

News Flash!



Firstly, we're going to need a quality headline.



Where would you find the headline?

LUCKY LOTTERY WINNERS... WIN AGAIN!

Reported by Susan Sharp, Media Correspondent, Ports Bay

Mr and Mrs Mills of Smith Lane, Ports Bay, could be the luckiest couple in the country. William and Betty, who buy a lottery ticket once every month, have been celebrating for the second time in four years.

The couple won £275 000 back in February 2012, having bought their ticket at the last minute. Once they'd recovered from the shock, they gave a large part of their winnings to different charities, as well as making improvements to their home and treating their family and friends to special holidays.



William and Betty Mills - are they the luckiest couple in the country?

On the night of their most recent win, Mr and Mrs Mills had their granddaughter staying with them. Betty told us how it happened, 'The lottery draw was on television and Alisha happened to be watching it. My husband and I were busy doing the dishes in the kitchen so she asked if she could check the numbers for us. In the next moment, she's screaming and shouting the house down! I thought she was joking.' The couple had five matching numbers, winning them a life-changing amount of £800 000. Mr Mills added, 'We were all jumping around and dancing in the living room. We never believed it could happen again.' Alisha commented on the experience, 'I never knew my grandad could move like that!'

When asked about their secret for choosing winning numbers, Mr Mills explained, 'We've always chosen numbers which mean something to us, like family birthdays or house numbers.'

The two winners have revealed that they'll be donating £600 000 of their win to local, national and international charities. 'They need the money more than we do,' stated Mrs Mills, 'we'll treat ourselves to a nice meal out somewhere and give the rest to the family. We have our health and happiness so what more could we ask for?'

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What is the purpose of the headline?

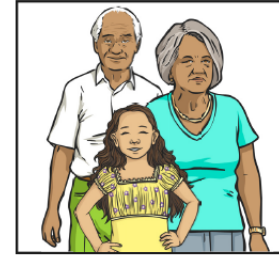
What makes an effective headline?



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The headline is there to attract the attention of the reader and make them want to read the article.

What makes an effective headline?

Headline Checklist

A headline can include:

- ✓ a pun/a play on words
- ✓ alliteration
- ✓ shocking/strange information
- ✓ short and snappy words

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Grabbing the Headlines



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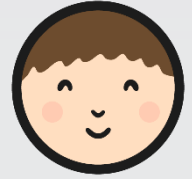
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Headline Match-Up



Can you match up the headlines from the **Headline Match-Up Cards** with the correct newspaper stories?

Record your work on the **Headlines Activity Sheet**.

Can you think about why the headlines are effective?

What devices have the newspaper reporters used?

