

Bridge barrier must stay put during winter, county says to businesses who complain to roads chief

Headlines from hell

How's this for an overwritten headline?
Seven lines!

And with a bit of re-writing, it easily could have been trimmed to three lines. Or four. Or five. Or even six.

Any idea why the head is so deep?

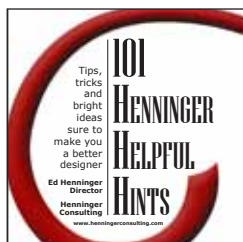
What's that you say?

Ah, yes. It was in a single-column hole... and the story ran short.

But there are at least two other options I can come up with:

- Three lines of head with a subhead.
- Insert a pull quote in the text.

How about you? What would you do?



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is filled with so many good ideas. You'll find yourself asking: "Why didn't I think of that?"

Kevin Slimp, Director
Institute of Newspaper Technology

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