

The first thing you usually see when you pick up a newspaper is the front page. Some say that this is what sells the paper therefore it has to be appealing to attract a reader to buy it. How the front page of a newspaper is presented determines its appeal. Look at the front page of your newspaper.



Can you identify?

- **The Masthead** – the title block or logo identifying the name of the newspaper.
- **The Lead Story** – the main story on the front page with the largest headline and accompanying photograph.
- **The Headline** – the main statement that should grab your attention and describe the main story.
- **The Byline** – the name of the reporter who wrote the story.
- **The Caption** – the text under a photograph explaining the image.
- **The Pointers** – points the reader to other stories / features within the paper.
- **A Jump** – tells you that the story is continued on another page
- **A Secondary Story** – a story other than the main story
- **An Advertising Strap** – an advertisement placed across the bottom of the front page

Try this

- In the Masthead block, what else is shown?
- Is the lead story a local, national or international story?
- Why do you think the lead story is 'newsworthy' and therefore on the front page?
- How does the headline fit the story? Rewrite the headline.
- Has the reporter who wrote the main story written other stories in the paper?
- Write a caption for the photograph on the front page.
- Looking only on the front page, what else will you find in the newspaper?
- Is the lead story continued on another page in the paper? If so on which page?
- Is there a secondary story on page 1? If so what is it about?
- Measure the size of the advertising strap on the front page.

