Don't get stuck in a headline rut.

Design a creative HEADLINE and SUBHEAD

Walsworth yearbooks

## MAKE YOUR HEADLINES (and Subheads)

## The Stars of the Show

Even more than they already are.

#### Get Your **HEAD** into the Game

# Everything you didn't know you needed to know about

HEADLINES

## Get Your HEAD into the

CTRAIGHT STRAIGHT

From the Beginning

Walsworth yearbooks

### Get Your HEAD into the

Weallstworffb yearbooks

### Get Your **HEAD** into the Game

WYGILSTUVOYTH YGARDOOK

#### Get Your **HEAD** into the Game

## FOOTBALL

Walsworth yearbooks

#### Get Your HEAD into the

## CHERLEADERS

Wallstworfh yearbooks

## Get Your HEAD into the

# THE BUILDINES WORTH PRESCRIPTION

#### DESIGN that HEADLINE

## A dynamic headline will have

- a MAIN HEADLINE
- a Subhead
- Dynamic Typography
- Creative Word Play

Walsworth yearbooks



## STOP & DO

Be a part of the conversation

### Get Your **HEAD** into the Game

Rate Your Headines Strength or Weakness?

#### WRITE that HEADLINE

## HEADLINES

The headline is the first copy most readers see. Most people decide whether to read the story and other copy based on the headline and subhead. Grab your readers' attention!

#### **Get Your HEAD into the**

# Be Greative Have Fundand Fundamental Funda

### Get Your **HEAD** into the Game



Use literary devic es to add de pth and h umor to your

Wallstubowillo yearbooks

#### **Utilize LITERARY DEVICES**

The repetition of the same letter sound at the beginning of several words in a phrase or sentence.



#### hen vs Nou

he price of a dress at Windsor, a opular spot for formal dress shopping n3. Senior Hiley Morgan tends ( a mannequin at Byrd Mill at the Shop of Willow Park Aug. 11. "Working paid well and meet avesome people while helping them find the perfect gift." Morgan said. Photo by Mudisor

Acing that Joh Ace Hardware employee, senior Roston Risor, reseals the paint can. He worked there with his best friend, senior Jalen Jones, for over a year. "Working there benefits my parents because I pay for my own gas, food and anything extra," hisor said, "Most importantly, I've learned money nanagement and how to save responsibly Photo by Madison Alcurez



#### Senior recounts specific moments from lifeguarding

#t's 5:30 a.m. and senior Andrew Pennington arrives at the Cherry Park outside and cheeks the chemical levels to make some they're correct As his fellow lifeguards show up to

money

work. Pennington writes up a rotation so everyone knows where to go and when to sit on the stand. "When I'm manager I feel responsible

for a lot of things, including people's lives and even the money in the register." Pennington said, "It's a really nice environment even though it doesn't pay very they mostly all respect me whenever I'm

When Pennington opens the gates,

012 SUMMER

day. He sits on the stand and watches carefully. Watching every move in the pool. pool in Weatherford. He sets the backboard - he notices a grandfather who wants to eatch his very young granddaughter at the bottom of the slide.

"I knew what I had to do, so I didn't besitate to blow my whistle because that was against the pool rules," Pennington blows his whistle, jumps

in the water, and grahs the girl to swim to 'Afterwards, the little girl tried to tell

me she could swim, but my instinct told me she couldn't at all," Pennington said. "It well. Most of the guards are my friends so was the first real save I've ever done so it made me really respect what I do and take it seriously."

While Pennington thought the situation visitors start pouring in on a hot summer was over, the grandfather wasn't very happy,

and it quickly became a dramatic scene. Tve definitely had my fair share of Farens at the pool. Some are funny and some end up with the cops being called. Pennington said. "The lifeguard on duty actually had to call out the manager and then the grandfather requested to see the slide rules, so the manager at the time

brought out the sign."

With no luck, the grandfather continues

As it escalated, we eventually called the cops and had him escorted out. The whole thing was even live-streamed on Facebook by an anti-Karen!"

From saving children to dealing with "Farens," there's never a dull moment for lifeguard Andrew Pennington.



Senior Brice McCullonels tends to the oulf curt at Oeste Ranch Golf Course. The varsity golfer started work there over the summer and earned free rounds of golf. "At 6: (5) to new customers and convincing them to counter." My experience has been amazing and Fin not really scale: except to fee datasets against a continued to the co He always makes sure we are having a good time." Photo



At Aledo Nutrition, senior Caroline Miller Mama's Pizza employees junior Hailey Valdez and makes a drink for a customer. "I love talking-senior Jevdian Emerson take orders at the front

SUMMER JORS 013

2021 Ledoian Aledo High School Aledo, Texas

## ALLITERATION

The repetition of the same letter sound at the beginning of several words in a phrase or sentence.

2021 The Lion McKinney High School McKinney, Texas

#### **Utilize LITERARY**



## ALLITERATION

#### **Utilize LITERARY DEVICES**

The repetition of the same letter sound at the beginning of several words in a phrase or sentence.

Lauren Clark (11) visits Texas to support Raymond James Stadium the Rays in the World Series Oct. 23 "I went to the World Series to watch the Rays play in game 3. We flew ou The Super Bowl was just a cool experience all around. I watched the game with my friends, and I took this Arlington. Texas for the game in Globe Life Field. If was a brand new stadium so if was super cool to see, picture with my younger sister when I was walking around Raymond James and I'd also never been to Arlington which was really fun. Because of COVID there were limited tickets and seating, so it was unlike any professional sporting event I had been to before. The Rays ended up losing that game, but it was still and awesome experience and so much fun! Even with a smaller crowd, the energy was big, and it was a great "I was very nervous the day of the game, but I definitely No one would ve thought Tampa Bay would be the city of thought the Bucs would win. I loved watching the flyover right the one would be inlought to the boy would be the bit of champions. Three national title appearances in one year, before the game started. My family and I watched the game home and to celebrate, we went to the Bucs boat parade. and even the first Super Bowl home-field win link that it's neat that the Bucs were the first feam to play in the Super Bowl on home furt." Peyton McCoy (9) I honestly thought that there was a fifty-fifty chance that the sucs could beat the Chiefs, but fortunately, Brady and Gronk bulled through. The best part of the game for me was when peyton\_steffey e Bucs scored their first touchdown and me and all my riends went crazy. After the big win, my friends and I set off freworks in the backyard." Ryann Weaver (10) freworks in the backyard. 'Ryann Weaver (10)

'I have grown up a Bucs fan and always loved to watch them play, it felt awesome after many fough seasons to see them come out on top. I loved it wither Winfield gave Tyreek Hill the peace sign. The almosphere in Tampa before and after the "I was with two of my friends and we were jus walking around Harbi island because there was a lot of things to do, due to it being Super Bowl Sunday. When me was unlike anything Tve ever seen." Cole Wilson (12) the Bucs were up by a lot, that's when I knew Students support the Lightning as they bring home the Stanley Cup Sept. 30 they were going to win. I thought that they would win because of Torn Brady and Gronk, Plus, I was on their home field so like, they had to win Peyton Steffey (12) watch them bring the Cup home! We went to ymond James for the Students cheer for the Bucs as they compete in the "I've lived in Tampa my whole life, so for our feam to bring back the Lombardi - it felt good. After the big win, I celebrated by going downtown and having a rad firme, Having the Super Bowl in Tampa was awasome because it felt like we ran the city, especially when we "I thought the Lightning had a good change of winning the Stanley were downfown. Just seeing everyone celebrating the Bucs and the city of Tampa is something I will always remember." Tyler Grubbs (12) tion hereuse they remember." Tyler Grubbs (12)
"Having the Super Bowl in Tampa alone was fun, but it
made it even more special that it was our home team
playing on their home field. My tavorite memory of the
Super Bowl was the view of downtown. We were on a winning the Stanley Cup was definitely the boat parade. My ayoffs. My favorite par as definitely Steven "The Super Bowl caused a lot of fraffic, bu friend Elle Dietz (12) and I got to go on our boat and watch all the tamkos' goal. I was scited that they finally Lightning players drive right past on after coming so roof, so we had a great view of the Super Bowl experi ence in Curtis Hixon. The whole fown was celebrating Mackenzie Hutchinson (10 was very surprised when we won because It's one thing for us to make it to the Super Bowl, but winning seemed too good to be frue. It was a once in a lifetime moment

2021 Panther Plant High School Plant, Florida

An expression designed to call something to mind without mentioning it explicitly.

An indirect reference to literature, music, art or pop culture.

> Saugus High School Saugus, California

#### **Utilize LITERARY**



Club hosted after school program



#### VANGOGH

every Tuesday after school, Art Club hosted after school progra

After receiving a grant from their Parent Teacher Student Organization [PTSO]. Highlands Elementary reached out to Art Club and Magnum Opus to teach an after school art program every Iuseday from 2:30 pm. to 4:30 pm. Art Club adviser Ms. Tert Lee Garcia worked with Art Club president senior Emma Thompson to plan the receivers.

president senter firmm Thompson to plan be program. It was mostly the kids Garda selds. It est more as Italion. The advice I gave the students transing the program was that their approach should be maked to the definition. The seld selds are the students transing the program was that their approach should be maked to the definition. The selds are selds of the selds are students and the selds are selds as an after school program. I would assume that the kids there would want to make sensething to take home. You was to the selds are selds as the s

members would be interested in teaching

members would be interested in teaching after school art class.

Art club secretary junior Ava Baster helped every other week at the program. "I felt that I wasn't helping out in my community enough. I have been drawing my whole life and I am pretty good with kids, so this was a great way to give back. If s nice that kids can have this creative it's nice that kids can have this creative place where they can just let go of any stress or bad emotions; I'm happy that I can give it to them," Baxter said.

The students have taught pointillism, self-portraits, modern/contemporary style with primary colors and lines and cubism. Junior Rachel Stubblefield is one of the

Junior Rachel Stubblefield is one of the students who volunteers.

"I love working and inspiring children. Art has been my passion for so long, and the fact that I can share that passion is great." Stubblefield said. "The kids are so sweet and talented. Art has always been sort of a therapeutic experience. If a great feeling knowing that I can give that to young kids."

STUDENT LIFE: JANUARY 065

## **ALLUSION**

#### **Utilize LITERARY DEVICES**

An expression designed to call something to mind without mentioning it explicitly.

An indirect reference to literature, music, art or pop culture.

webpage, senior Israel Salles put all worries of traveling solo for the first junior year and returned from July 2 to travelled abroad, most often to see Aug. 13. Suprenant found that a low-risk rural area made it easier to take. The support of the second of th precautions. parts of Puerto Rico. Gwuappo With COVID-19 affecting everyone, plane tickets became more accessible. Camacho went for her dad's job and but the appeal of road trics grew as to see family. "There's just something about the Puerto Rican amport, it's about the Puerto Rican amport, it's just a home-like feeling. It even smelts naximized their guarantine experience different," Gwuappo said. with secluded trips around the country. Families drove for a day, staying in

Hagety High School Oviedo, Florida

#### **Utilize LITERARY DEVICES**

An expression designed to call something to mind without mentioning it explicitly.

An indirect reference to literature, music, art or pop culture.

> Shawnee Mission South **High School** Overland Park, Kansas

#### should i stay or should i go?

#### students change vacation plans to abide by COVID guidelines

how long summer was this year compared to the normal 92 days. Students had an abundance of free time on their hands. Some kids used this time to find interesting activities to do around the local area while other kids expanded their guarantine

"I went hiking in Colorado but I didn't get to see my extended family like I normally do on vacation. I also went to Shawnee Mission Park and kayaked with my friends," freshman Catherine Watkins said. "It's not that much different from a bigger lake because you can still do most of the same activities." Another student who found interesting stuff to do locally was

junior Sarah Markum. "My sister and I went on a lot of drives together," Markum said. "We went to Ha Ha Tonka in Missouri to see castle ruins.

which was pretty cool."

Students were forced to think outside the box for things to do this summer with many femilies' normal vacations postponed or altogether canceled. Some students took the risk, going on vacation and spending some time outside of the state of Kansas.

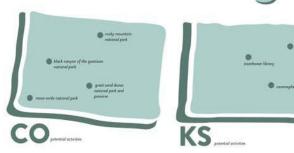
"We did things like putt putt and go-karting and obviously go-ing to the beach," Ramsey said. "We also visited shops and a fev

Things were of course different this year due to the pandemic. s had to be more careful where they went and what they did, wearing masks more than any other summer vacation woul

except with go-karting and putt putt they sanitized everything before someone else used it," Ramsey said.

rest of the year, but that didn't stop students from making the best out of the situation. But even the eternal summer had to

"It was really nice to go outside, go out to eat, and see other people,"Ramsey said. "Life was almost normal for a week but it vas short-lived because then we had to come back to Kansas."





horsing it up



66 I spent my quarantine riding my horses. I drove to Lansing a lot ecause that's where my lessons are. I was able to really focus on my norses and taking care of things at the barn with all the free time I had. My barn is at my grandma's house and she has a pool, so I was able to get in some tanning time."

sydney holzman, 12

#### **Utilize LITERARY DEVICES**

An expression designed to call something to mind without mentioning it explicitly.

An indirect reference to literature, music, art or pop culture.

Aledo High School Aledo, Texas



## **ALLUSION**

#### **Utilize LITERARY**

An expression designed to call something to mind without mentioning it explicitly.

An indirect reference to literature, music, art or pop culture.

IN THE OUTFIELD: BASEBALL There is more to baseball than a bat and a ball. Running is an important factor in the game, so the right kind of

TO THE TEE: GOLF

While eyes may be on the green, the shoes are keeping the players on it. Freshman Kathryn Bechtel found the importance of golf shoes daily. "I always look for shoes with spikes because the chance of slipping is less likely, especially when you're swinging the club," Bechtel, especially when you're swinging the club," Bechtel, and "The school doesn't provide shoes for us, so I also look for them to be cute as well."



#### PEP IN YOUR STEP: DANCE

In competitive sports such as dance, a good shoe is important on the dance floor, but for junior Macie I Lindstrom, the right shoe is worth a grade. "On the score sheet they can dock points for appearance," Lindstrom said, "but the shoes match perfectly and make [us] pop on the dance floor."



RUNNING THE BASES: SOFTBALL

As the hall flies into the outfield, firehman Miranda Edwards starts a fill sprint for home. "The shoe has metal spikes on the bottom so it provides better traction on the grass and dirt, Edwards said." If make sure when buying my cleats to match the uniform, but

#### GOING THE DISTANCE: CROSS COUNTRY

Through miles of rough and uneven terrain, some may say the shoes are the key to greatness in cross country. "I don't depend on the shoes. I depend on hard work. The shoes don't help me run. It's about comfort. I've tried New Balance and Adidas, but I think I'll switch back to Nike," junior Yosef Abdulrazeq said.

#### THE PASSION IS IN THE FOOTING: TRACK

Speed is not always most important for a win. The right shoes can make the difference. "Track shoes give more support [for your feet] on longer distances, and spikes help you keep your grip on the

track," sophomore Della Duke said. "I look for comfort [when buying shoes], and something without an arch in it."



#### THE SOLE OF THE SCHOOL: CHEER

"Other shoes would be too dangerous. They're too thick and would be hard on the feet." Freshman Riley Lassiert knows the importance of a supportive shoe from many years in cheer. "[The shoes] give you andle support and are more comfortable," Lassier said.

TOP NOTCH: SOCCER

For many soccer players, speed and accuracy are

the key to victory, and the right shocs are an important factor in this. Light and sleck, yet supportive are all important. "Cleas help with building traction to go faster," junior Prestl Wallace said. "The more grip you have is based on the shape. The right pair of cleas is also decided based on the location. "Choosing a pair of cleas had of legenth on where you live, Jyou need to Jknow if you need cleast made for soft or hard ground, she said."

COURTSIDE: BASKETBALL

The squeak of shoes on a basketball court is an all

too familiar sound, but without the shoes, players

would not be able to perform at the level they do. "Without [the shoes] we would slip around,"

junior Ircoluwa Rac Adewusi said. "The shoes we wear have a lot of mobility, ankle support and

#### | PLANTED: VOLLEYBALL

In volleyball, agility and power are two
main factors needed for a win, but being
able to move your feet and get to the ball
trumps that. "Regular shoes would
slip and aren't as comfortable,"
junior Kylie Tatten said." [Using
different shoes would be difficult
because [the lack] of
grip."

#### LOVE: TENNIS

Tennis shoes made for the court aren't for fishkins, but function. Sophomore William Make knows the importance proper shoes. "I've had three or four pairs of just this shoe," Mabe said. "It hey have extra traction and stability because of the thick soles after the thick works are pretty comfortable."



Legacy High School Mansfield, Texas

### **PUNS**

#### **Utilize LITERARY DEVICES**

A play on words.

Make a joke exploiting the different possible meanings of a word.

Play off words that sound alike but have different meanings.

Arrowhead Christian Academy Redlands, California



### **PUNS**

#### **Utilize LITERARY**

A play on words.

Make a joke exploiting the different possible meanings of a word.

Play off words that sound alike but have different meanings.

Shawnee Mission Northwest High School Shawnee, Kansas



### **PUNS**

#### **Utilize LITERARY DEVICES**

A play on words.

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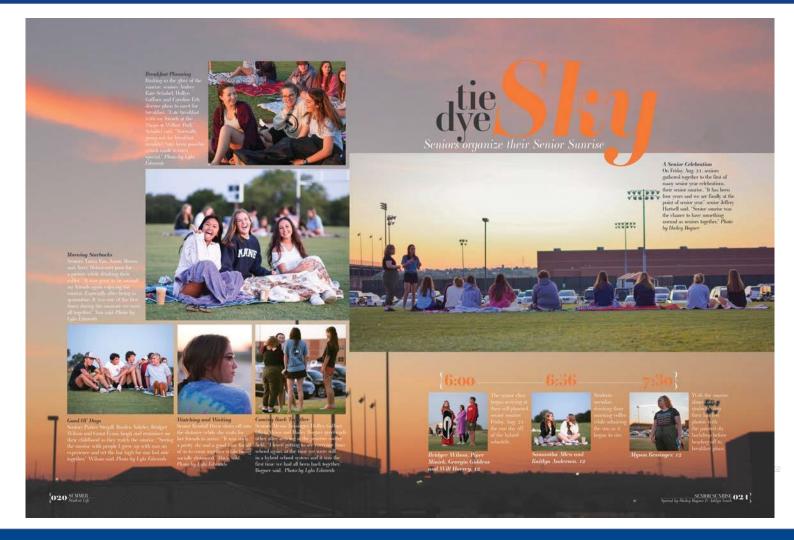
Colonial Forge High School Stafford, Virginia



#### RHYME

#### **Utilize LITERARY DEVICES**

Correspondence of sound between words or the endings of words, especially when these are used at the ends of lines.



Aledo High School Aledo, Texas

Correspondence of sound between words or the endings of words, especially when these are used at the ends of lines.

> **Boone High School** Orlando, Florida

#### **Utilize LITERARY**













ONE WITH EARTH While copping her hands around the

KEEP IT CLEAN On Oct cabbage, junior Karser Herrera compresses the soil to push
on any air pockets. DIRTY HANDS At the first Garden Clab
planting, juniors loanne Ngayen and Jochebed Kim help plant
dean up, by picking up trash



parsley potatoes mustard leaves fennel



on New Symma Beach. with junior Wair Colson at the Ocean Activist beach clean-up. "I think [OAC] PICK IT UP At the Tables beach clean up, Junior Grace

senior Felipe Obijo said.

from a combination of sources such as water

ranoff sites. OCPS prevented the club from

causing soil contamination, chemicals and

non-affergenic and non-toxic plants.

Placement Environmental Science and biology teacher Lisa Maccarone thought an on-campus garden could benefit the campus.

With Maccarone's idea in mind, senior Noli Muratowic created the Garden Club. The new vegetable garden, located next to the teacher parking lot in the front of the school, included a variety of vegetables and herbs.

"I thought it would be a cool idea to have a club devoted to the garden. An urban school plus it is near the ticket booth [for sports games] so it makes Boone visually appealing to people coming in," Muratovic said. The club wanted to harvest the garden's

vegetables for people to cat and to promote

such as Ameriscapes and Leu Gardens, provided campus. I think [the garden] really separates us the plants and soil to help establish of the garden. from the rest and it adds to the fact that Boone is "I think people did not think we were serious a green school," Maccarone said.

[about building an on campus garden], but it turned out to be a real and successful thing." vegetables and finished garden preparation, the club wanted to broaden it's impact on campus. The club built wooden boxes for blueberries and Before planting occurred, the Garden Club needed to navigate Orange County Public potatoes. As the club expanded, Leu Gardens Schools' restrictions on appropriate areas and also donated fruit trees to increase the amount of acceptable plants for an on campus garden.

The location of the garden needed distance "I think that once the surden is fully grown it will have a huge impact on the school in a great way. It will bring more awareness to what people eat and how this is something that everyone can pesticides. OCPS also required the club to select do," Maccarone said. (9

all about ENVIRONMENTAL CLUB





BE GREEN After school, sophomore Jason Salavarria places a water bottle into a separate recycling bin. "[M rorite part about Environmental Club] is to get to know the campus and explore the school because it is my first your here," Salawaria said. The trush went to an on-campus recycle dampster at the end of the day DON'T WASTE IT While emptying a recycling bin sophomore Keitly Duran-Alices collects the recycling uns outside of Wendy Ernest's classroom. "[Recyclin s important because] it helps the Earth since we are



The act of recycling makes an impact to the

"[Liwironmental clob] helps out with the teacher's recycle and plans to do community service around Orlando with [different public] gardens," senior John Osorio said. "We can reuse those resources institud of making new ones."

Overlo and other members met in science wacher

Wendy Ernest's classroom each Tuesday after school. They emptiod classroom recycling bins and put the recycling in a separate dampater.

"[Environmental Club will impact me in the future because] I want to be active in environment situations like volunteering at a reservoir. I want to do little things to help our environment," Osorio said. Osorio and other club members planned on voluntaering at Mead Gardens

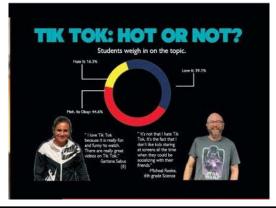
CLURS

"food gosts, cold weather, Christmas and shoes," freshman CAROLYN BROWN said.

### RHYME

#### **Utilize LITERARY DEVICES**

Correspondence of sound between words or the endings of words, especially when these are used at the ends of lines.





Drake Middle School Arvada, Colorado Walsworth yearbooks

## **Writing Headlines**

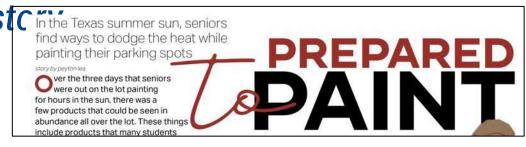
# Don't Forget

that

## **Writing Headlines**

## Subheads are a critical part of your headline package.

- Full sentence
- Written in PRESENT TENSE
- Avoid obvious repetitive structures (Students...)
- Make your reader WANT to read the stories summer sun, seniors
- Use strong verbs
- Punctuation?



## Mastering the Subhead

Draw your reader into your story.





Harding Academy Searcy, Arkansas



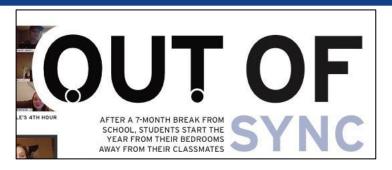
EXPECTATIONS
BRING TENSION
AND EXCITEMENT
TO HIGH-STAKES
PLAYS



## Mastering the Subhead

Draw your reader into your story.









Shawnee Mission Northwest High School Shawnee, Kansas



## **Mastering the Subhead**

Draw your reader into your story.







#### Safety protocols dominate a new year

ver 1600 students decided to start the year online. which allowed for plenty of empty spaces in the parking lot and room to spatially distance in classrooms. Since the opening had been delayed by a week until Aug 17, the staff had time to obtain and install safety protocols. In hallways and doorways, signs promoted hand washing and mask wearing. Blue-tape lines and spaced X's kept diners in the Commons from sitting too close and hand sanitizer stations were located by entrances. To prevent crowds in the halls, lockers remained closed and empty. Teachers lined their desks with white plastic partitions to prevent the

virus spread and orange and black block schedule days with four class instead of seven limited foot traffic between classes.

"I have a hybrid schedule, with some classes online and some on campus," said Grace DeCoursey, 10. "I'm fine with the new block schedule because the school day seems to go by faster. The hard part of face-to-face, is that I can't just roll out of bed and log on to class. However, it's nice to be around other people besides just my family. With face-to-face, I can communicate better with teachers. It is weird, though, everyone is quieter and awkward. I think it's because we are all masked."



Oviedo High School Oviedo, Florida



Walsworth yearbooks

### Mastering the Subhead

Draw your reader into your story.



on. The referees won't always make the right

decisions, but that will never dictate the final

outcome.

THESEARE
OUR STUDENT ACTIVISTS TOOK TO THE STREETS
OF FREDERICKSBURG AND STAFFORD TO
PROTEST AGAINST POLICE BRUTALITY AND
THE MURDER OF GEORGE FLOYD.

STORIES.

We had no idea what to expect when logging onto class on the first day of school. With little siblings interrupting our classes, WiFi issues, doing class in our living rooms, there were mixed feelings about starting virtual school, but we were here for it.

I'MNOTGERS

BUTI'MHERE.

First Day of School 037



Colonial Forge High School Stafford, Virginia,

#### Get Your **HEAD** into the Game

# DESIGNING HEADLINES

The headline is the first copy most readers see.

Most people decide whether to read the story and other copy based on the headline.

Grab your readers' attention!

#### **DESIGNING** Headlines

## Great Headlines Require Thought and Planning

Effective headline design requires strategic thought to emphasize key content words

TYPOGRAPHY Use a wide range of sizes, weights and widths.

HEIRARCHY A wide range of size communicates levels of importance. Be sure to make the most important words the biggest. Primary headline should be at least 14 pts larger than any other text on the spread

## TYPOGRAPHY CHOICES

Readability and tone are the focus when selecting typography. Your readers should focus on your words, not the font.

Single—Font Strategy One font family, with many variations, is used for all headlines and body copy throughout the book.

Multilple—Font Strategy A serif and a sans serif family are teamed together for headlines in various combinations. Or a single font can be teamed with an emphasis font.

Wellsworth restricted.

## **TYPE VARIATIONS**







Aledo High School, Aledo, Texas











Oviedo High School, Oviedo, Florida





## TYPOGRAPHY CONNECTIONS

Visual Verbal Connection Let the dominant photo inspire the words in the primary headline.

Color Coordination Echo a color from the dominant photo to highlight key word(s) in the primary headline.

Wallsworth yearbooks



North Allegheny High School, Wexford, PA



CAPITALIZATION Consider ALL-CAPS, SMALL CAPS or all lower case and sentence-style for impact and variety.

ARRANGEMENT Placement og headline components can vary while still maintaining consistency.

Walsworth yearbooks

## Get Your HEAD into the

# 

Wyglstuvovillo ygarbook

## **Headline RULES**

## A few tips to remember to help GRAB the reader.

THINK ACTION Headlines should be in subject, verb, direct object format. There will be times when you will break the rules for effect; however, keep in mind that prepositional phrases do not relay the action. Be brief, but use active verbs.

PRESENT TENSE A headline describes what the story IS about.

Wallsworth yearbooks



### Headline RULES

### Headline PUNCTUATION

- Use a comma to replace the word "and."
- Omit articles (a, an, the) unless needed for clarity.
- Long works such as plays and CD titles appear in quote marks in a headline, not italics.
- Periods are not necessary.



## AVOID

### Headline RULES

Abbreviations — unless commonly known — NHS, FCA, etc.

Questions – You are telling the reader what the story is about, not questioning him/her.

Names – unless well-known.

"ing" words.



## Get Your **HEAD** into the Game

## Headline INSPIRATION



Ultra Light Magazine



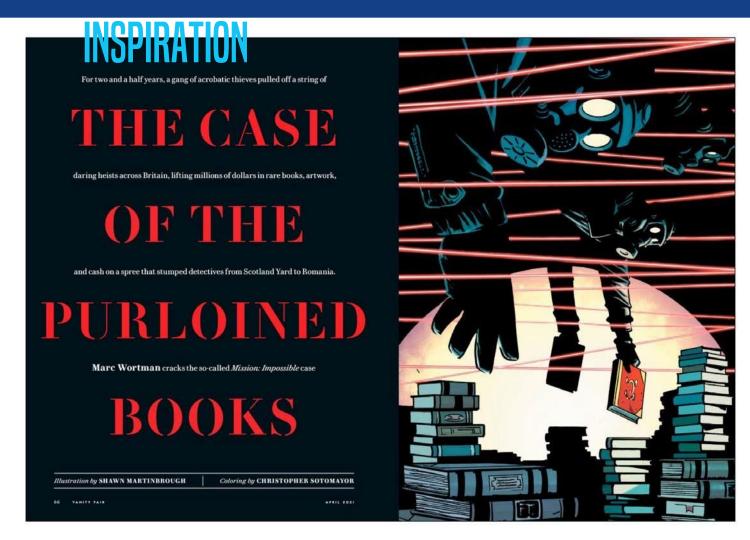


Esquire Magazine





Vanity Fair Magazine





Vanity Fair Magazine

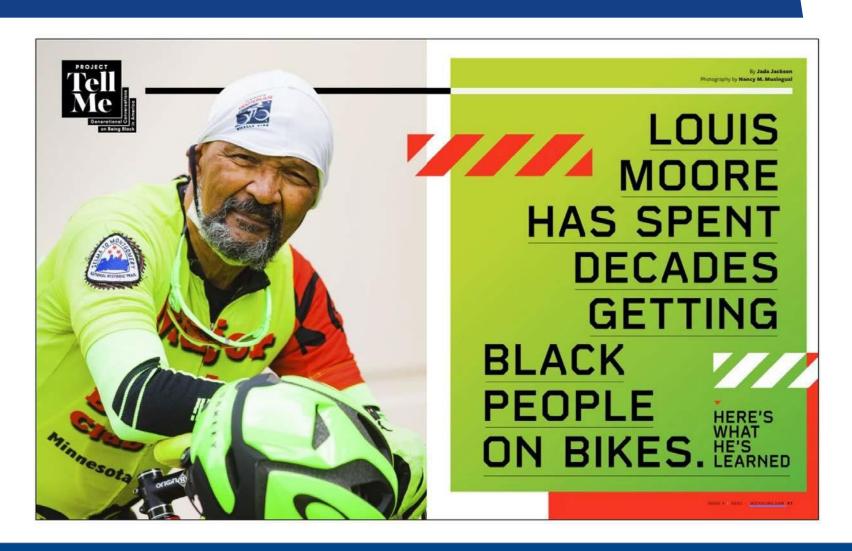


yearbook

## Headline INSPIRATION



Bicycling Magazine





Outdoors Magazine





Outdoors Magazine







## SUPPORT THE LOCAL ECONOMY AND GET SOME GREAT FINDS THIS SEASON.

By Heidi Bethe

With the holidays in the rearview mirror and 2021 raring to go, local shops and makers are at the ready to help customers find just what they are holoding for. Whether yearning to persue in person or an alternate way, shop at your confort level, buy some great items, and support local businesses doing what they can to offer their wares amid current economic challenges.

### MASKS ON IN STORE

Despite chardowns and limitations, goorers will remain open as essential businesses. Contribute to the local economy by shopping at places like the Great Basin Community Food Co-op in Reno, Overland Meat & Seafond Company in South Lake Talvo and Donner Places Market in Trackee. Look on their shelves where you'll find an abundance of locally made goods, food and drioks including Talbot Blue Volka, Bentry Ranch mean and more, grathesinglood.oogs overlandmatns.nm; tabuebbaevadha.com; hastlyrands.am

### PICK UP CURBSIDE

Need some goar for your next wintry adventure? How about ordering curbside from some great purveyors including the Paragonia Outlet Renso or Taboe Mountain Sports in Truckee. They carry everything you need to stay to usery, safe and entertained on or off the mountain, paragonia com, taboementainsports, now

### DELIVERED TO YOU

Bring the boutique to your descripe with Biggest Little Fashion Truck where they practice COVID-19-friendly safety protocol while offering the latest trends and absolutely adorable outflie ideas. Looking to brighten someone's day? Send a beautiful flower arrangement from Avas Flowers in South Lake, Recois Busshebee

Photos thio page: Biggest Little Fashion Truck, Home Means Nevada Co.

Blooms Flower Boutique and Carson City Florist. Or, how about a box of sweet treats from Dorind's Checolates with two locations in Reno — they even have a monthly subscription featuring handpicked seasonal swortes. biferen some awaifwaren net, bumblehenbown hist, caronistificitist som, derindateboolates, and

### ARRIVE BY MAIL

Order a noft hoodie from Home Means Nevads Co., in Reno or trucker cap from Tabee Heartheat Apparel and have it seet to that special someone, better yet, order two and have one seen to you. To really make a statement, consider a pince of 3-10 arriverle from Tabee Wood Maps in Reno or a print from Suth Lake's Benko Art Gallery, homeonamereads, one, tobusheartheat, com; abborussdamps, arm, kenharquellery, som.

### GIFT CARD GIVING

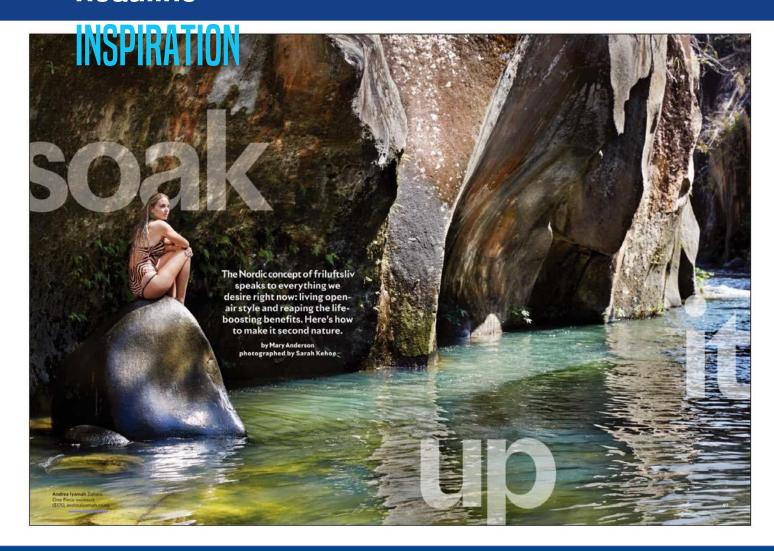
Give a gift that keeps on giving with a gift card for a future med at local catteries and reververies including Wild River Grille or The Brewer's Cabinet in Reso, Lake Tablee Ale WeX. and Primo's Italian Bistors on the mountain; or, to Carson Valley at Mangle Tutto Pizzeria: e Rictoreaute and Minden Meat and Dels. Or, pay it forward at local shops and attractions including Tablee's Sidestreet Boostique. The Osubtes at Leganda in Spanks, Nevelan Museum of Art and the Terry Lee Wells. Neveland Discovery Museum in Reso, cultivatory efficiency the development of the Art of the Terry Lee Wells. Neveland Discovery Museum in Reso, cultivatory efficiency theorems and the terry indicates the Control of the Cont

When it comes down to it, there are seemingly endless ways to get a little something made in Reno/Tahoe from great small businesses. Enjoy a local shopping spree just the way you want to!

getaway reno/tahoe + planmygetaway.com 27



Shape Magazine

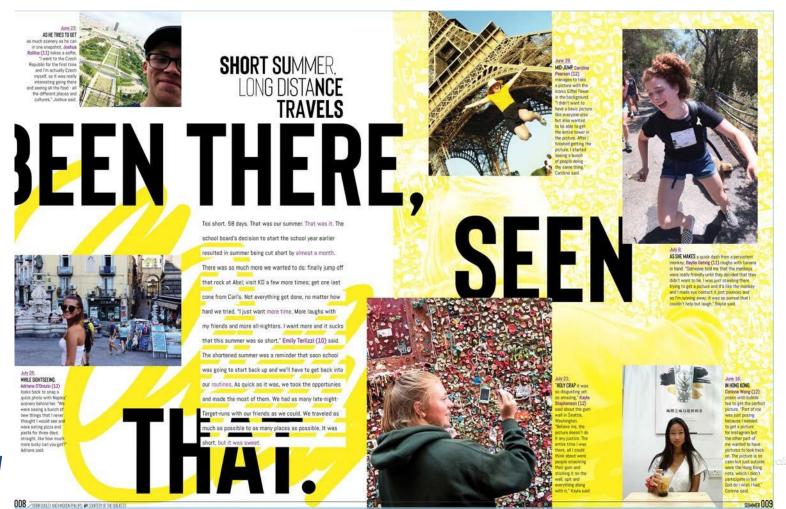


## Get Your HEAD into the Game

# BREA FREE

## REGTANGLE

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Colonial Forge High School Stafford, Virginia



Colonial Forge High School Stafford, Virginia



Colonial Forge High School Stafford, Virginia



Colonial Forge High School Stafford, Virginia



Gresham High School Gresham, Oregon

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Gresham High School Gresham, Oregon

Walsworth yearbooks

Boys' and Girls' Water Polo, Fall Athletics 633



Gresham High School Gresham, Oregon

Varsity Soccer, Fall Athletics 027



Gresham, Oregon

ready to take a step into no long being seen as the underdogs. "Well, I relish the underdog mentality as a coach and a player, so we pushed the under dog label the entire season. You have to create an edge with your players each day to keep them motivated to play hard and we will never put the underdog label in the past," said Head Coach Eric Lyslo.

The season started off to a great start, with a record of 8-1 going into the Central Catholic game shocking the whole Mt. Hood conference. Taking on the Rams the first league game of the season, the boys were ready to come out onto the court to create a huge upset, sending shock waves through the whole state of Oregon.

"Beating Central Catholic was one of the team's biggest accomplishments in the season so far. It definitely gave us that extra confidence to reach the goal of going to the Chiles Center for playoffs," said Nathyn Caro (11).

With this season being the biggest success the program has had in years, playoffs were looking good for the team, getting them closer to the goal of reaching the Chiles Center. All the hard work and dedication the players put in throughout the season seemed to be paying. off to their liking.

"By taking initiative in encouraging my teammates to strive to be better in order to receive the outcomes we wish for. I take pride

UP AND UNDER: Going into the first league game against the Central Catholic Rams, Esyah Pippa White (5) felt the pressure of going up against the number one team in the state. "Going into the game? Anew this was going to be the bugdlest competition we had focad so for,

in being the teams so called 'hype man', by

building up my teammates self confidence on

and off the court. I do this to create a positive

mindset throughout the team and keep our

goals clear," said Syrus Sagiao (12).

RECORD BREAKER: Two points away from beating the all time scorer, Ethan Abrahamson (12) heads into a rivalry game against the Barlow Bruins. 7 plwoys works hard and took full advantage of every opportunity (he bec







**Dreyfoos High School** Dreyfoos, Florida



Shawnee Mission Northwest High School Shawnee, Kansas



El Camino Real Charter High School Woodland Hills, California



El Camino Real Charter High School Woodland Hills, California



El Camino Real Charter High School Woodland Hills, California

## Get Your **HEAD** into the Game

## AMAZING

Wallstuuxoyrillo <sup>yeartoocks</sup>

## **AMAZING** Headlines



McKinney High School McKinney, Texas

## **AMAZING** Headlines



Blue Valley Northwest High School Overland Park, Kansas



El Camino Charter High School Woodland Hills, California

Walsworth yearbooks



ELCO High School Myerstown, Pennsylvania



Hagerty High School Oviedo, Florida

ISWOYTH <sup>yearbooks</sup>



Harding Academy Searcy, Arkansas

Walsworth yearbooks



the players on it. Freshman Kathryn Bechtel found the importance of golf shoes daily. "I always look for shoes with spikes because the chance of slipping is less likely, especially when you're swinging the club," Beehtel said. "The school doesn't provide shoes for us, so I also look



In competitive sports such as dance, a good shoe is important on the dance floor, but for junior Macie indstrom, the right shoe is worth a grade. "On the score sheet they can dock points for appearance," Lindstrom said, "but the shoes match perfectly and



### **RUNNING THE BASES:** SOFTBALL

As the ball flies into the outfield, freshman Miranda Edwards starts a full sprint for home, "The shoe has

metal spikes on the bottom so it provides better traction on the grass and dirt." Edwards said. "I make sure when buying my cleats to match the uniform, but they're comfortable too."

### GOING THE DISTANCE: CROSS COUNTRY

Through miles of rough and uneven terrain, some may say the shoes are the key to greatness in cross country. "I don't depend on the shoes. I depend on hard work. The shoes don't help me run. It's about comfort. Eve tried New Balance and Adidas, but I think I'll switch back to Nike," junior Yosef Abdulrazeq said.

### THE PASSION IS IN THE FOOTING: TRACK

Speed is not always most important for a win. The right shoes can make the difference. "Track shoes give more support [for your feet] on longer distances, and spikes help you

keep your grip on the track," sophomore Della Duke said. "I look for comfort [when buying shoes] and something without an arch in it."



### TOP NOTCH: SOCCER

For many soccer players speed and accuracy are the key to victory, and the

right shoes are an important factor in this. Light and sleck, yet supportive are all important. "Cleats help with building traction to go faster," junior Presli Wallace said. "The more grip you have is based on the shape. The right pair of cleats is also decided based on the location. "[Choosing a pair of cleats also] depends on where you live, Iyou need to know if you need cleats made for soft or hard ground, she said."

### COURTSIDE: BASKETBALL The squeak of shoes on a basketball court is an all too familiar sound, but without the shoes, players would not be able to perform at the level they are pretty

o. "Without [the shoes] we would slip around," junior Ireoluwa Rac Adewusi said. "The shoes we wear have a lot of mobility, ankle support and

### PLANTED: VOLLEYBALL

In volleyball, agility and power are two main factors needed for a win, but being able to move your feet and get to the ball trumps that. "Regular shoes would slip and aren't as comfortable," junior Kylic Patten said."[Using different shoes would be difficu because [the lack] of

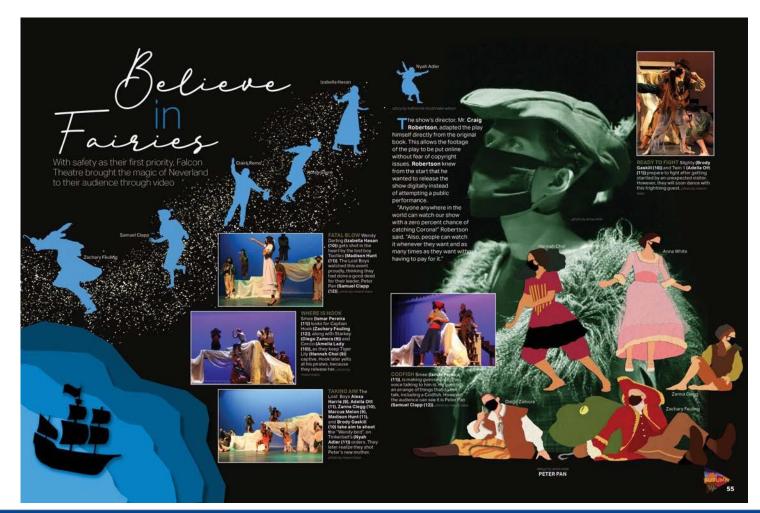
### **LOVE: TENNIS**

Tennis shoes made for the court aren't for fashion, but function. Sophomore William Mabe knows the importance proper shoes. "I've had three or four pairs of just this shoe," Mabe said. "[They] have extra traction and stability because the thick soles and

Legacy High School Mansfield, Texas



Shawnee Mission Northwest High School Shawnee, Kansas



Timber Creek High School Ft. Worth, Texas



Timber Creek High School Ft. Worth, Texas



McKinney High School McKinney, Texas

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# STOP & DO

Be a part of the conversation

# Goals to Improve Your Headlines in 2023?

## Get Your **HEAD** into the Game

# HEAD OUT and create GREAT

# GET YOUR HEAD into the GAME

LEAD your audience into your STORY with a creative HEADLINE and SUBHEAD

# 

Gett Head into the Headline Game



# 

Get Your Head Into the Game

Walsworth yearbooks