girls did a great job against Farmington's big girls," Von Achen said.

The Falcons are hoping to push the tempo in this game.

"We love to run," Hanczor said. "We don't want to do it in practice but we love to run in games."

HEADLINE No. 5

SPEC: TWO-LINE headline, 16-point, 25-30 characters per line

By CANDICE SWEET — Associated Press

NEW YORK — The new owners of Twinkies apparently developed a sweet tooth for Hostess snack cakes.

Apollo Global Management and Metropoulos & Co., which made a joint offer to snap up the famous cream-filled cakes, have also entered the contest to buy Drake's, which include Devil Dogs and Yodels, according to a source who requested anonymity because the sale process is private.

That poses a challenge to McKee Foods, which Hostess previously picked as the lead bidder for Drake's. Others were given a chance to make competing offers by 5 p.m. EDT Tuesday.

Apollo and Metropoulos were already selected by Hostess as the buyer for Twinkies and other cakes like Ding Dongs and Ho Hos after no competing bids were made. That sale still needs to be approved in bankruptcy court.

Hostess had also canceled an auction for its Wonder and other major bread brands after no competing offers were made. Those breads are being sold to Flowers Foods, which is based in Thomasville, Ga., and makes Tastykakes and Nature's Own bread. The final sales of the breads and Hostess snack cakes are set to be approved in bankruptcy court on April 19.

McKee Foods, which makes Little Debbie snack cakes, was picked as the lead bidder for Drake's cakes, which include Devil Dogs, Funny Bones and Yodels. The deadline to submit competing offers for those snack cakes is Tuesday, with an auction set for Friday.

Hostess, based in Irving, Texas, stopped making its cakes and breads in late November after it announced it was going out of business and closing its plants following years of financial struggles.