HEADLINES

JOU4210 NEWSPAPER EDITING
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UNIVERSITY OF WEST FLORIDA
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Basic Headline Rules

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- are **downstyle** (not all caps and not capitalizing every word)
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- are **downstyle** (not all caps and not capitalizing every word)
- **never** be hyphenated.
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• Punctuation:
  • Don’t use periods;
  • Quotation marks are single, not double (and be sure it is a real quote mark ‘ ’, not an inch " or foot mark ")
Numbers in headlines:

• Numbers in headlines are different than numbers in stories.
• In headlines, always use a numeral, even if it starts the sentence, and even if it’s less than 10.
Other considerations:

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- Avoid false abbreviations (“profs”; “Dems”)