Name: _____

Date: _____   Section: _____

A/B Example Headlines

Please circle the headline you would be more likely to click on in each case:

	A	B
1.	$2 Billion Worth of Free Media for Trump	Measuring Trump's Media Dominance
2.	Soul-Searching in Baltimore, a Year After Freddie Gray's Death	Baltimore After Freddie Gray: The 'Mind-Set Has Changed'
3.	Is Everything Wrestling?	It's Not Just Wrestling That's Fake. It's the World.
4.	Saying Her Life was Less a Fairy Tale, Meghan Markle Described the Cruel Loss of Her Freedom and Identity	Meghan Says Life with the U.K. Royals Almost Drove Her to Suicide
5.	SpaceX Mars Rocket Prototype Explodes, But it Lands First	SpaceX to Test Launch Another Prototype of Rocket to Mars
6.	Speak Softly, and Carry a Big Agenda	Biden is the Anti-Trump, and It's Working
7.	Under Siege Over Sex Harassment Claims, Cuomo Offers Apology	Cuomo Attacked Over His Plan for Review of Sex Harassment Claims

Did you notice any patterns in which headline(s) you preferred? What factors made you prefer one headline over another?

Name: _____

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Benefits and Drawbacks of A/B Testing Headlines

From Neiman Lab: "Headline A/B testing lets a newsroom try out different versions of a story's headline, to see which draws in more readers. When they come to a site's homepage, some readers might see one headline (e.g., "Here's how to boost your site's traffic"), while others see an alternative version ("e.g., 15 ways to get more clicks"). An automated system tracks the click through rate of each version and eventually declares a winner of the attention contest."
https://www.niemanlab.org/2021/10/how-a-b-testing-can-and-cant-improve-your-headline-writing/

Directions: Please identify at least one benefit and at least one drawback of A/B Testing Headlines for editors and for readers.

	Benefits	Drawbacks
Editors		
Readers		

Name: _____

Date: _____   Section: _____
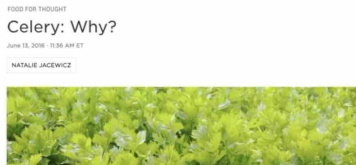
NPR Training: How to Make Great Headlines
Video Viewing Guide

https://training.npr.org/2015/10/25/the-checklist-for-writing-good-headlines/
Recommended play time: 4:09 - 16:25, at 1.25 speed

Directions: Please respond to each question.

Video Pause Time	Questions
6:21	**Tips for writing better headlines** Use the tips provided to improve the above headline and make it more attractive to the reader: *Share the headline you wrote with a neighbor.*
6:52	NPR @NPR *Following* What's In A Name? Potentially, Major Controversy n.pr/19lknFB RETWEETS 6 LIKES 5 3:22 PM - 11 Sep 2013 Do you consider this to be an effective headline? Why or why not?
7:55	You just heard: *"Clarity and accuracy are the two most important things to a headline."* Define in your own words: **Clarity:** **Accuracy:** Why are clarity and accuracy the two most important features of a headline?
10:18	THE INDUSTRY For Sale: One Used Internet Company Called Yahoo April 17, 2016 - 10:00 AM ET Heard on Morning Edition LAURA SYDELL Identify at least two features that make this headline effective: **(1)** **(2)**
10:36	FOOD FOR THOUGHT Celery: Why? June 13, 2016 - 11:36 AM ET NATALIE JACEWICZ What makes this an effective headline?
12:18	AMERICA Edison's Talking Dolls Can Now Provide The Soundtrack To Your Nightmares May 5, 2015 - 5:02 PM ET What makes this an effective headline?

Name: _____

Date: _____   Section: _____

12:22	A Peek Into The CIA Art Gallery Reveals [REDACTED] May 20, 2016 · 4:32 AM ET Heard on Morning Edition NPR STAFF	What makes this an effective headline? (*Hint: Think about the connection between CIA and [REDACTED]*)
13:07	Define in your own words: **Pun:** **Alliteration:** Why may these literary devices not be effective to use in a headline?	
13:39	INTERNATIONAL Ancient Tomb In Spain Destroyed And Replaced With A Picnic Table August 27, 2015 · 12:03 PM ET LAURA WAGNER	What makes this an effective headline?
13:58	POLITICS After Reaching Out His Hand, President Obama Will Step Foot In Cuba March 19, 2016 · 5:00 AM ET Heard on Weekend Edition Sunday	What makes this an effective headline?
15:37	MUSIC ARTICLES I Guess We Gotta Talk About Macklemore's 'White Privilege' Song January 29, 2016 · 11:23 AM ET GENE DEMBY	What makes this an effective headline? (Why does the headline start with , "I guess")
Why do you think NPR developed a training for its journalists to learn how to write headlines?		

Name: _____

Date: _____   Section: _____

**NPR Training: How to Make Great Headlines
Reading Guide**

https://training.npr.org/2015/10/25/the-checklist-for-writing-good-headlines/

Directions: First, decide whether each headline is effective or not. Second, explain why the headline is effective or not. In your explanation, use headline writing principles from the NPR story.

Headline	Is this headline effective?	
POLITICS After Reaching Out His Hand, President Obama Will Step Foot In Cuba March 19, 2016 · 5:00 AM ET Heard on Weekend Edition Sunday SCOTT HORSLEY	1 No 1 Yes!	*Please explain:*
THE INDUSTRY For Sale: One Used Internet Company Called Yahoo April 17, 2016 · 10:00 AM ET Heard on Morning Edition LAURA SYDELL	1 No 1 Yes!	*Please explain:*
AMERICA Edison's Talking Dolls Can Now Provide The Soundtrack To Your Nightmares May 5, 2015 · 5:02 PM ET Heard on All Things Considered NEDA ULABY	1 No 1 Yes!	*Please explain:*
INTERNATIONAL Ancient Tomb In Spain Destroyed And Replaced With A Picnic Table August 27, 2015 · 12:03 PM ET LAURA WAGNER	1 No 1 Yes!	*Please explain:*
I Guess We Gotta Talk About Macklemore's 'White Privilege' Song January 29, 2016 · 11:23 AM ET GENE DEMBY	1 No 1 Yes!	*Please explain:*
"Alabama Will Now Allow Yoga In Its Public Schools (But Students Can't Say 'Namaste').	1 No 1 Yes!	*Please explain:*
"Lights! Camera! Factions! Your Eurovision Song Contest 2021 Cheat Sheet."	1 No 1 Yes!	*Please explain:*
"No, You Don't Need To Be Worried Your Dog (Or Cat) Is Eating Cicadas."	1 No 1 Yes!	*Please explain:*
"Read What The Taliban Told NPR About Their Plans For Afghanistan."	1 No 1 Yes!	*Please explain:*

Name: _____

Date: _____   Section: _____

Exit Ticket: Headings and A/B Testing
Write a headline for today's lesson:
What are two characteristics that make headlines effective: **(1)**   **(2)**