

Standard Headlines

- Use subject-verb-direct object format; occasionally passive voice
 - ‘Spartans win opener’; ‘Organization honors professor’;
‘Mayor supports housing proposal’
 - ‘Student robbed on campus’
- Eliminate articles
 - ‘a,’ ‘an,’ ‘the,’ etc.
- Include verbs in present tense (or sometimes future tense)
 - ‘Board chooses new president’, not ‘Board chose new president’
 - ‘Alumni clean up local park,’ not ‘Alumni cleaned up local park’
 - ‘Nobel winner to speak at SJSU’; ‘Spartans to defend baseball title’
- Can be creative where appropriate
 - ‘Bay Area Book Festival 2025 turns new page’
 - ‘High enthusiasm for Lowe show’
 - ‘Ceramics students throwing it down’
 - ‘Astronomy students lose star attraction’

Label Heads

- Usually large and supported by subhead (deck head)
 - 'BATTLE DEFEATS SINNERS: DiCaprio film wins Best Picture'
 - 'Gator Raid: Iowa upsets Florida in NCAA hoops shocker'
- Often in caps, used for big news
 - 'U.S. ATTACKS IRAN'
 - 'ROE V. WADE OVERTURNED'
 - 'U.S. CAPITOL ATTACKED'
- Can be used without verbs if backed up by subheads
 - 'SPLASHDOWN: Local swimmers earn high marks'
 - 'Under the small top: Flea circus has crowds itching for more'
- Often applied to lead stories on non-news pages
 - 'Lava Lamps: '60s favorites gaining favor in '20s'
 - 'WIN-EZUELA! Suarez leads underdogs to WBC title'