

COMM 313: Editorial Processes

Hed exercise two

Write straight-news style heds for the stories below as indicated. Only the first couple “grafs” (paragraphs) are reproduced from each of these longer stories. Fit headlines using the on-screen guide. (If no number of lines is listed, assume one line.) DON’T PRINT THIS PAGE. Write your headlines on a separate page to hand in, including slugs and line breaks.

Wanpen basketball 2-36-2

By IVY BAAL

Staff Writer

Wanpen, N.D., basketball players remained unbeaten in Northeast Conference play with a 50-38 win over East Shoe, Minn., Friday night.

The Pheasants are 4-0 in NEC action and 9-1 overall. This is one of the best starts that the Pheasants have had in a number of years, according to coach Tom Dribble.

“We had a good defensive effort,” Dribble said. “We held their leading scorer, scoreless.”

The East Shoe men grabbed their only lead of the game, 3-2, when Corey Iverson drained a three-pointer with just over six minutes remaining in the opening period. On the next trip down the court, Chris Paulson answered Iverson’s three-pointer with one of his own to put the Pheasants on top 5-3.

WSU prexies 5-60

[Note to eds: emphasize land-grant angle]

FINGAL, N.D. (AP)--Thomas Johnson, second of six presidential candidates to visit West Snowshoe University here, addressed students, faculty and staff Tuesday.

Johnson, provost and executive vice president at Rank Institute of Technology in New York State, has served twice as acting president of RIT. Below is a question-and-answer interview of Johnson.

What is your definition of a land-grant university?

It’s a university that is distinctive in its public service outreach. The land-grant philosophy in the 1800s was revolutionary. It’s not revolutionary anymore, but it is still unusual, primarily in its notion of public service and application of what is going on with the university in meeting the economic needs of the people. I think the basic notion is public service and outreach. My position is that the key service a land-grant provides is academic programs to students.

New armory 3-48-2

By DAVID GUNN

City Editor

FLATVILLE, N.D.--North Dakota Army National Guard Adjutant Gen. Art Hillery and other National Guard officials told the Flatville School Board Monday of a plan to construct a new armory in Flatville within five years.

The National Guard’s best estimate places the cost of such construction five years from now at \$90 per square foot, for a total building cost of \$1,822,050.

Site preparation is estimated at \$50,000, and the construction of associated facilities, such as sidewalks, parking lots and landscaping, is estimated to cost \$250,000, bringing the total estimated cost of the new armory to \$2.1 million.

Under the plan presented by the National Guard Monday, the federal government would pay 75 percent of the construction costs, and local government entities, such as the school district and the city, would pick up the remaining 25 percent.

Tax sales 4-36-2, with a 2-36 or 3-36 kicker

BISMARCK, N.D.(AP)--Sales of taxable goods and services grew 5.9 percent in North Dakota last year, Tax Commissioner Erv Nern said today. He noted the year-end report shows taxable sales and purchases exceeded \$6.8 billion for the year.

"These numbers again show the benefit of the diversity of our economy," Nern said. "Despite difficulties in the farm and energy sectors, North Dakota's economy continued to grow because of strength in other areas."

The report shows construction trade, including activity in home building and highway repairs, set a record of more than \$410 million, up 83.8 percent over the year before. The wholesale trade industry, including businesses that sell primarily to other retailers, companies or farms, was up 4.3 percent.

Write feature-style heads for the stories below. Try to be clever, even sprightly....

Golf goof 2-24-3 bf (boldface)

WAUSAU, Wis.--Dale L. Larson's \$41,000 trial court award was upheld by a Wisconsin appeals court last week, which agreed with the trial court that the Indianhead Golf Course in Wausau was 51 percent responsible for Larson's needing nine root canals and 24 dental crowns.

Larson tripped on his golf spikes and fell hard on his face on a brick path. The trial court had found that only 49 percent of the accident was due to Larson's having 13 drinks that evening, which left him with a blood-alcohol level of 0.28 90 minutes after the fall.

(magazine column: 3-36-2 ital [italic] plus a 3-24-2 or 3-24-3 deck.)

By MISSY NERN

Educational Technology Columnist

The use of technology as a tool in education for instruction and management is now accepted. But I remember my own experiences as director of instructional systems and technology for the Philadelphia School District many years ago, when technology was thought to be a frill. Every year, when budgets were submitted, and items needed to be eliminated, we had to justify our use of technology. Finally, the superintendent decided to eliminate the programs requiring technology in favor of football and other sports activities. I'm sure other school systems were similarly affected.

Now we hope such thinking is behind us. But with the costs of technology spiraling, and budgets slashed, could such a thing return to secondary education? I fear it can.