

# Extra! Extra! Read all about it!



## Words & Pictures:

Sure-fire Tips to Writing  
Winning Headlines and  
Captivating Captions

GWA 2017

Photos by Liquid Library,  
Unsplash, and Kathy Jentz.

**In the olden days...**



# In the digital age



# Multiple headlines per story



# Writing for SEO and Click-Bait



# Chicken or the Egg?



# Headlines can be hard



# My gift to you – 7 headline helpers





## Use lists and numbers

“Top 3 Ways to Bale and Store Hay”

“Our Staff’s 8 Favorite Flowers”

“10 Steps to a Weed-free Yard”

“50 Hot Container Combinations”

“12 Plants I Absolutely Hate and So Should You”

## Make it a how-to

- “How to Grow Drought-Tolerant Herbs in the Shade”
- “How to Save Water and Still Grow Great Herbs.”
- “How to Have the Best Roses on the Block”

## Ask a question

“Who are the Green Industry Leaders Worth Knowing?”

“Do You Still Use the Same Old Propagation Techniques?”

“Why Both Attending a GWA Symposium?”

## Give a testimonial

“I Used to Waste Hours Every Day with Photo Editing Software. No More!”

“This is the First Thing I Check on Every Morning.”

“Why I Will NEVER Run for Office Again.”

## Command your reader

“Don’t Miss Out on this Limited-Time Offer”

“Trust Us with Your Seedling Plugs”

“Stop Wasting Time with Obsolete Garden Tools”

## Share a secret

“Little Known Ways to Save on Greenhouse Energy Bills”

“The Secret of Success with Heirloom Roses”

“What the Big Box Retailers Won’t Tell You About the Tomato Plants They are Selling You”

# Alliteration and Puns

“Tasty Turnips to Try Today”

“Say Aloe to My Little Friend”

“Weed It and Reap”

“Welcome to the Seedy Side”

“Beware of Snapdragons”

# Extra tips





## Now YOU try...



Sunflowers have power. They can give a drab garden instant zing, but they also provide food, shade, structure, and energy. Most of all, they are great for supporting pollinators and wildlife. With all those attributes, it is flat out amazing how easy they are to grow from seed in your own home garden.

You will need a sunny spot. (They don't call them sunflowers for nothing!) They are not picky about soils, but make sure it is well-draining as they do not like wet feet. Seed them about 6 inches apart either in clumps of 3 or in rows. You can start them indoors and plant them out after the last frost, though they are just as easy to direct-sow.

Keep your seedlings well-watered. They will grow fast and a touch of liquid fertilizer will help give them quick energy as well. Once established, they do not need much watering unless it has not rained in your area for a few weeks.

Most sunflowers do not need staking. If you plant them where they get constant wind or lean out from shade into the sun, then you might want to tie them with soft cloth strips to a sturdy rod of rebar or metal stake.

Sunflowers make great trellises for edible climbing plants like beans or ornamental annual vines. You can also use tall sunflowers to great an almost instant fence and shade around a portion of your garden. Small children enjoy planting and playing in a sunflower house made up of tall varieties planted in a tight circle. Be sure to leave 2-3 feet of room for the door opening!

# A note on subheads



# Who I am

## **Kathy Jentz**

Editor/Publisher

*Washington Gardener Magazine*

- Email: [KathyJentz@gmail.com](mailto:KathyJentz@gmail.com)
- Blog: [washingtongardener.blogspot.com](http://washingtongardener.blogspot.com)
- **Instagram and Twitter:**  
**@WDCGardener**
- Facebook: Kathy Jentz and WashingtonGardenerMagazine
- Google+: Kathy Jentz





# **CAPTIVATING CAPTIONS**

**with Mary-Kate Mackey**





? ? ?

Photography  
Robin Cushman

# SLOPE SOLUTIONS

1. Slope-holding plants  
Golden 'Stella de Oro' daylily, pink flowering *Spirea japonica* 'Subana', and yellow cinquefoil groundcover provide texture and tenacity—their roots help control erosion.

3. Retaining rocks  
Basalt rocks nestled into the slope's base are perfect foils for *Sedum* 'Autumn Joy'. They also help hold the soil and provide deep planting pockets behind.

2. Permeable paving  
Flagstone pavers set in a gravel base with spaces between allow rainfall to seep into the soil, rather than run off into the pond at the patio's far end.



4. Seasonal accents  
Dark maroon *Loropetalum chinense* 'Razzleberri' carries its color all season long; it pairs well with yellow *Rudbeckia fulgida sullivantii* 'Goldtrum'.

Photography –  
Norm Plate

**Hook –**

**Random  
Acts of  
Flowers  
Delivers**





# Information



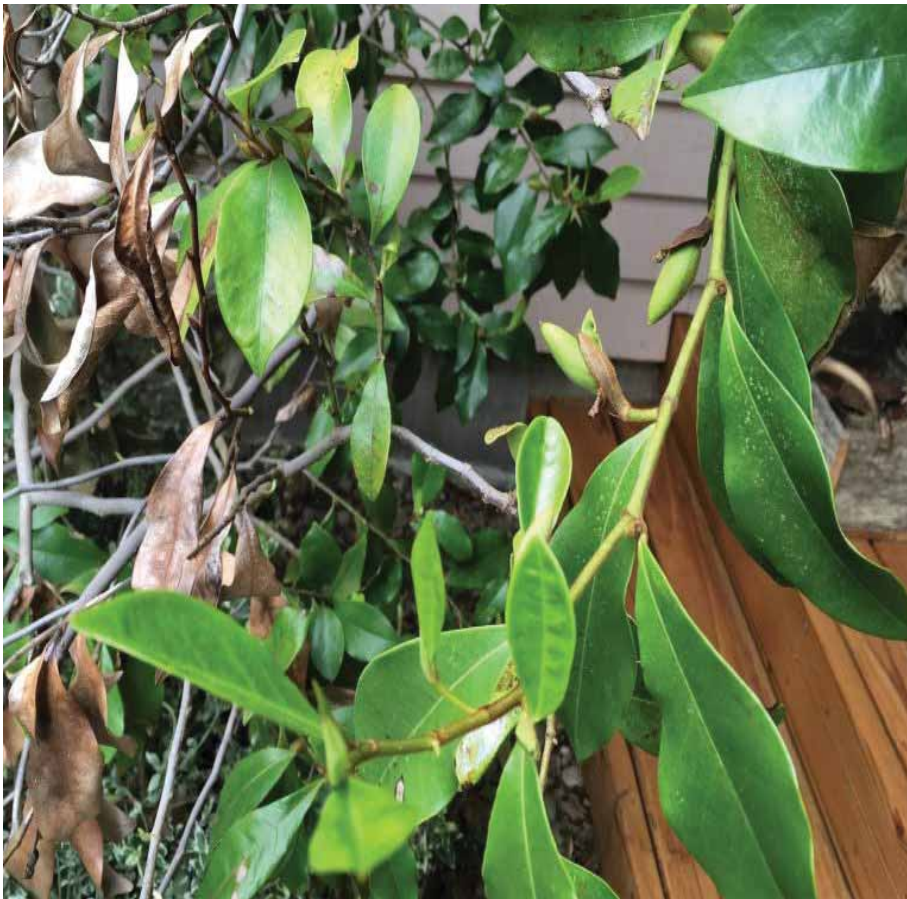
**When daffodils finish blooming, don't cut back their leaves. Bulb plants need the foliage to build new flowers for next spring. (Beth Botts)**

## 5 W's & H –

A colorized postcard c. 1945 depicts a profusion of blooms in the rose garden at Gerving Gardens, in Fernandina Beach, Florida (Archives of American Gardens, Garden Club of America Collection)



# Illustration of story points –



**Not dead yet – A banana shrub (*Michelia figo*) returns after a devastating ice storm.**



**Details –**


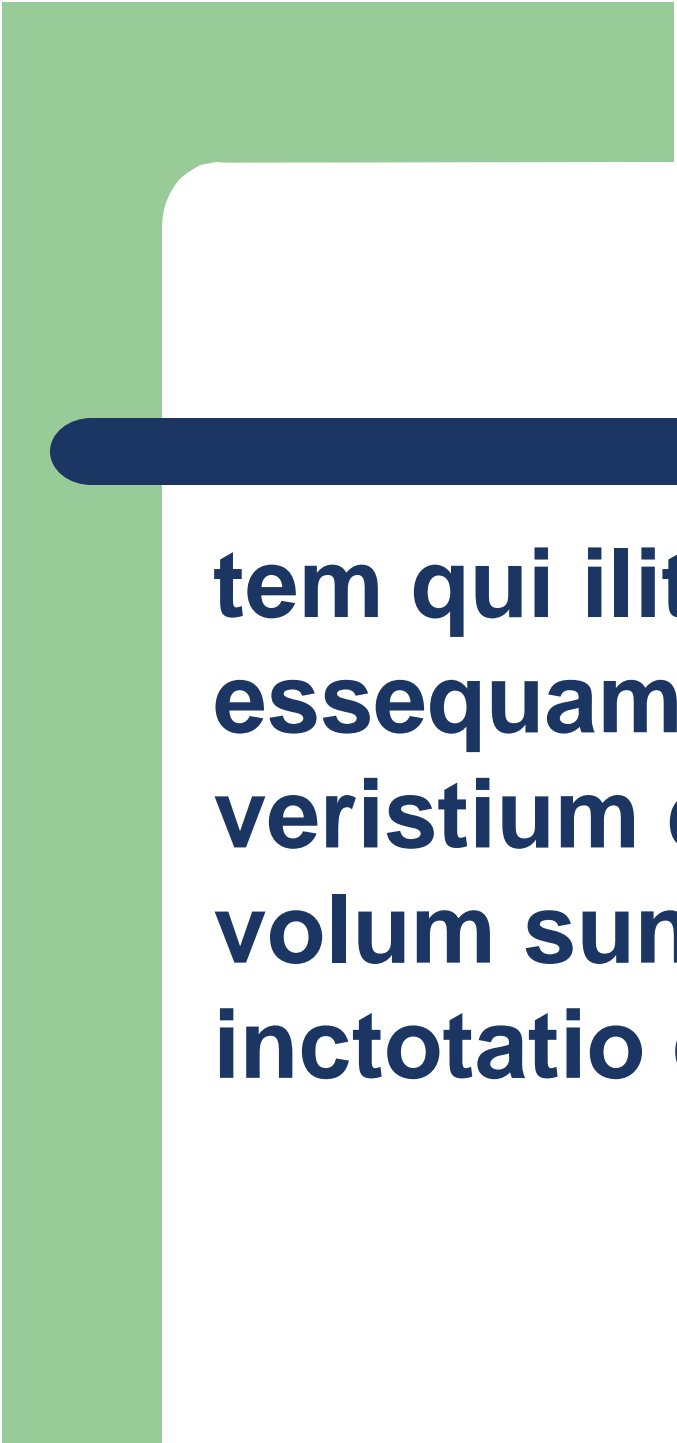
**A unique  
method of  
hanging  
pots  
(Roger  
Marshall)**

## More narrative –

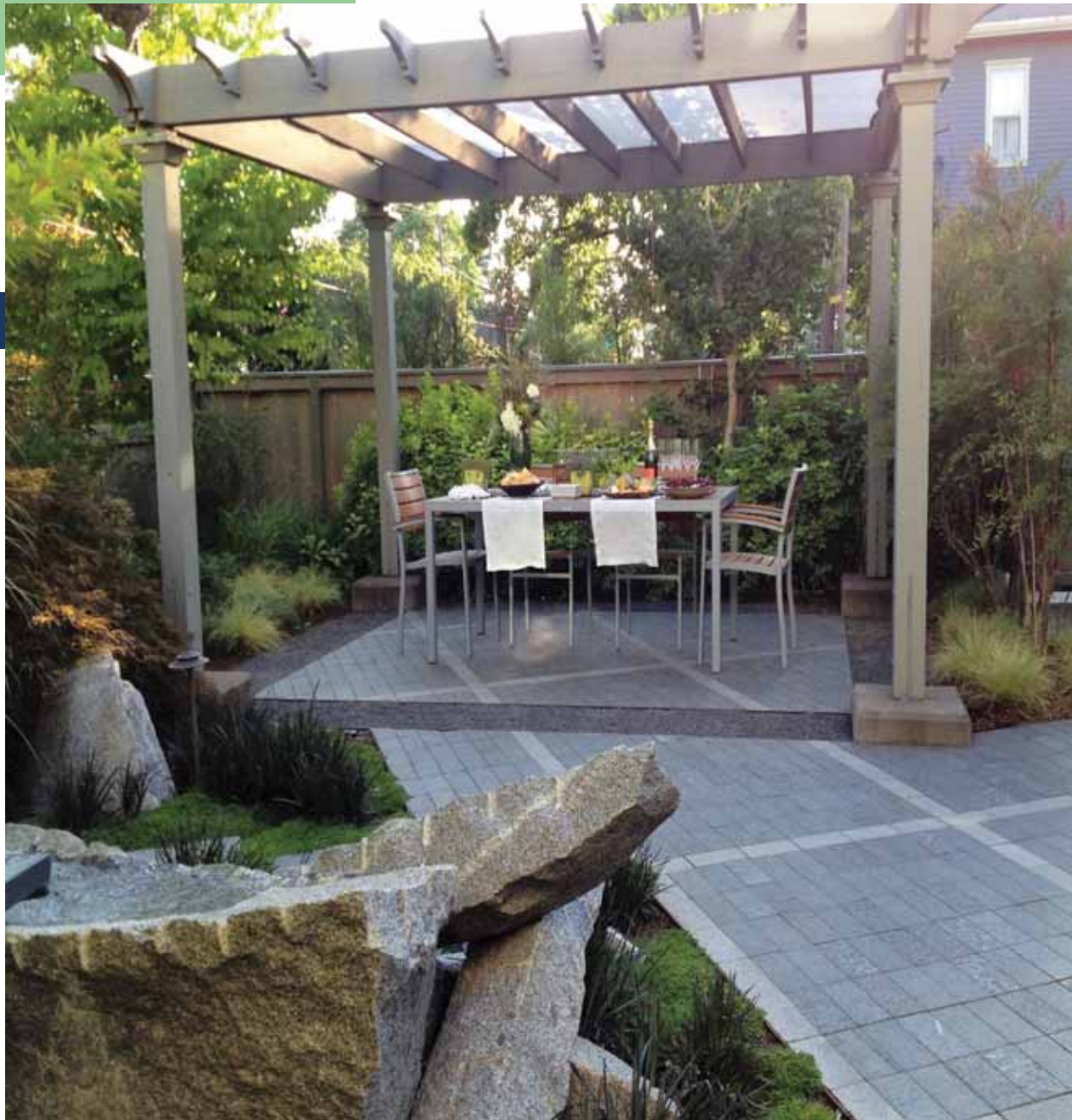
**Evan and Suzie make time for a board game with Elliot at a small square table—the most versatile piece of furniture in their garden. It provides extra space for Elliot’s Lego constructions or as a sideboard buffet. It’s also the mate to the family’s rectangular dining table. Placed at the end of that table, the additional square extends dinner party seating to a generous 12.**

Photography – Laurie Black





**tem qui ilitam et ea sitam  
essequam quas et ad evenim  
veristium quam solorempore  
volum suntios apicae voluptatum  
inctotatio core praestiis quis**





Photography –  
Robin Cushman



# Who I am

## Mary-Kate Mackey

Garden writer and author, *Write Better Right Now—The reluctant writer's guide to confident communication and self-assured style* (Career Press)

- Webpage: [www.MaryKateMackey.com](http://www.MaryKateMackey.com)
- Email: [marykatemackey@gmail.com](mailto:marykatemackey@gmail.com)
- Twitter @MaryKateMackey
- Facebook: marykatemackeyauthor





**Questions?**



# Great Garden Speakers

If you liked our talk today,  
Please post a review to both  
Kathy and Mary-Kate's pages at



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