

Sometimes you read a headline and it just pulls you to the story. That's what a good headline is supposed to do. It's supposed to give you just enough information to perk your curiosity enough to read the story. A really good headline will not reveal anything of what the story is about until AFTER you read the story. Once you've read the story, you can go back and look at the headline again and smile, "Oh I get it Clever!" The fellow who wrote that headline earned his paycheck to be sure.

Headlines are an art form. Most headlines are cookie cutter, vanilla, poorly conceived headlines that do nothing to entice the reader to the story. Most give you too much information that causes you to think, "I already know what that's about", and you move on. For instance, if you're a sports writer, you should NEVER have the initials T.O. in a headline. 'Athlete again validates inferior IQ'... would work much better.

I say this because I read a headline the other day that has entertained me immensely without having any idea what the story is about. I saw this headline on a respectable web site and have not bothered to go to the story to find out what it means. I have no desire to find out. The headline is enough for me.

Lesbian Teens Have Greater Pregnancy Risks

Just writing that headline leaves my fingers speechless. I consider myself a very creative thinker, yet this headline takes me nowhere. I have no idea how to respond to this headline. I have no idea what this story is about, nor do I have any desire to find out. The headline alone will entertain me for weeks, I am certain.

When I first read this headline, I thought that this would make a great story idea for my column. In my first draft I wrote the headline at the beginning and then paced around my apartment for an hour to come up with my next line. When I finally got back to my computer, I wrote ... 'nuff said and was done. I had nothing that could top that headline.

Now maybe this story is serious in nature and I am wrong to make light of it. Maybe there is some scientific study that would be of value to our understanding. Maybe if I actually read the story it would be clear to me that this headline is perfectly logical.

But I'm guessing that if this story has anything to do with teen pregnancies, lesbians would be part of the solution not part of the problem, right?

Am I just a writer who once again validates inferior IQ? Did my Dad leave out something in our discussion about birds and bees? Is everyone else laughing at me because I'm laughing at this headline?

When it comes to stories of sexual content, I fully understand that my name has never been associated with being the voice of authority. In fact, if I remember right, when my Dad did sit down to explain the birds and the bees to me he stared at me for some time as I sat there with my long hair dripping from the ocean playground, smiling in clueless innocence as he mostly discussed the benefits of choosing a life of service to the church. The Pope could use more priests is what I recall.

Well I may not be the voice of authority when it comes to sex, but as a writer I sure know a good headline when I see one. This headline was almost too good. It stands alone. You can giggle for weeks without ever knowing what the story was actually about in the first place. I don't even want to know what the story was about. The headline will entertain me for some time.

Lesbian Teens Have Greater Pregnancy Risks.

'nuff said

Just A Thought