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Write two-line print headlines for the following items using the space provided in the boxes, one character per box. Then, underneath, write web headlines optimized for either SEO or SMO (indicate which). Web headlines are limited to 140 characters.

Australia's Parliament looks at same-sex marriage

True, but in what way?

Web headline here:

Two bills supporting same-sex marriage were introduced into Australia's Parliament after it ruled out its Labor Party and allowed same-sex unions.

SEO

1. Gay marriage

CANBERRA, Australia — Two rival bills that would lift a ban on gay marriage in Australia were introduced into Parliament on Thursday, weeks after the ruling Labor Party lifted its opposition to same-sex unions.

The two bills highlight tensions between the minority government partners that undermine the chances of gay marriage being endorsed by Parliament.

The bills are essentially the same. Both place same-sex couples on the same footing as heterosexuals, while allowing religious ministers the freedom to refuse to solemnize any marriages that are inconsistent with their beliefs. No timetable has been set for a vote on either bill.

Man shoots pastor's daughter at church

Web headline here:

shoots

Florida man accidentally shot a pastor's daughter in the head at a church while showing off his gun to a buyer.

SMO

2. Shooting

ST. PETERSBURG, Fla. — Authorities say the daughter of a pastor was accidentally shot in the head at a church in St. Petersburg.

The Pinellas County Sheriff's Office was called to the Grace Connection Church Sunday at about 12:30 p.m. Sunday.

Investigators say Moises Zambrana was showing his gun in a small closet to another church member interested in buying a firearm. Zambrana reportedly took out the magazine of the Ruger 9mm weapon but did not know there was a bullet in the chamber.

The gun went off and fired through a wall, striking 20-year-old Hannah Kelley. She was taken to Bayfront Medical Center to undergo surgery and remained in critical condition late Sunday.

Deputies said Zambrana has a permit to carry a concealed weapon.

Serial killer's victims
found in pieces in Calif.

Web headline here:

~~Convicted serial killer~~ known as a "Speed Freak Killer" leads police to an area where more than 300 human bones and possessions were found. There is an expected 10 more victims in this area.

SEO

3. Remains

LINDEN, Calif. — Authorities on Thursday unearthed more skull fragments and other human remains, along with clothes, a purse and jewelry, in a well in rural Northern California, an area where a convicted serial killer said there may be 10 or more victims.

The remains and other items were found 45 feet deep in the well on an abandoned cattle ranch near Linden, Calif., San Joaquin County sheriff's spokesman Deputy Les Garcia said in a statement.

After two days of searching the site, investigators, public works employees and volunteers have found more than 300 human bones, Garcia said. The search would resume Friday if weather allowed.

Thursday marked the fourth straight day that remains have been found with the help of a map prepared by death row inmate Wesley Shermantine. He and childhood friend Loren Herzog became known as the "Speed Freak Killers" for a methamphetamine-fueled killing spree that had as many as 15 victims.

Man sleeping with loaded gun shoots himself in leg

Web headline here:

Good.

Lawrence

Lead with this

Kansas man is in critical condition after shooting himself in the leg because he was sleeping with a loaded gun.

SMO

4. Shooting

A 27-year-old man who told police he shot himself in the leg Sunday was taken to Lawrence Memorial Hospital in critical condition.

The man called police at 3:30 p.m., saying he had been sleeping with a loaded gun and it accidentally went off. The bullet struck him in the lower right leg.

The incident happened in the 2200 block of Rhode Island St., a Lawrence police dispatcher said.

No one else was with the man at the time of the shooting.

The point of the story is that Iran acted.

European Union stops importing oil from Iran

Web headline here:

No.

Britain and France protest by cutting off Iran's oil imports to restricting Iran's central bank assets.

SEO

5. Oil

PARIS — Iran's government ordered a halt of oil exports to Britain and France on Sunday, in what may be only an initial response to the European Union decision to cut off Iranian oil imports and freeze Iran's central bank assets.

Britain and France depend little on Iranian oil, however, so their targeting may be a mostly symbolic act, a function of the strong positions Paris and London have taken in trying to halt Iranian nuclear enrichment and bring pressure to bear on Syria, one of Tehran's closest allies.

Tehran may also be reluctant, when its economy has been damaged by existing sanctions, to deprive itself of revenues from its larger European customers. At the same time, it may be seeking to divide the 27-nation EU between those who depend on Iranian oil and those who do not.

Too general

Academy Awards voters lack race and gender diversity

Web headline here:

Academy Awards voters are 94 percent white and 77 percent men, according to the Los Angeles Times study.

6. Hollywood

LOS ANGELES — A study of Academy Awards voters has found that it's not a very diverse group that hands out Hollywood's highest honors.

The Los Angeles Times found that 94 percent of the 5,765 voting members of the Academy of Motion Picture Arts and Sciences are white and 77 percent are men. Blacks and Hispanics account for only 2 percent each of academy members.

The newspaper's findings were reported Sunday, a week before the Oscars. The Times reported that through interviews with members and their representatives, it confirmed the identities of about 5,100 voters — 89 percent of academy membership.

The findings are in line with industry employment overall, in which whites and males dominate. But academy president Tom Sherak says the group is trying to diversify its membership rolls.

It's yes, but sensationalizer

Gorillas escape from their exhibit at Kansas City Zoo

**I like this headline because of how eye catching it is. It may seem a little misleading, but it gives the reader a reason to read the story.

Web headline here:

Two male gorillas escaped from their exhibit and went to an enclosed zookeeper area. The gorillas were too busy flirting with the female gorillas to notice the employee's attempts to lure them back into their exhibit.

SMO

7. Zoo

KANSAS CITY, MO. — Two gorillas managed to get from their exhibit into an enclosed zookeeper area Sunday afternoon at the Kansas City Zoo, sending visitors into buildings and forcing the evacuation of the Africa area.

The male gorillas — half-brothers Mbundi and Ntongo — were strutting for females they could see from the zookeeper area, ignoring attempts to lure them back to their exhibit with food.

The animals never escaped into the open, and a zoo spokeswoman said people were not in danger.

The Africa area closed early but people were later allowed out of buildings in the rest of the zoo.

Foxconn betters working conditions in China

Web headline here:

Foxconn Technology will raise salaries and cut overtime hours for factory worker in China. These changes will lead to higher Foxconn-brand prices.

SEO

8. Foxconn

BEIJING — The announcement Saturday that Foxconn Technology — one of the world's largest electronics manufacturers — will sharply raise salaries and reduce overtime at its Chinese factories signals that pressure from workers, international markets and concerns among Western consumers about working conditions is driving a fundamental shift that could accelerate an already rapidly changing Chinese economy.

But the true meaning of Foxconn's reforms, analysts say, will depend in part on how effectively the company can remake an economic system that has relied for much of the last decade on luring cheap migrants to work long hours in mammoth factories building smartphones, computers and other electronics.

Plants depend on workers' being at assembly lines six or seven days a week, often for as long as 14 hours a day. Such facilities have made it possible for gadgets to be turned out almost as quickly as they are dreamed up.

For that system to genuinely change, Foxconn, its competitors and their clients — which include Apple, Hewlett-Packard, Dell and the world's other large electronics firms — must convince consumers in America and elsewhere that improving factories to benefit workers is worth the higher prices of goods.