

Headline

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For a good headline, you need to:

Catch the reader's attention so they want to read the rest of the report;

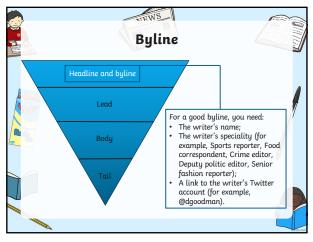
Sum up the story in a few words;

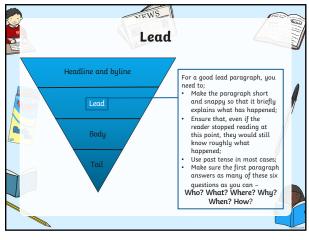
Use powerful and interesting language;

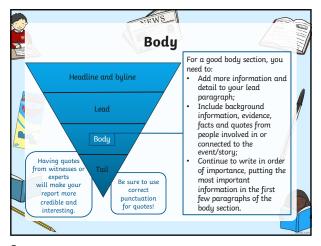
Write in the present tense

even if the report is about an event that has already happened;

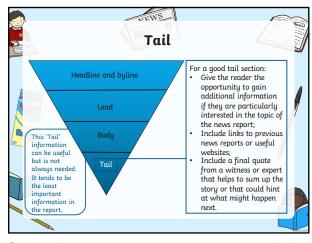
Include alliteration or wit at times.

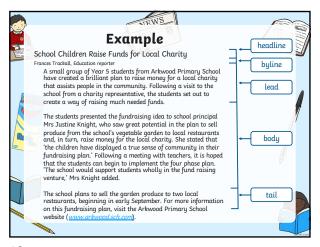




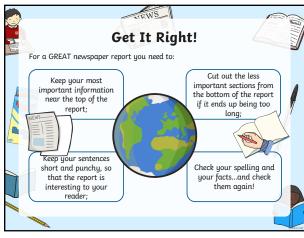


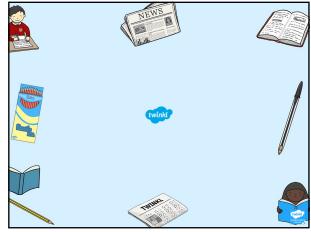
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