

# Headlines

not cheaplines or  
borelines

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# Assume ....

- ▶ Concise
- ▶ Informative
- ▶ Relevant
- ▶ Accurate
- ▶ Fair
- ▶ Taste, tone



# Cheaplines

THE PRICE OF PUNS

# Price of puns

## Frying the coop

### New Chick-fil-A opens near Baylor

By JULIA ECKARDT  
REPORTER

Chick-fil-A, the newest addition to the rapidly expanding fast food Mecca nestled between Fifth Street and Seventh Street across the highway from Baylor, opened today.

The first 100 customers received a free Chick-fil-A meal every week for a year.

Throughout the grand opening weekend, patrons are encouraged to bring children's books to the new location to be collected in a book house and donated to The Boys & Girls Club of Waco.

It is the largest Chick-fil-A in the greater Waco area, with 229 seats, two drive-thru lanes and 68

parking spaces to accommodate everyone with a hankering to save the cows and "eat more chicken."

With 10 other restaurants located within walking distance from the Chick-fil-A, franchise owner David Sykora said people should dine in his restaurant because of the quality and freshness of their ingredients.

"We hand-squeeze our lemons for the lemonade and hand-cut the strawberries," Sykora said. "The time we take to prepare our food takes a lot of man power."

According to a Chick-fil-A press release, the establishment uses state-of-the-art equipment and environmentally friendly features. The kitchen and restrooms use low flow faucets, which will decrease

water use by 10 percent compared to other restaurants. Energy efficient light fixtures, HVAC thermostat controls and windows will decrease energy use by 14 percent. Recycled materials were used in construction whenever possible.

With the opening of the restaurant comes the creation of about 70 new jobs. Brianna Barnett, director of training and human resources, said certified trainers from all over the country spend the first couple of weeks with the new employees to ensure they are properly trained.

"Some of the trainers have done over 40 grand openings," Barnett said.

Claudette Basden, Georgia native and Waco resident since 1989, said she is very excited about the



CARLYE THORNTON | LARAT PHOTO EDITOR

Baylor students set up tents Wednesday to save a spot at the front of the line for today's grand opening of Chick-fil-A at I-35 and Seventh Street. Students brought lawn chairs, a game of corn hole and even a flat screen TV to keep themselves entertained.

opening, and is an avid supporter of the company.

"I've known teenagers who work for this company and they were very appreciative of scholarships and also of the opportunity, if they had church trips, that their

managers were always willing to work with them," Basden said.

Shift leader Tahlene Wacoubian transferred to the Waco location from El Toro, Calif. She is passionate about working for the corporation because of the relationships

it develops within the community and with employees. She still stays in contact with some regular customers from California.

"I got a text from one of our regulars that said 'Going to Chick-fil-A without you just isn't the

# Missing?

- ▶ Adds 70 jobs
- ▶ Part of “rapidly expanding fast-food mecca”
- ▶ 10 other restaurants in walking distance
- ▶ 100 people got free chicken for a year
- ▶ Largest in Waco
- ▶ New “green” restaurant



# Price of puns

## It's nuts to make sperm donor pay child support

### Editorial

When someone makes a transaction on Craigslist, they often don't get quite what they bargained for.

This, however, is not the case for Kansas resident William Marotta, who answered an ad posted by two lesbian women seeking a sperm donor.

Despite having signed an agreement releasing all responsibility for the kid that would be conceived with his sperm, Marotta is the state's target for child support.

Marotta says he was intrigued by the advertisement and subsequently delivered three cups full of his genetic material to the two women, one of whom gave birth to a daughter.

He assumed that once he made the handoff, he was off the hook for any paternal responsibility as stated in his contract with the women.

That changed when the women

a sperm donor to pay.

What makes this case unique is that the two women chose not to use a licensed physician for the insemination.

Instead, the women performed a series of self-inseminations, which, according to the state, makes him responsible for the child despite the agreement he signed with the couple.

Under section 23-2208(f) of the Kansas code, a "donor of semen provided to a licensed physician for use in artificial insemination of a woman other than the donor's wife is treated in law as if he were not the birth father of a child thereby conceived, unless agreed to in writing by the donor and the woman."

District Court Judge Mary Mattivi ruled Marotta was responsible for ensuring that the women went through the proper channels to carry out the impregnation.

The state says it must assume that the lack of a physician's signature makes it impossible to determine that he was a sperm donor rather than the sexual partner of the girl's mother.

It is not fair that Marotta is being held responsible for a 4-year-old child that he has only met in passing just because he gave the sperm as a good deed to a couple in need.

He signed the contract, which he assumed was binding and would alleviate his legal and familial bonds to the baby.

The state should hold the women who received Marotta's sperm responsible, since they were the ones who initiated the transaction and chose not to use a physician. The legality of Marotta's actions shouldn't hinge upon the actions of two women that he couldn't control. Since he signed over his semen to the couple, Marotta should not be expected to control who the recipients chose to carry out their insemination.

When filing for welfare, the biological mother of the child attempted to withhold the name of her sperm donor.

After finding out she would not receive any money without doing so, the woman gave up Marotta's name.

Still, though, she insists that



ASHER FREEMAN

since Kansas does not allow a child message that would deter people arrangements to conceive a child

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What makes this case unique ...



ASHER FREEMAN

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# Price of puns

## SAM: I KNOW WHO I AM

Missouri's Michael Sam comes out publicly and will likely become the NFL's first openly gay player

By MISSOURIAN STAFF  
news@columbia.missourian.com

Michael Sam stopped by Missouri athletics director Mike Alden's office from time to time during his football career. But one day during the 2013 season, the jovial Sam had something serious to tell Alden.

Sam came to his office that day to say, "I'm gay."

Alden recalled Monday giving a hug to the 6-foot-2, 255-pound defensive end when he learned the news.

Sam knew it was time to tell Alden that day.

He had the same feeling Sunday when he announced publicly that he is gay.

"I believe it's the right time," Sam told the Missourian in a phone interview Sunday night. "It's a time I can finally tell my story and how I want to tell it."

He knew when he got to Missouri that he was gay. He knew before his All-American season in 2013 that he was ready to tell his teammates. And now, as he prepares for the 2014 NFL Draft, Sam has the potential to be the NFL's first openly gay player.

"This is the most important story in the history of gay sports," said Cyd Zeigler, publisher of OutSports.com, a website that covers gay athletes. "This is going to dominate headlines and really change how people see football and all of sports."

It already has. ESPN covered

all angles on its telecasts and website Sunday night and Monday, and the White House even congratulated Sam. President Barack Obama sent him a congratulatory tweet Monday afternoon ("Congratulations on leading the way, @MikeSamFootball. That's real sportsmanship.") after first lady Michelle did so in the morning.

Sam's carefully planned announcement came at roughly 7 p.m. Sunday, when ESPN, the New York Times and OutSports.com published their own elements — all with Sam's cooperation.

The story of Sam announcing his sexuality actually began in August.

Sam came out to his teammates during a meeting Aug. 15. He thought about coming out to the Missourian before the season began and says his team supported him in that decision. But he had a change of heart and decided not to talk to the media throughout the season.

"I wasn't quite prepared," Sam said. "Later, I wanted to focus on my season, and I didn't want that attention on myself at that time."

Talking to his teammates was enough. Sam had the best season of his career, collecting 19 tackles for loss, 11.5 sacks and earning the Southeastern Conference Defensive Player of the Year award in the process.

According to his account with

**'I wanted to tell my story the way I wanted to.'**

**MICHAEL SAM**  
Missouri defensive end

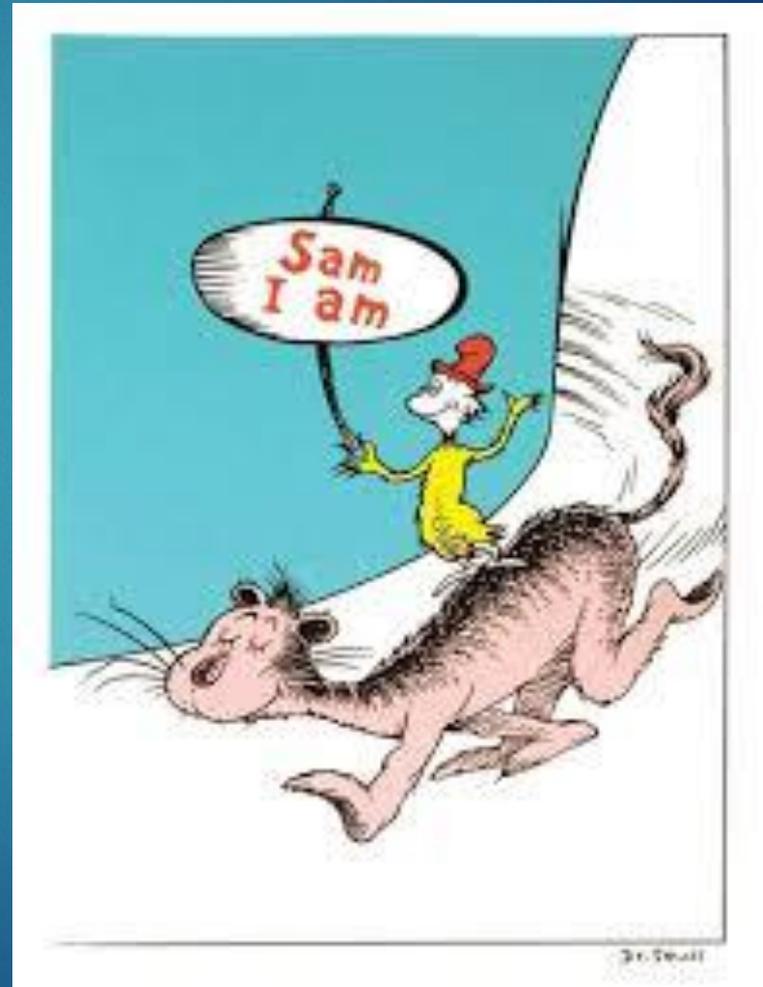
Please see **SAM**, page 4A



File photo by KEVIN COOK/Missourian

Michael Sam, a former Missouri defensive end, walks away after a tackle during the game against Murray State on Aug. 31.

What else are  
you conveying?



## Mount a production



HIDE CAPTION

Brooklands School students were treated to an introduction by 'War Horse' cast member Jon Hoche to the horse character Joey in the lobby of the Centennial Concert Hall Wednesday. The production runs June 18-22.



# EWWWWWW

## mount <sup>1</sup>

(mount)v. **mount ed, mount ing, mounts**

v.tr. **1.** To climb or ascend: *mount stairs.*

**2.** To place oneself upon; get up on: *mount a horse; mount a platform.*

**3.** To climb onto (a female) for copulation. Used of male animals.

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# Is sports different?



Experts divided on whether California Chrome's nasal strip offers much help

## WHO NOSE?

BY RIDGELY OCHS  
ridgely.ochs@newsday.com

If there has been one minor controversy surrounding Triple Crown contender California Chrome, it can be summed up in two words: nasal strips.

The colt's trainer, Art Sherman, said the day after he won the Preakness on May 17 that the owners might not let him run Saturday in the Belmont Stakes, the third leg of the coveted Triple Crown, unless New York officials let him wear a nasal strip.

Until Belmont Park's three stewards unanimously agreed on May 19 to allow their use, New York was the only state that did not permit them in thoroughbred racing.

The Kentucky Derby and Preakness winner is 6-for-6 since Dec. 22, when he first wore a nasal strip, a 3-inch adhesive strip that fits on the horse's nose. He was 2-for-6 before that.

But on Friday, Alan Sherman, Art's son and assistant trainer, was less definitive about the importance of the strips.

"I really don't know if it helps," Sherman said at a news conference at Belmont Park in Elmont. He said it was owners Steve Coburn and Perry Martin's idea to use the strips, which some studies have shown help a horse

12th horse to win the Triple Crown if he is victorious in the Belmont.

And when asked if they would have withdrawn the colt from the Belmont if the stewards had not agreed, the assistant trainer demurred. "I don't know about that," he said.

Experts are not unanimous about the benefits of nasal strips, developed by two veterinarians in the mid-1990s when they noticed their use by human athletes. But experts do agree that they pose no danger and aren't "performance-enhancing" — that is, unlike some drugs, they do not make a horse run faster than it is naturally able.

### NY stamp of approval

Dr. Scott Palmer, New York State Gaming Commission's

strips do not enhance equine performance nor do they pose a risk to equine health or safety and as such do not need to be regulated."

He compared their use to "tongue-ties," the practice of tying cloth strips over a horse's tongue to keep it from putting the tongue over the bit and to help prevent displacement of the soft palate, which could block airflow.

"I think he put it very nicely," Dr. Jose Garcia-Lopez, director of equine sports medicine at Tufts University's Cummings School of Veterinary Medicine, said of Palmer's statement. "Personally, I don't think there should have been much of a controversy."

Rose Nolen-Walston, an expert in pulmonary function at University of Pennsylvania School of Veterinary Medicine, agreed.

"The data show a small but consistent effect and the risk is nothing," she said. But when asked whether she would use them on her own horses, she hesitated. "I am an evidence-based person and the evidence is pretty slight. On the other hand, they cost \$10."

Lisa Fortier, a surgeon at the newly reopened Cornell Ruffian Equine Specialists, across the street from Belmont Park's backstretch, said their use can fall within that realm of near-superstition of many athletes trying to improve performance by the tini-

est nasal strips, veterinarian James Chiapetta, said the strips help prevent collapse of a horse's nasal passages when it inhales during heavy exercise. This in turn helps prevent negative pressure within the lung, he said, which could cause capillaries in the lungs to rupture. This is believed to be one of the causes of exercise-induced pulmonary hemorrhage (EIPH), which can lead to bleeding through the nose.

### Clinical studies

The company cites eight, mostly small clinical studies on its website, all but one of which show a benefit in their use. Most of the studies found that the horses had to work less hard to breathe and saw a reduction in EIPH. Several studies compared the strips to the diuretic furosemide, or Lasix — used to reduce EIPH and itself a controversial practice that some argue actually enhances a horse's performance.

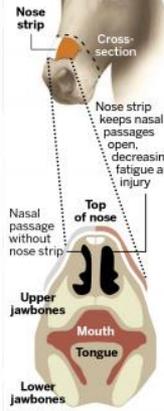
Two of the studies found that Lasix was more effective than nasal strips, while one found they were about the same. Another study of 400 horses at a Florida track that wore nasal strips found they had a 3.4 higher win percentage compared with those that didn't wear them.

All of which is a no-brainer to New York trainer Gary Contessa, who said he began using the strips on his horses as soon as New York legalized them. "If



### On the nose

When horses overexert, their nasal airways shrink and restrict oxygen to the lungs, resulting in fatigue and possible lung complications



SOURCES: FLAIR LLC, LOS ANGELES TIMES, MCT/NEWSDAY

RESTED HORSES USUALLY WIN BELMONT **A52**

es unimpeded breathing." But Richard Violette, presi-

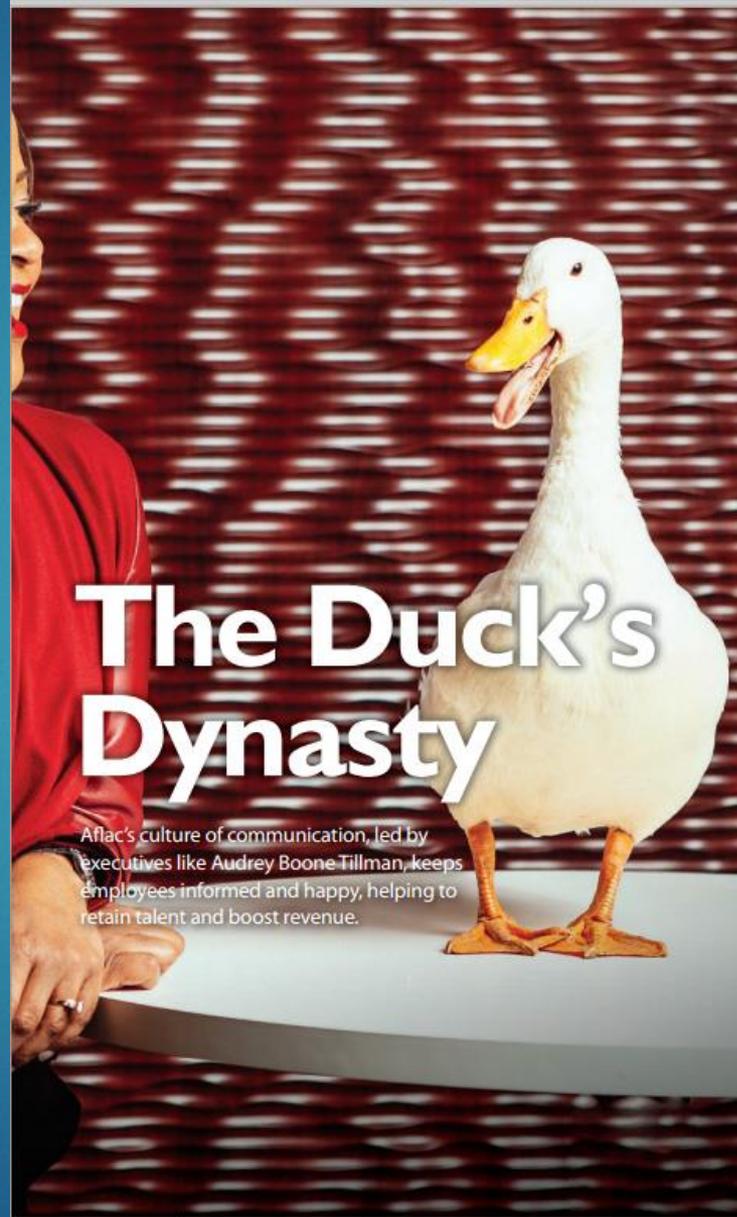
nia Chrome in the Belmont, said he had tried them on a

California Chrome is seen wearing a nasal strip after

# Do I hate all puns?

For the most part, yes,  
because we do a horrible  
job with them.

This one is amazing. Why?





# Clear is not boring

- ▶ Immediately clear should be #1 (or Number 1 or No. 1) criteria

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## America's Best Employers 2015

**Clare O'Connor**, Forbes Staff

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**Matthew Herper**, Forbes Staff

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**Mike Ozanian**, Forbes Staff

## Review: Will Ferrell And Kevin Hart Pick Soft Targets In 'Get Hard'

**Scott Mendelson**, Contributor

You vote

HEADLINE, CHEAPLINE OR BORELINE?

## Fortuitous?



HIDE CAPTION

A car collided with Kenrick's Small Engine Repair on St. Mary's Road at Oustic Avenue West this morning. No injuries were reported.



 Photo Store

# Omaha is really in Kansas, new evidence suggests

Story Comments Image (1)

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News Alerts

POSTED: MONDAY, APRIL 14, 2014 12:00 AM

*By Micah Mertes / World-Herald staff writer*

Here's further proof that east and west coasters don't know a whole lot about "flyover country":

This graphic that was used with a story on Monday morning's "CBS This Morning."



**PUBLICITY STUNTS**

# This Company Sold \$180,000 Worth of Actual B.S. on Black Friday



*Image credit: brett jordan | Flickr*

## **Geoff Weiss**

Entrepreneur Staff  
Staff Writer. Frequently Covers YouTube, Celebrity Entrepreneurs  
And Viral Trends.

DECEMBER 16, 2014

It's safe to say that Cards Against Humanity, the wildly successful card game company, isn't willing to play into the carnival of consumerism that is [Black Friday](#).

Last year, the company offered a "once-in-a-lifetime"

Good News

## Here's the kicker: This homecoming queen also stars on her school's football team

 Chris Serico  
TODAY

Sep. 16, 2014 at 5:59 PM ET



You may have to forgive South Jones High School senior Mary Kate Smith if she's a little busy next week — the reigning homecoming queen will be swapping her crown for a helmet to face Wingfield High School on the football field.



Courtesy of the Smith family

Mary Kate Smith, a senior at South Jones High School, in Mississippi, is this year's Homecoming Queen and a kicker for the varsity football team.

Already a star on the Mississippi school's girls soccer team, Smith has been getting her kicks lately as the first girl to make the school's varsity football squad. And she has a response ready if someone tells her she plays like a girl.

"I'm me, and I'm not trying to be anybody else," Smith, 17, told TODAY.com. "I'll take that as a compliment."

Her football coach, Corey Reynolds, said one of his assistants, Matt Smith, the strength and conditioning coach for Smith's soccer team, suggested Smith be the kicker they'd sought all summer.

# Kat Von D Releases Lipstick with a Name So Amazing It Made It Onto Store Shelves

BY REID MENE (5 HOURS AGO) | CELEBRITIES, COMPANIES, CULTURE

+

IJR

f SHARE

✉ EMAIL



Getty - Stringer

The name of a new lipstick sold at the popular makeup store Sephora may have gone a little too far for some. It's called "Underage Red."

The lipstick is part of reality star and tattoo artist Kat Von D's makeup line. Von D got her big break as the star of "LA Ink," and since then, she has started numerous businesses.

Sunday Star-Ledger  
**SPORTS**

SECTION FIVE | MAY 4, 2014 | NJ.COM/SPORTS



DEBRA SPALDON/USA TODAY SPORTS

On one of the famous Churchill Downs spires as a backdrop, Victor Espinoza acknowledges the frenzied crowd yesterday as California Chrome wins the 140th running of the Kentucky Derby.

# 'CHROME' IS GOLD

California colt breaks free down the stretch to capture Kentucky Derby

## This dream victory a triumph for the old guys

**L**EXISVILLE, Ky. — On Thursday, 77-year-old Art Sherman went back to the future. As he slowly walked toward the grave marker—about 20 feet away, his mind wandered back to a long gone box car and the hales of hay on which he slept and the steady breathing of the 1,100-pound horse that was his roommate. It was 1925 and he was 19 years old. And within six days, the backstretch of Churchill Downs would admit

**Jerry Izenberg**  
@jerryizenberg



him as the kid that was the secret boy for the greatest racehorse on the planet. And then the memory abruptly faded because he had covered the distance



**By Beth Harris**  
ASSOCIATED PRESS

**L**EXISVILLE, Ky. — A horse with a humble pedigree. A couple of working stiff owners. A 77-year-old trainer with his first Kentucky Derby horse.

Even Hollywood couldn't have made this up.

California Chrome made it look easy yesterday, pulling away down the stretch to win the Derby by 1 1/2 lengths.

In a sport dominated by wealthy owners and regally bred horses from Kentucky's Bluegrass country, this was a victory for the little guys. Owners Perry Martin and Steve Coburn bred an \$8,000 mare to a \$2,500 stallion to produce the winner of the

# The good stuff

HEADLINES: BLENDING OLD, NEW, DIGITAL, PRINT

# The hideousness of it all

- ▶ **Search engine optimization:**  
The process of adjusting the content, structure, et c., of a website so that it will be displayed prominently by a search engine (Dictionary.com)
- ▶ **Social media optimization:**  
In general, social media optimization refers to optimizing a website and its content in terms of sharing across social media and networking sites. (Wikipedia.com)

# Hey lady .... PRINT!!!!

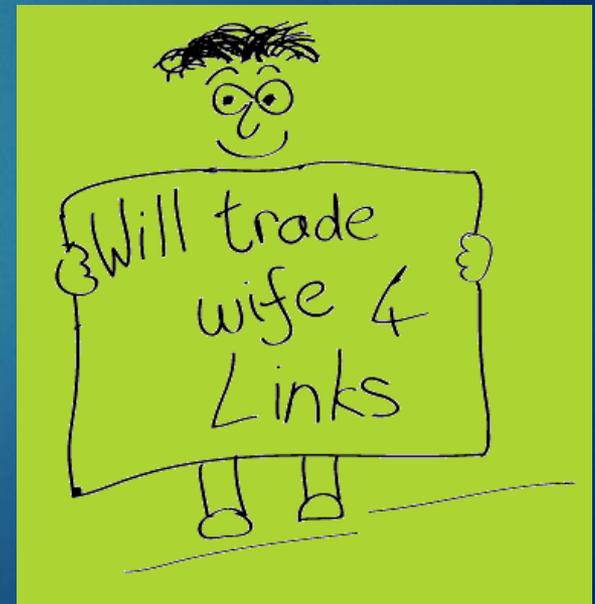
We can claim we knew what headlines people liked in print, but did we really know?

Digital analytics give us hard numbers; reader panels don't disagree.



# No matter the platform

- ▶ Boundaries are blurring between the roles of PR, social media, SEO and digital marketing.
- ▶ Ethical editors know how to walk those lines and serve readers – without being boring or cheap.



# Six big rules

- ▶ Rippen analyzed nearly 3,000 successful headlines from BuzzFeed, ViralNova, Upworthy and Wimp. The key to success is a combination of art and science with the number one most important thing is knowing your readers.



# Six big rules

- ▶ Pique curiosity while respecting intelligence and understanding interests. Knowing brand is critical.

FAR OUT TECH

## Gold? Silver? Pffft. This Necklace Is Pure Illumination.



Image credit: panGenerator via Vimeo

**Kim Lachance Shandrow**

Entrepreneur Staff  
Senior Writer. Frequently Covers Cryptocurrency, Future Tech,  
Social Media, Startups, Gadgets And Apps.

NOVEMBER 10, 2014

If gold and silver bling aren't your thing, maybe it's time to lighten up -- literally.

The future of jewelry is weightless, responsive and made of pure light. At least that's what the creatives behind Neclumi -- a slick new virtual "necklace" made only of light -- are projecting. Again, quite literally.

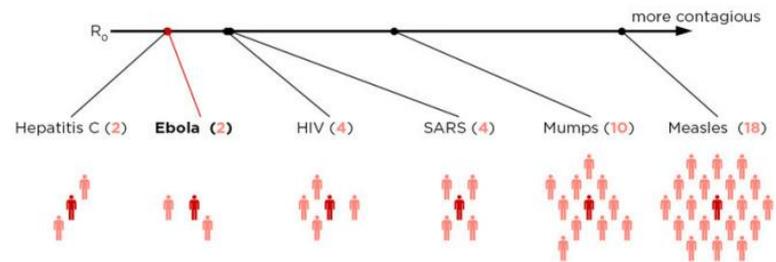
public health

## No, Seriously, How Contagious Is Ebola?

OCTOBER 02, 2014 10:59 AM ET

MICHAELEEN DOUCLEFF

The number of **people** that **one sick person** will infect (on average) is called  $R_0$ . Here are the maximum  $R_0$  values for a few viruses.



Adam Cole/NPR

**Update on Oct. 8: The Ebola patient in Dallas, the first diagnosed with the virus in the U.S., has died.**

Holy moly! There's a case of Ebola in the U.S.!

That first reaction was understandable. There's no question the disease is scary. The World Health Organization now estimates that the virus has killed about 70 percent of people infected in West Africa.

# Six big rules

- ▶ You and your: Don't write for audience, write what they can share with their friends. 16% of all viral headlines contained one of these pronouns

Grade Point

## Forget Harvard and Stanford. It really doesn't matter where you go to college

By Jeffrey J. Selinger March 16



Advertisement

Most Read

- 1 Text from flight: 'Scariest moment' as passenger racing at cockpit is subdued
- 2 Forget Harvard and Stanford. It really doesn't matter where

## Do You Always Run Out Of Chips To Dip, Or Out Of Dip To Chip?

This says everything about you as a person.

posted on March 17, 2015, at 1:12 p.m.



Julia Pugachevsky  
BuzzFeed Staff



Flickr / Keith McDuffee / Via Flickr: gudlyf

# Six big rules

- ▶ Negatives: Negative superlatives have 63% higher click-through rate than positive. Or something unusual, unexpected – a twist.

## 10 Bad Habits (And How to Break Them)

Quick fixes for common running problems.

Image by Thomas Fuchs  
Published July 31, 2013



**1. Running too much too soon.** Coming back from an injury? Now's the time to take things slowly to stay healthy. Follow the standard rule of upping your mileage by only 10 percent each week.

**2. Refueling badly.** After hard runs, grab a high-carb snack, then a meal with carbs and protein to rebuild muscle.

**3. Forgoing SPF.** Up to 20 minutes of sun exposure a day can be good for you - but you need sunscreen on runs longer than that (even when it's overcast). For more, check out these six essential skin care tips.

Article updated: 1/14/2014 7:26 PM

## Police tell 80-year old: stop shooting down icicles

Article

Print Order reprint E-mail Share

An 80-year-old Kane County man was asked by deputies to stop using a handgun to rid his house of icicles late last week, authorities said.

The Kane County sheriff's office responded to a call about gunfire on the 6N300 block of Essex Avenue in unincorporated Kane County around 9 a.m. on Friday, sheriff's office spokesman Lt. Pat Gengler said.

Police found the man shooting at icicles hanging off his home and asked him to stop.

"He had a .22 revolver and for some reason decided to shoot at them," Gengler said.

Gengler said the man was not shooting in the direction of anyone or any other homes, and he has not been charged.

Police are still reviewing the incident, Gengler said Tuesday night.

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The advertisement for Brightcove VideoCloud features a dark background with a blue and orange gradient. The text is white and orange, highlighting the product name and key features. A prominent orange button at the bottom encourages users to start a free trial.

# Six big rules

- ▶ Sound human: Don't go crazy, but add some emotion, trigger an emotion.

## We Get It, Desserts Are Bad for Us. But This Chart Finds Sugar in the Unlikeliest of Foods

BY LAWRENCE BONK (34 MINS AGO) | CULTURE, LIFESTYLE

+ IJR

f SHARE

✉ EMAIL



Sugar. The invisible killer AKA the tastiest thing ever besides pizza. This substance is in just about everything we eat, some more than others.

But, just how much are we consuming? [Daily Mail UK](#) recently published a chart showing just how much sugar our favorite foods contain.

rements are rusty, one cube equals about 5

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Video quality  
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**This Cash Back Credit Card's Benefits Are Shocking**

NextAdvisor



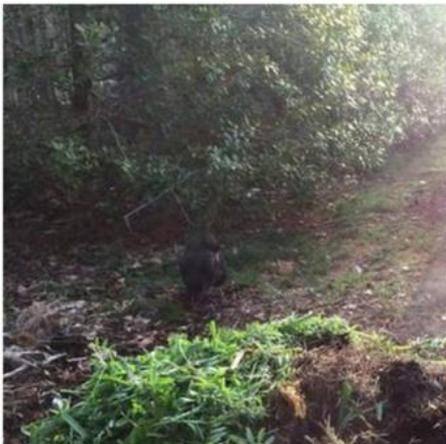
# Six big rules

- ▶ Tell them what they'll learn with active key words: How to, tips, why, best, great, meet, watch, see.

## Breaking down how to make compost

The process is easy if you avoid a few missteps.

BY ADRIAN HIGGINS - WASHINGTON POST  
10/25/2014 8:25 AM | Updated: 10/25/2014 8:29 AM



## Meet the Clinton Foundation's Hezbollah-Supporting Donor

BY JENNIFER VAN LAAR



# Six big rules

- ▶ Tell them how fast they'll learn it.
- ▶ In a roaring sea of information, we love, love, love, love predictability and finite information.

YAHOO

## Marissa Explains It All: 5 Motivating Quotes From Yahoo's CEO

Matthew Toren

Contributor  
Serial Entrepreneur, Mentor And Co-Founder Of  
YoungEntrepreneur.Com

JULY 17, 2014

Marissa Mayer has been both scrutinized and praised over her past two years as the CEO of Yahoo. At just 39 years old she has the technical expertise to understand the computer science behind the Yahoo matrix, (after all, she was the first female engineer and famously 20th employee at Google) but she's also notorious for good fashion and celebrity credibility.

Mayer has been responsible for bringing on social startup Tumblr and will be at the helm when one of China's biggest e-commerce providers, Alibaba, goes public this year (Yahoo's share of that IPO has a value estimate around \$26 billion dollars). Yet she still helms a company whose ad revenue is on the decline.

## Why save the best for last? 6 steps to making mini-retirements a reality

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POSTED: WEDNESDAY, AUGUST 13, 2014 1:00 AM

By Joe Hearn

How many years do you have until retirement?

Ten?

Twenty?

Thirty?!

That's a long time and it highlights two fundamental flaws with our modern definition of retirement. First, it puts us all



Joe Hearn on his "mini-retirement" trip to England and Ireland. The toughest part of planning the trip, he says, was setting his objections aside and deciding to go.



**Bibbidi Bobbidi box office**  
Cinderella soars with help from Elsa — Back Page

# Daily Herald

Monday, March 16, 2015

## Kukec's People

Gown designer went from Hollywood to Geneva — Monday Biz



dailyherald.com

Big Picture • Local Focus \$1.00

## BRACKET TIME with some familiar faces



Ken Luky head coach of the Spartans is back, here with guard Andrew Harrison.

Men's Division I Basketball Championship starts today. The Spartans are in the Big Ten team in the big dance.

Wisconsin, with head coach Frank Kaminsky, is the top seed of Big Ten team in the big dance.

COMPLETE COVERAGE IN SPORTS AP PHOTOS

## TOP SEEDS

- Midwest: Kentucky
- West: Wisconsin
- East: Villanova
- South: Duke

The College of DuPage's Waterleaf may be caught in a spending scandal, but this is what you can find at student-run restaurants



Meatless pork, Spartan Terrace Restaurant, Eggn Community College

Vegetable strata, The Dining Room, Harper College, Palatine

Ahi tuna with roasted sweet potato hash and mango pineapple chutney, Prairie Restaurant, College of Lake County

A bistro burger with cabernet-cherry relish, blue cheese, gnocchetti and hand-cut fries, Wheat Cafe, College of DuPage

## Cuisine, no controversy



Emily Michelsen of Arlington Heights serves Mediterranean turkey burgers with cucumber sauce and Greek potato salad to Harper College IT employees Linda Ametsch, left, and Roxanne Boersma in The Dining Room.

By BOB SUSNJARA  
bsusnjara@dailyherald.com

Controversy over college spending at the professionally operated Waterleaf restaurant on the College of DuPage campus is in the headlines these days, but that uproar may mask what community colleges are doing at student-run restaurants.

While COD administrators and board members have come under fire from a government watchdog group for using taxpayer money on meals and drinks, leading student chefs on campuses are busy turning out big-league food creations such as vegetable strata with red curry

### WATCH VIDEOS: Student restaurants in action



AT DAILYHERALD.COM MORE: Mark Vorhees at the College of Lake County, Jaime Galvan at Eggn Community College and more.

County College and College of DuPage's Wheat Cafe allow students to gain real-life experience in the kitchen and elsewhere in what essentially are classrooms open to the public.

Jim Malyk, hospitality assistant professor and manager of Wheat Cafe, said the entry is an affordable "hidden gem" — a view similar to those at the other community colleges.

"Every week, a new student manager Wheat Cafe with guidance for (the) student through me," Malyk said of the restaurant that just won an OpenTable Diners' Choice Award for the fourth consecutive year.

By JANEY MCCONNAUGHEY  
AND BRIAN MELLEY  
jmelley@dailyherald.com

NEW ORLEANS — The arrest of Robert Durst, a wealthy eccentric linked to two killings and his wife's disappearance, came on Saturday just before the final episode of an HBO show about his life in which he said he "killed them all."

Durst was arrested on a murder warrant just before Sunday evening's finale of "The Firm: The Life and Deaths of Robert Durst," an HBO serial documentary about his links to three sensational



Robert Durst

killings. In the finale, Durst was asked about similarities in handwriting in a letter he wrote and another linked to one of the killings. Later, filmmakers said Durst wore his microphone into the bathroom.

What followed was a bizarre rambling in which Durst said, apparently to himself, "there it is. You're caught," and "What the hell did I do? Killed them all of course."

## Subject of HBO show says he 'killed them all'

By JANEY MCCONNAUGHEY  
AND BRIAN MELLEY  
jmelley@dailyherald.com

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## Couple wed after meeting at Biggest Loser Resort

By JAMIE SOYONOFF  
jsoyonoff@dailyherald.com

What started out as a walk on a treadmill ended up being a wedding ceremony. A couple who met doing workouts in The Biggest Loser Resort's weight loss program in Bloomington fell in love and recently got married, after losing a combined 140 pounds.

Patrick and Sarah Johnson, who now live in Palatine, believe fate intervened to bring them together this way.

"It's weird to think about it. It was like a 'Sliding Doors' moment. What would happen if we didn't come on those dates?" Patrick said. "The resort completely changed our lives."

Patrick Johnson, 26, came to the resort last July from London, England. At 420 pounds, he knew he needed a drastic lifestyle change. So he took a hiatus from his web design and consulting job and found the resort online while researching weight-loss options.

Patrick had never been to the U.S. before, or watched "The Biggest Loser," the NBC weight loss competition show connected with the resort. He just liked the program and chose the Chicago location because of its proximity to O'Hare International Airport.

He signed up for an 11-week stay at the resort — housed in the Hilton Indian Lakes Resort in Bloomington — and began the program's 12-hour-a-day regimen of exercise classes and educational seminars.

Patrick and Sarah hit it off instantly and became close friends. "I was so busy, I would just grab something in the bakery and eat it," she said.

Patrick and Sarah hit it off instantly and became close friends. "I was so busy, I would just grab something in the bakery and eat it," she said.

### WATCH THE VIDEO: Meet the happy couple



AT DAILYHERALD.COM MORE: Patrick Johnson, met his wife, Sarah, last summer when they were both in the weight loss program at The Biggest Loser Resort in Bloomington. The Palatine couple lost a combined 140 pounds.

# Speaking of print ....



▶ 5 reasons you should try these student-run restaurants

**Weather**  
Bask in it  
High of 72-72!  
See the back of business.



Index					
Cenics	Sec. 5	Horoscope	Sec. 5	Obituaries	Monday Biz
Health & Fitness	6-1	Lottery	1-14	Puzzles	Sec. 5
Help wanted	4-1	Movies	Sec. 6	Sports	2-1

TODAY'S BELIEVE PROJECT RECIPIENT  
**\$100 to stock backpacks for the homeless**  
Read more on Page 3

# New criteria?

## Old

- ▶ Concise
- ▶ Informative
- ▶ Relevant
- ▶ Accurate
- ▶ Fair
- ▶ Taste, tone
- ▶ Entertains us
- ▶ Old rules (no breaks)

# New criteria?

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## New

- ▶ Pique curiosity on higher level
- ▶ Unusual, unexpected, twist
- ▶ Connects with reader (uses you)
- ▶ Triggers emotion
- ▶ Tell them what they'll learn
- ▶ Give them finite number

# New criteria

## Old rules, digital research + me

- ▶ Concise
- ▶ Informative
- ▶ Relevant
- ▶ Accurate
- ▶ Fair
- ▶ Taste, tone
- ▶ Pique curiosity on higher level
- ▶ Unusual, unexpected, twist
- ▶ Connects with reader (uses you)
- ▶ Triggers emotion
- ▶ Tell them what they'll learn
- ▶ Give them finite number
- ▶ Violate any ethical, sensitivity standards?
- ▶ What are you NOT telling them?
- ▶ Immediately clear (Nick Jungman)

# You vote

## HEADLINE, CHEAPLINE OR BORELINE?

- ▶ Pique curiosity on higher level
- ▶ Unusual, unexpected, twist
- ▶ Connects with reader (uses you)
- ▶ Triggers emotion
- ▶ Tell them what they'll learn
- ▶ Give them finite number
- ▶ Violates any ethical, sensitivity standards?
- ▶ What are you NOT telling them?
- ▶ Immediately clear

# The woman behind the whistle



DTH/CHRIS GRIFFIN

Mary Willingham is an academic adviser in the graduation division and heads the peer tutoring program at UNC. Willingham has been at UNC since 2003.

## Mary Willingham's passion was shaped by her roots

**By Daniel Schere**

Assistant University Editor

Mary Willingham was working at Chapel Hill High School in 1999 when she says a teacher sent a black male student to her who could not read.

She said the student had been through the county and city school systems and had been

From that point on, Willingham said more and more students were sent to her, and her life's calling had begun.

"It's my specialty, it's my expertise — that's what I do," she said, gesturing to furniture in the room. "If this chair could learn to read I would like to teach it because that's what I really like to do."

Willingham has been thrust into the public

in Switzerland as a human resources officer with her husband's biotechnology company.

"We decided that we wanted to move somewhere and raise our kids, we had three small children, in a university community because we were interested in music, we were interested in sports, we were interested in literature, we were interested in maybe recreating ourselves as something else — a midlife

# MONUMENTAL

Mental illness is the workplace's dirty little secret. Employees want to hide it and employers don't want to hear about it.

BY RITA PYRILLIS

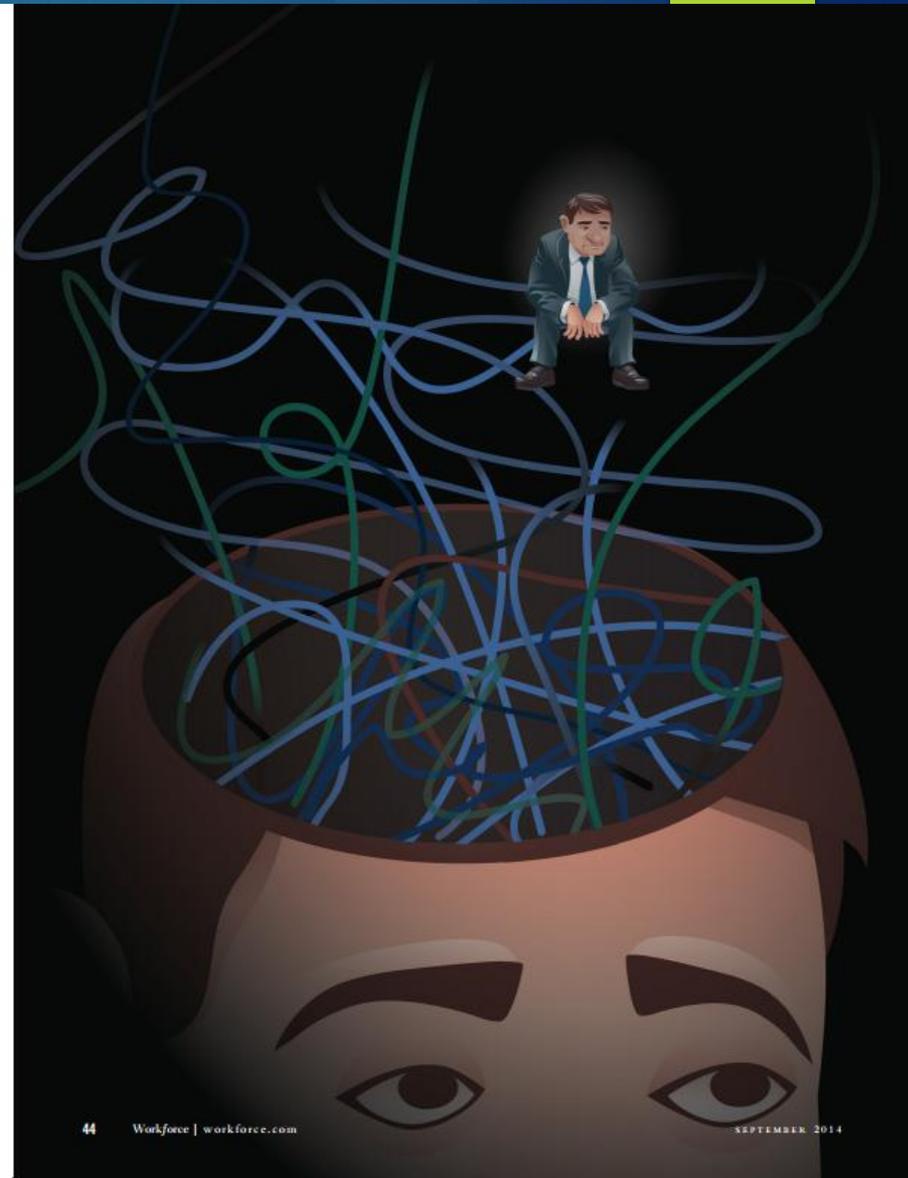
**J**ohn Binns knew something was wrong when he found himself sitting in front of his home computer at 2 a.m., struggling to compose an email to his supervisors. He had been staring at the screen for three hours, but the words weren't coming. He was in a mental fog, unable to focus, dreading the thought of sending the email that could sink his career.

Binns, a successful executive at consulting and accounting firm Deloitte in London, eventually composed his email, explaining to his bosses that he was unable to work the next day and perhaps the one after. In fact, Binns had no idea when he could return to work. Binns added in his note that he was struggling with "some kind of stress-related condition," that his marriage was in trouble and that he could no longer perform his job well.

"I had gotten to the point where I couldn't face coming in tomorrow as I couldn't function like I normally could," Binns said. "I initially felt relief at telling them but quickly followed by despair as I thought I had now ruined my career."

Binns, 57, was clinically depressed, a condition that's becoming increasingly prevalent in the workplace.

More workers miss work because of mental illness than any physical condition like cancer and heart disease, according to Employers Health, a national employer coalition based in Dublin, Ohio. And the organization says it's costing employers between \$80 billion and \$100 billion in lost productivity each year.



# IN JERSEY, WHITE ROADS AND WHITE KNUCKLES



Frazzled commuters face a slow go in snow

By Bobby Olivier / STAR LEDGER STAFF

It was the commute from hell. With yesterday's winter storm barreling across New Jersey, white-knuckled commuters sat in traffic for hours on their slow treks home from work as major highways were turned into snow-covered parking lots.

Early dismissals from work and schools meant to avoid dangerous evening drives instead created the perfect storm for motorists as the snow began to fall several hours earlier than expected. As the winds whipped and temperatures plunged, more than 9 inches of snow fell by nightfall in parts of Central Jersey.

"I could have been home in 45 minutes, took two hours," said Jennifer Campbell, a teacher at Rutgers-Newark who commutes to Jersey City. "People just wanted to get home every time there was a lane opening, they'd cut over and everything was just backed up."

Campbell knew the storm was approaching, so she took the PATH train into Newark yesterday morning, but caught a ride with her boss home to Jersey City after they were sent home at 2 p.m.

A standstill on Route 7 turned into a dead-end which led to a slow trip north along Routes

SEE SNOW, P. 1



Adriane Blum, left, and Edson Canela, who



CINDA HUGOS

Severe weather swept through part of Lake Oswego Monday evening, sending down hail that shredded tender plantings.

## Ice falling from the sky in June: What the hail?

**By Helen Jung**  
*hjung@oregonian.com*

Tomatoes and flowers took a beating in the surprise hailstorm that hit the Portland metro area Monday. Hailstones as big as three-quarters of an inch in diameter were reported in the Milwaukie-Oak Grove area, which appeared to bear the brunt of the hail, said Jon Bonk, a meteorologist with the National Weather Service

Kate Kauffman, who lives in the Ardenwald neighborhood in Milwaukie recalled about 20 minutes of large hailstones descending on her garden.

"I planted 24 tomato plants and half of them don't have any leaves on them," she said, debating whether she would have time to plant new ones in the short growing season.

While the hailstorm was unusual for Portland, "it's

# ALONG CAME MOLLY



DTH PHOTO ILLUSTRATION/CHRIS GRIFFIN

Molly is a common slang term for the crystalline pure form of MDMA. From 2004 to 2009, there was a 123 percent increase in national emergency room visits involving MDMA.

## The drug's popularity has sparked conversation at UNC and nationwide

**By McKenzie Bennett**  
Staff Writer

You might see her at a rave with music-lovers or hear her name in the lyrics of popular hip-hop songs.

You might even see her in the hands of partygoers at UNC in powder or pill form.

Her name is Molly.

Molly is a slang term for the crystalline pure form of MDMA, a chemical also used in the drug Ecstasy. And conversation about its use, particularly by college students, has been prominent recently across the country.

Britta Starke, the programs director and addictions therapist for UNC Hospital's

Alcohol and Substance Abuse Program, said people who have come in for using Molly are all between the ages of 17 and 23. She added that Molly is not usually the only drug they are using.

According to the Drug Abuse Warning Network, from 2004 to 2009 there was a general 123 percent increase in the number

of national emergency room visits involving MDMA.

However, it's unclear how prevalent the drug is in Chapel Hill from a numbers standpoint. Mike Mineer, a drug recognition specialist and a Chapel Hill alcohol law

SEE MOLLY, PAGE 4

Style

## It's not a roomah: Arnold Schwarzenegger's son Patrick is modeling for Tom Ford

 Randee Dawn  
TODAY contributor

July 16, 2014 at 10:11 AM ET

Clint Eastwood's kid is **so last season**. The hot model celebrity son of the moment is Patrick Schwarzenegger, son of Arnold Schwarzenegger and Maria Shriver. The 20-year-old recently struck a pose — well, several — for designer Tom Ford's fall campaign.





# THE BEGINNING OF THE END

A 136-page report might be the conclusion to UNC's academic scandal



DPH/CAMERON ROBERT

Thomas Ross, president of the University of North Carolina, speaks about the Wainstein report that revealed several UNC faculty to be guilty of creating paper classes for athletes.

**By Bradley Saaks**  
University Editor

It was all a lie. After years of questions and insufficient responses, Wednesday's press conference gave the final answer.

It was an athletic scandal — a scheme devised, ultimately, by an administrative assistant and the former chairman of the Department of African and Afro-American Studies. The two were asked by the athletic teams' academic counselors

to keep athletes eligible to play. They were desperate to help students who struggled to adapt to UNC's rigorous academics.

Kenneth Wainstein, the former federal prosecutor hired by UNC to independently investigate academic misconduct, released the findings of his eight-month-long investigation in a 136-page report Wednesday.

The report revealed staggering statistics about the African and Afro-American studies and the ways Deborah Crowder, a secretary in the department until her

retirement in 2009, and Julius Nyang'oro, former chairman of the department, created thousands of paper classes.

According to the report, more than 3,100 students received irregular instruction in African and Afro-American studies paper classes, where students would not have to attend class or complete any assignments, except one — a paper due at the end of the semester that Crowder, a non-faculty member, would grade extremely leniently.

Wainstein and his team combed

through 1.6 million emails and electronic student records and recruited a team of outside experts from UCLA, George Washington University and Princeton to review 150 student papers that were previously thought to be destroyed.

"Because of that thoroughness and the breadth of the investigation, I believe we now know all that we are able to know about what happened and how it happened," said UNC-system

SEE WAINSTEIN, PAGE 4

## Campus shocked by Jan Boxill's involvement

**Wainstein's report included evidence against Jan Boxill.**

**By Jordan Nash and Grace Raynor**  
Senior Writers

It's the irony that hurts the most. The revelations in Kenneth Wainstein's report that former faculty chairwoman and pre-eminent scholar on sports ethics Jan Boxill was responsible for funneling student-athletes into bogus paper classes and making sure they received the grade they would need to stay eligible

was like a kick to the stomach for her friends and colleagues who relied on Boxill to help guide the University out of the maelstrom of academic impropriety.

Boxill was the chairwoman of the faculty from April 2011 to June 2014 after serving as women's basketball academic counselor.

Boxill didn't return seven calls for comment. Her employment status as a professor in the UNC Department of Philosophy and the director of the Parr Center for Ethics is unknown.

She is no longer listed as director on the center's website. Bruce Cairns, the current chairman of the faculty, said he could not comment on personnel matters regarding the release of the report



**Jan Boxill** is a philosophy professor and an expert in sports ethics. She was implicated in the Wainstein report Wednesday.

and those who were named in it. Chancellor Carol Folt said nine employees would face disciplinary action — which could include termination — as a result of the report. Folt said at least four people would be terminated. The names of those employees have not been released.

SEE BOXILL, PAGE 4

## Wainstein report in 4 easy questions

**Here's everything you wanted to know but were too afraid to ask.**

**By Amanda Albright**  
Projects and Investigations Team Leader

*Kenneth Wainstein released his report Wednesday with the help of 126 interviewees, including former African and Afro-American studies department chairman Julius Nyang'oro and secretary Deborah Crowder.*

**Why is the Wainstein report significant?**

Former federal prosecutor Wainstein linked the athletic

department to the scandal. At least two dozen current and former personnel in athletic, academic and advising departments knew about the fake classes.

The other important piece was that the classes were used to keep athletes eligible. Counselors would tell Crowder and Nyang'oro the grades that athletes needed to stay academically eligible and assign the grades accordingly, the report states.

Other reports, such as the 2012 report by former N.C. Gov. Jim Martin, found that counselors didn't collude with Crowder and steer athletes to the classes. But Wainstein's report found that wasn't true.

SEE REPORT, PAGE 4

# OMG, it's the president *again*

Obama visits a Las Vegas high school for the third time to tout his immigration move.

By JAVIER PANZAR  
AND MICHAEL A. MEMOLI

LAS VEGAS — The week started as usual at Del Sol High School in Las Vegas: classes, schedules, homework. But by midweek news had come that turned the campus topsy-turvy: President Obama was going to visit for the *third time* Friday to tout his executive directive to offer as many as 5 million immigrants protection from deportation.

Candidate Obama first visited the predominantly Latino school during his 2008 campaign, rallying supporters with the same slogan that mobilized Latinos in massive immigration national marches two years earlier: "*Si, se puede*" — "Yes, we can."

In early 2013 he took the podium in the school's gymnasium to announce an effort to reform the nation's immigration system, and an audience member shouted at him, "I love you!"

On Friday the crowd burst into cheers when he took the stage again.

"Good to see you again, you were here two years ago," Obama said to an audience member Friday. "It's good to be back at Del Sol High School."

In choosing the backdrop for his speech, Obama selected a school where many students could be directly affected by his directive,

ernment program to evaluate applicants and enroll those eligible to protect them from deportation. Just over 63% of students at the school in Clark County are Latino and 13% are English-language learners, according to district data.

The school also runs a small academy for students learning English, designed to provide new arrivals to the United States with intensive language training.

In Nevada, 18% of students have at least one immigrant parent living in the country illegally, the largest share in the nation, according to the Pew Research Center.

"A large population of our public students have immigrant parents here, working toward their dreams," said Laura Martin, a spokeswoman for the social justice group Progressive Leader-

ship Alliance of Nevada, which works with high school students. "Las Vegas is a great place to come make that point."

Only juniors and seniors attended the president's speech, and the arrival of media trucks, the Secret Service and the crowds all made for a rare student experience, said Clark County School District Supt. Pat Skorkowsky.

"This is a big announcement. When he was here before, there were some things that he talked about," Skorkowsky said. "But this is a major announcement, and to be able to have it here in one of our schools is just such an amazing opportunity... We have the opportunity to have kids be able to experience something that they would never be able to experience."

After the cheers, the stu-

dents will face a more down-to-earth task related to the speech: schoolwork.

"Starting next week I'm sure that there will be, especially in our government classes and our social studies classes," Skorkowsky said. "There may even be something tied to the English classes for the kids who got to experience" it.

"We'd love them to be able to get in and dissect the words and actually look at the meaning of what he said, his phraseology in the speech, so we can determine how a candidate, a political candidate, speaks differently than just a normal person."

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@latimes.com

Panzar reported from Los Angeles and Memoli from Las Vegas.

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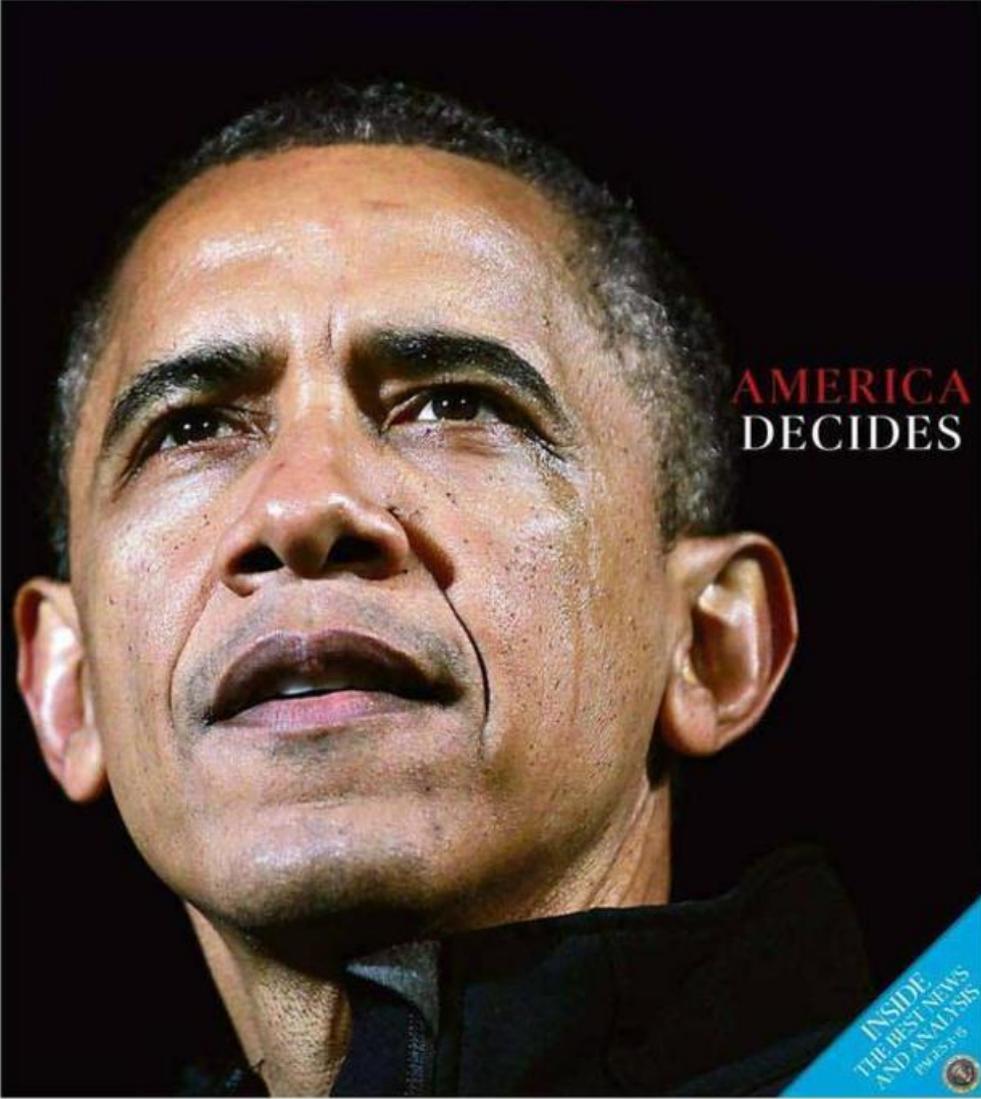
# TIMES

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THE US PRESIDENTIAL ELECTION



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PAGES 3-8



Seattle Post-Intelligencer

**CHANGE**  
**HAS COME TO AMERICA**

— PRESIDENT-ELECT BARACK OBAMA



**CHICAGO SUN-TIMES**

NOVEMBER 11, 2008 (WEDNESDAY) \$3.00



MR.  
PRESIDENT

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”

BERT “BUBBA” ATKINSON,  
INDEPENDENT JOURNAL REVIEW’S EDITOR IN CHIEF  
DIGIDAY CALLS HIM “THE BIGGEST VIRAL PUBLISHER YOU’VE NEVER HEARD OF”