

Headlines

Headlines – the primary headline catches the reader’s attention

Secondary Headline – Provides important information and insight

Subhead – secondary headline used within the text of a story to break up blocks or text

Precis – A secondary headline combined with a story lead

Primary headline

Secondary headline

health kick
YOU OUGHTA KNOW

fast and furious

It's noon, and all you want to eat is a value meal. But could your appetite be killing you?

Let's be honest: Fast food is good. And all the news about how bad it is for us is kind of annoying, and it's starting to get boring. For every 250-pound girl you know who eats fast food, there's probably another one who eats a Whopper and fries every day of the week, without gaining an ounce. But don't let looks deceive you. The ingredients in fast food can wreak havoc on the way your internal organs function—and on your life. In recent years, the number of kids under 19 diagnosed with type 2 diabetes (a condition that used to mainly affect adults over 30) has skyrocketed. Why? Because it's a fat-related illness, and 15 percent of teens (that's 4.8 million of your peers) are overweight—which is triple the rate it was in 1980. And that's why this is something you need to know.

This Big Mac has more than half the fat you should eat in a day.

clogging fats and refined sugars, which our bodies use up so quickly that we end up eating way too much. And according to Jairo Rodriguez, M.D., a clinical nutritionist in New York City, people can become addicted to fast food. "People start

Secondary

Primary

Precis

Take the **A** Train

Wish your car would fit in your suitcase? Next vacation, pack it up. And leave the driving to us

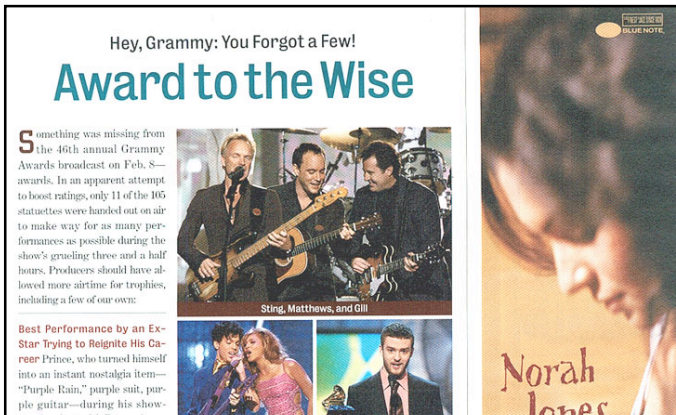
to relax, stretch out and walk around anytime you want. Those endless "South of the Border" signs along I-95 are cute, but the *Auto Train* has movies. Fast food has its place, but perhaps you would rather be seated in a dining car, with waiters and tablecloths. Maybe best of all, you can sleep in a bed if you choose. And when you arrive: Your own car—packed to the headrests with anything you want—is waiting.

There's an anonymous quote that reads in part: "We are so often caught up in the destination that we fail to appreciate the journey." Nice words. But whoever said it probably didn't appreciate the boring, fatigue-inducing journey of driving to Florida in an overstuffed car with a couple of cranky kids.

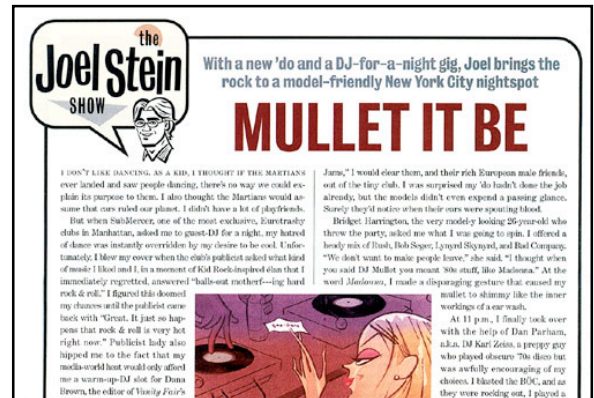
The Amtrak *Auto Train* runs between

Headline Patterns:

Kicker – one line of secondary headline above a primary headline



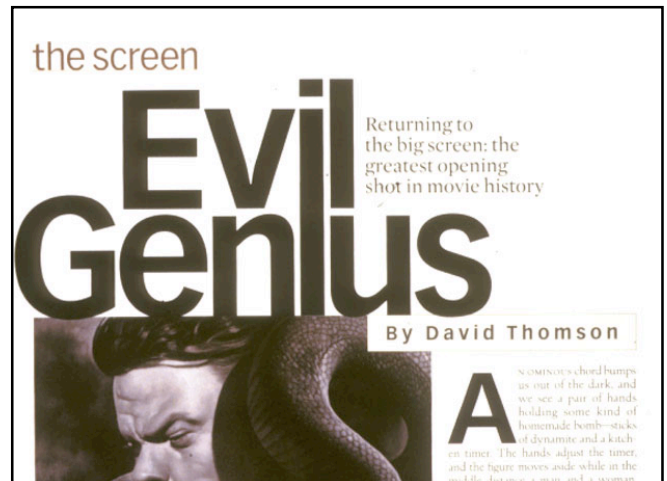
Wicked – two lines of secondary headline above a primary headline



Hammer – one or more lines of secondary headline below a primary headline



Tripod – Two or more lines of secondary headline beside lines of primary headline



Other Headline Terms & Examples

Negative Leading



Color Strategy – Matching headline color to dominant photo



Great Headlines are Literary Devices

Onomatopoeia – words that sounds like
The objects they name or the sounds those
objects make

WHOOOSH

The world's fastest workgroup color printer has arrived.
The Xerox Phaser® 7300. You'd better hang on.
There's a new way to look at it.

Now color speeds through any office at 30 ppm. The Xerox Phaser® 7300 tabloid color printer beats all speed records for workgroup color printing. Powered by a 900MHz PC processor, it delivers black and white prints at 37 ppm, eliminating the need for multiple printers. You get 2400 dpi color that's always sharp and brilliant, with prints up to 12 x 18 tabloid sized. A trade-free addition to any office, the Xerox Phaser 7300 uses single-pass technology to decrease paper jams, and IntelliScan and ColorMatch™ built-in software for easy printer installation and management. To learn more about this reliable, award-winning line of network printers, call 1 800 362 6362 ext. 1917 or visit www.xerox.com/officeprinting/7300

Rhyme – words that corresponds with another in
terminal sound, as behold and cold

SHOWER POWER
BY BENJAMIN SVETKEY

Why did Oscar-nominated director GUS VAN SANT decide to remake ALFRED HITCHCOCK's classic **PSYCHO**? Well, we all go a little mad sometimes...

Alliteration – the repetition of initial
Consonant sounds in neighboring words

Allusion – a brief reference to a person, event, or
place, real or fictitious, or to a work of art. They
stimulate ideas associations and extra information
in the reader's mind with only a few words.

News & Notes
692-693 MOVIES VIDEO TELEVISION BOOKS MUSIC VIDEOGAMES EDITED BY THOM GEIER

FUDGE FACTOR
What lies beneath such reality TV megahits as *Joe Millionaire*? Lots of little white ones. by Caroline Kepnes and Lynette Rice

by his longtime crush, the Dr. Jan. 12, more than 4 million viewers watched the 100,000 per second

Black's Out Party: Rudy Paez's High School flashback in *Human* for a six-week trip across memory lane. "It's not just a nostalgic

AND THE GEEK SHALL INHERIT THE EARTH

Part Howdy Doody, part Davy Jones, 100% stud, America's favorite redhead (sorry, Lucy!) dishes on Ruben, stardom, and that hair. Our heart's Aiken for Clay! By Dave Karger

START

IMAGEMAKERS

This Brand Is Our Brand

Any two-bit operation can have a corporate identity these days. Efficient, global markets and digital tools make outsourcing art fast and cheap, and online design shops are eager to turn your ideas into a bona fide brand. But how well do these services actually work? To find out, we invented a company – GenVoyant, a genetic-testing service that can see into your medical future – and asked five online shops and FedEx Kinko's to design a logo. Here's what they came up with. – Sabrina Ford

GRADING THE LOGO SHOPS

THE LOGO COMPANY
www.thelogo.com.net
Concept: Pharmaceutical startup meets cryogenics lab.
Service: Three business days; \$75. Fast and easy. Ordering was a breeze, and they gave us four decent, relevant designs.
Grade: **B+**

GOTLOGOS.COM
www.gotlogos.com
Concept: Business-software maker meets athletic-shoe company.
Service: Six business days; \$59. Can't call customer service. Charged an extra \$50 for a hi-res digital file of our logo.
Grade: **C+**

