GOOD HEADLINES

- T-Mobile CEO: Porn could kill shared data plans

- Vimensio gives 3D the bird

- Alien life may exist on exoplanet moons

- 10 Things You Can Learn From the Apple Store

- Suicide of a hacker

- How You Can Learn a Language in only 10 Days

- ❖ Welcome to the New Civil War

- ❖ Can a website help you beat jet lag

- ❖ 7 Practices That Make You Look Like a Rookie Blogger

- ❖ Why Facebook is Making Life Hard

- ❖ Do media vultures perpetuate mass shootings

- ❖ How to Publish a Book

- 7 free Apps That Can Make Planning Your Next Vacation Easy

- Fushigi Ball Poised to be Bigger than Snuggies, Xbox

- Top U.S. Cities for Bedbug Infestations

- Watch Obama's Inauguration on Your Phone With New App

- Can Twitter Predict the Future? Pentagon says Maybe

- Top 10 Wal-Mart Pictures of the Week

- How Everyday Tools Can Help You Lose Weight

NOT SO GOOD HEADLINES

❖ Republicans turned off by size of Obama's Package

❖ Statistics show that teen pregnancy drops off significantly after age 25

❖ Love-rat Dad of Nine Children to Eight Women Who Headbutted ex-girlfriend in Row Over Cheese Toastie Jailed for Just 20 Days

❖ Homicide Victims Rarely Talk to Police

❖ Overweight Teens Typically Eat

❖ Woman Stabbed by Central Park

❖ Al Roker Didn't Poop Here; Top Washington DC Tourist Attractions Where He Hasn't Crapped His Pants

❖ With a Why No Closer, 2 Boys, 6, and 2 Burials

❖ Monkeys Hate Flying Squirrels, Report Monkey-annoyances Experts

❖ Dennis Rodman to Pen Children's Book

HORRIBLE HEADLINES

- ❖ America's new war: Japanese still eyeing Hawaii

- ❖ Taxpayer role proposed in future terror acts

- ❖ Editor's wife rented to two suspects, FBI says

- ❖ Students return to ground zero high

- ❖ Nightclub liquor license denied, close-by Lansing church objects

- ❖ Scientists spot plant outside solar system
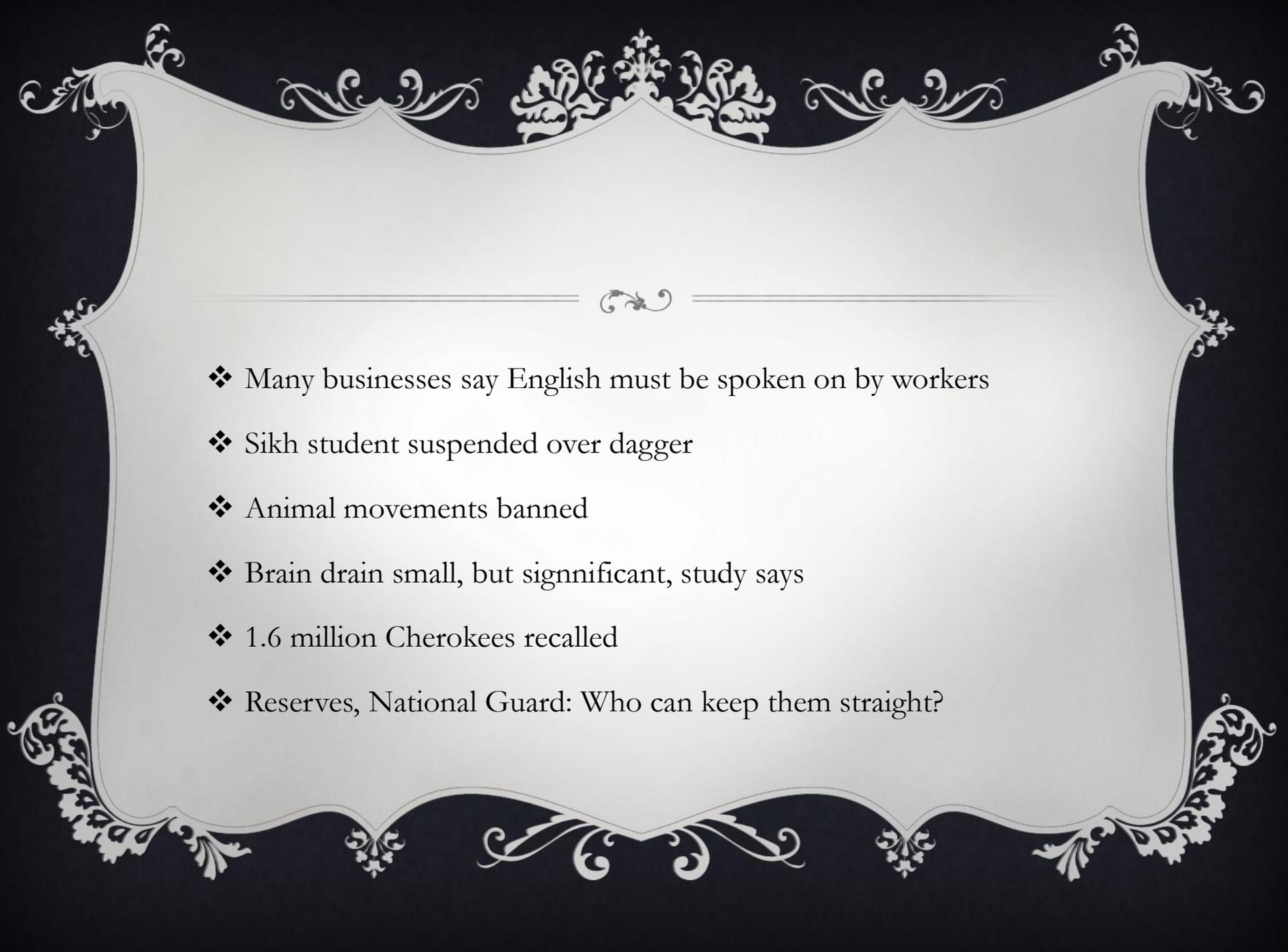
- ❖ Many businesses say English must be spoken on by workers

- ❖ Sikh student suspended over dagger

- ❖ Animal movements banned

- ❖ Brain drain small, but signnificant, study says

- ❖ 1.6 million Cherokees recalled

- ❖ Reserves, National Guard: Who can keep them straight?

HEADLINE DO'S
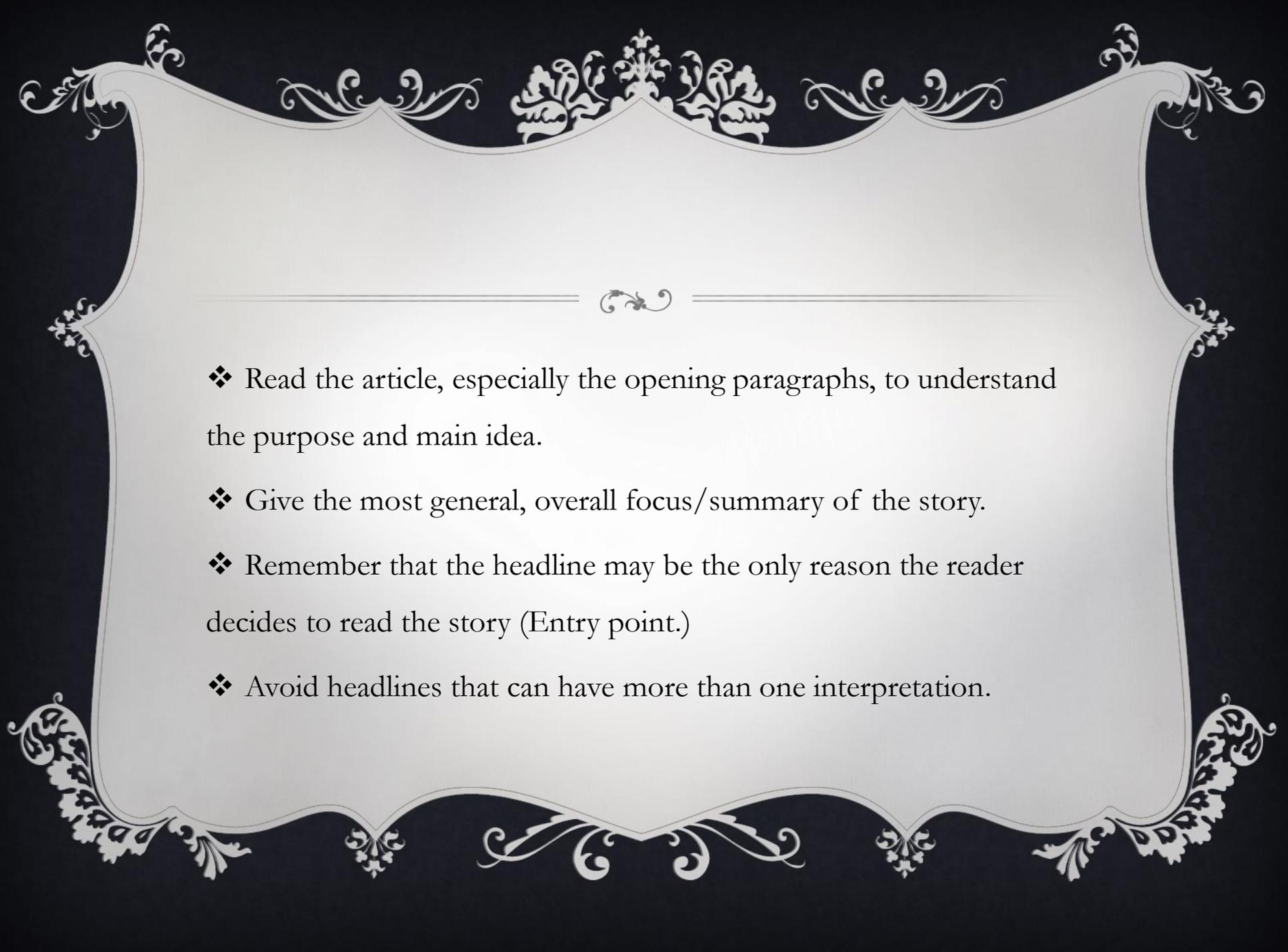
❖ Read the article, especially the opening paragraphs, to understand the purpose and main idea.

❖ Give the most general, overall focus/summary of the story.

❖ Remember that the headline may be the only reason the reader decides to read the story (Entry point.)

❖ Avoid headlines that can have more than one interpretation.
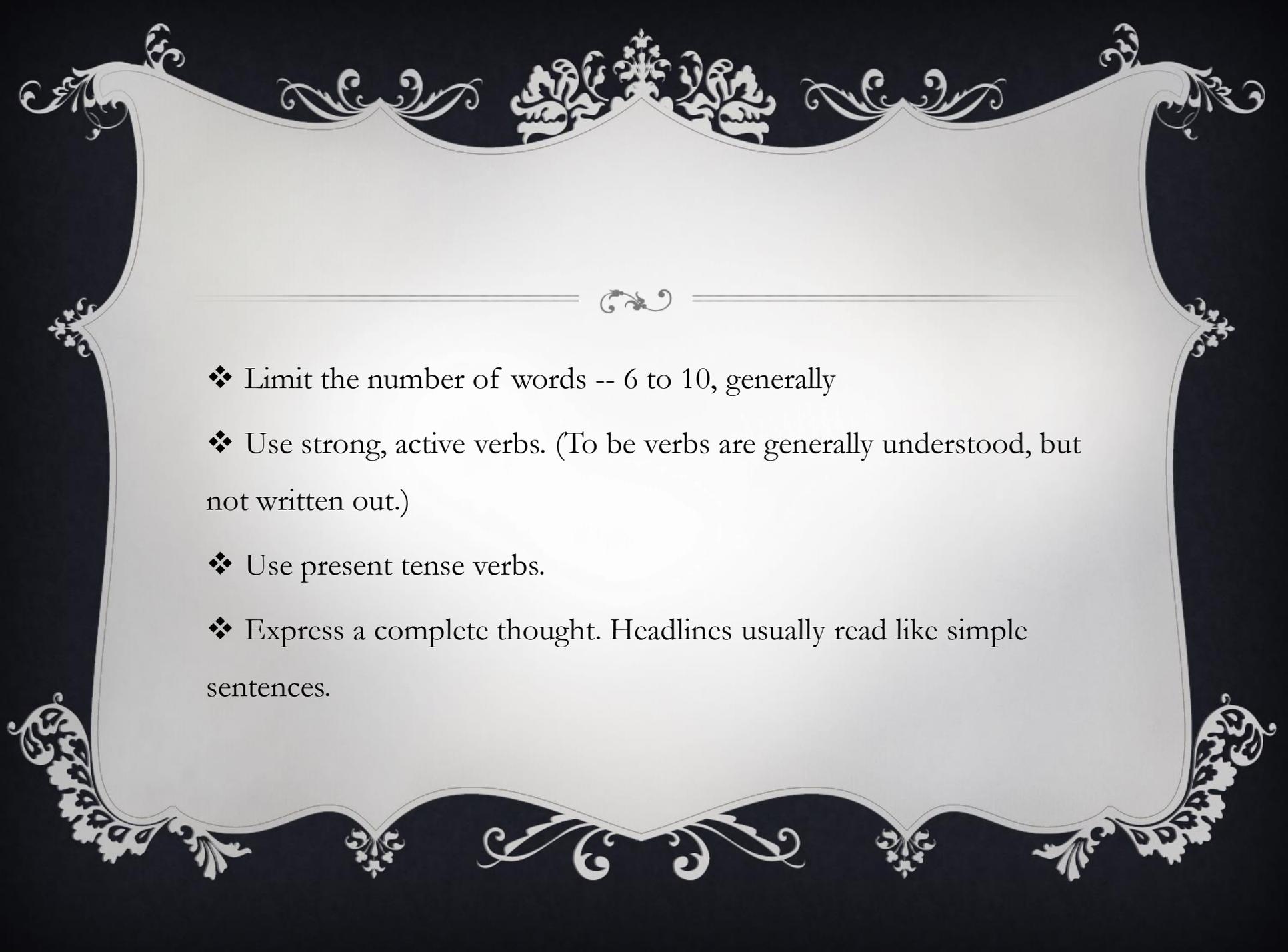
❖ Limit the number of words -- 6 to 10, generally

❖ Use strong, active verbs. (To be verbs are generally understood, but not written out.)

❖ Use present tense verbs.

❖ Express a complete thought. Headlines usually read like simple sentences.
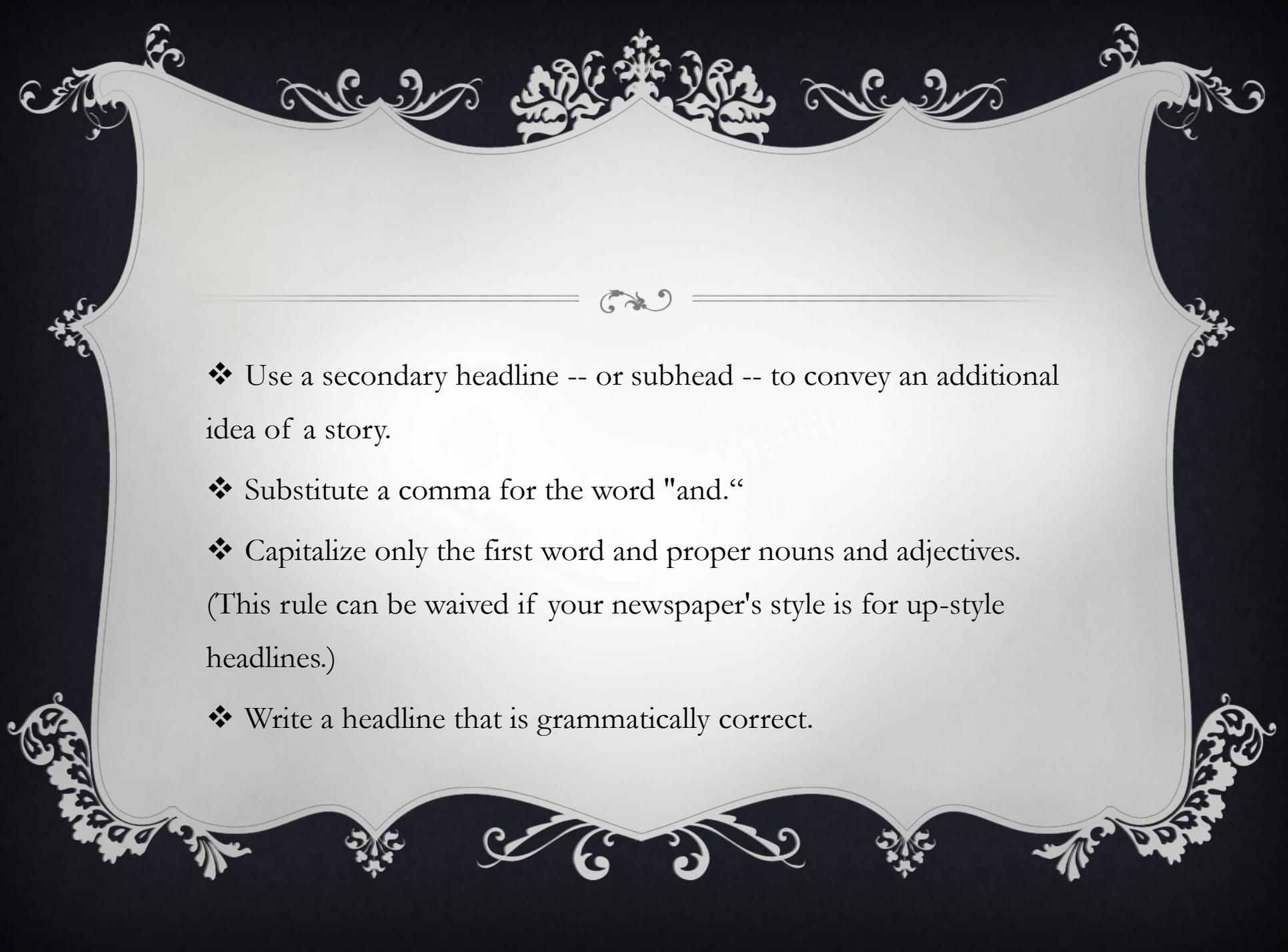
❖ Use a secondary headline -- or subhead -- to convey an additional idea of a story.

❖ Substitute a comma for the word "and."

❖ Capitalize only the first word and proper nouns and adjectives. (This rule can be waived if your newspaper's style is for up-style headlines.)

❖ Write a headline that is grammatically correct.

HEADLINE DON'TS
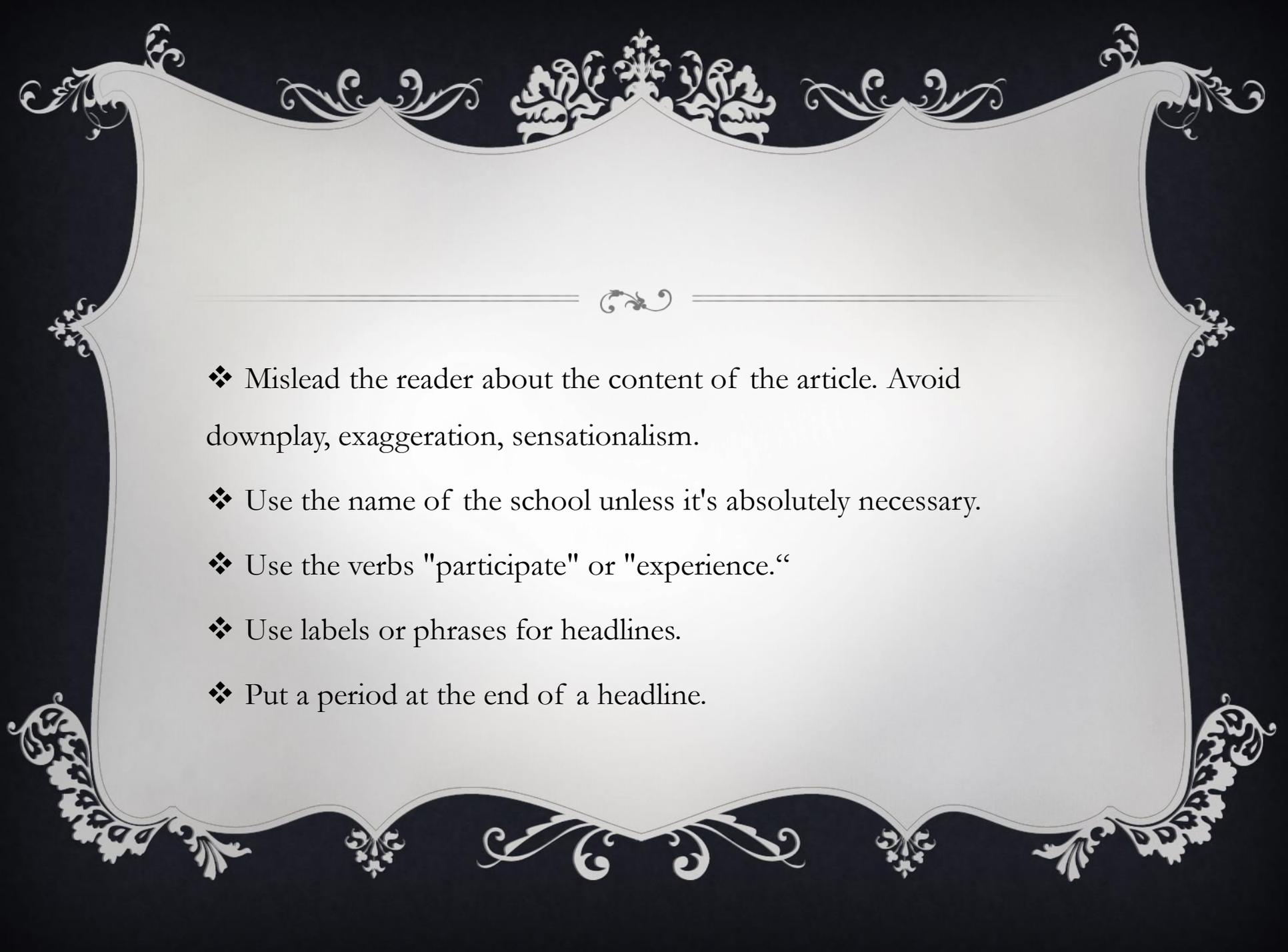
❖ Mislead the reader about the content of the article. Avoid downplay, exaggeration, sensationalism.

❖ Use the name of the school unless it's absolutely necessary.

❖ Use the verbs "participate" or "experience."

❖ Use labels or phrases for headlines.

❖ Put a period at the end of a headline.
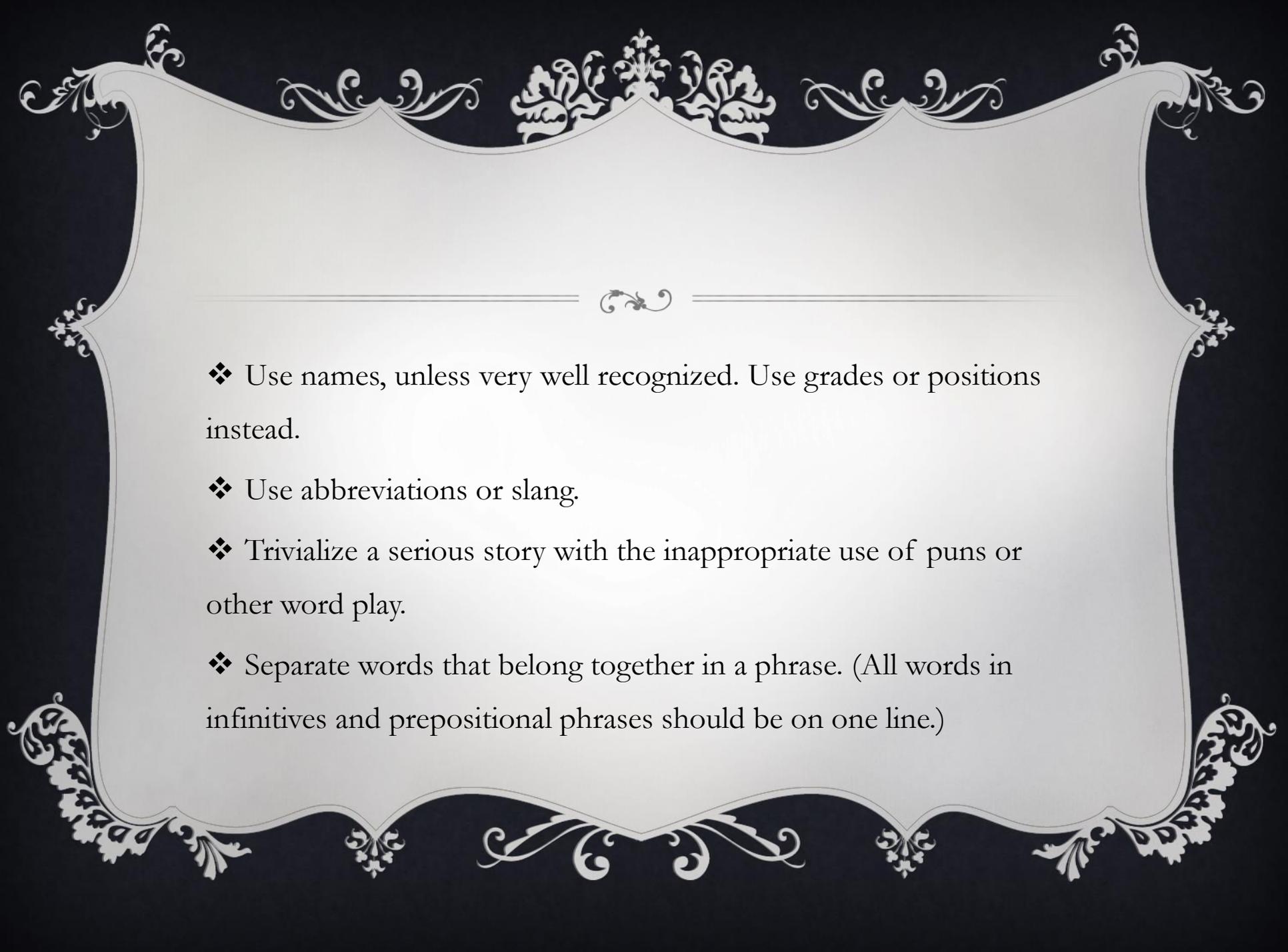
❖ Use names, unless very well recognized. Use grades or positions instead.

❖ Use abbreviations or slang.

❖ Trivialize a serious story with the inappropriate use of puns or other word play.

❖ Separate words that belong together in a phrase. (All words in infinitives and prepositional phrases should be on one line.)

❖ Use more than one banner headline on a page.

❖ Repeat words on the same page. (Very common on sports pages.)

❖ Capitalize every word or every important word.

❖ Use "a," "an" or "the."

CAN YOU FIX THEM?