

CAPTIONS

Your goal is to consistently answer who, what, where, when, why and how without stating the obvious or boring your reader.

HOW YOU CAN PRESERVE HISTORY AND NOT PAIN YOUR READERS

FORMULA

A ATTENTION GETTER
one to three words that captures reader attention

B BASIC INFORMATION
identify who, what, where, when, why, how
**first sentence*

C COMPLEMENTARY INFORMATION
show us something that happens next that we can't see
**second sentence*

D DIRECT QUOTE
a story telling quote from someone in the photo about what what is happening

FORMATTING

- ✓ *Attention getter:* present tense, bold, intriguing
- ✓ *First sentence:* Basic Information in present tense
- ✓ *Second sentence:* Complementary information written in past tense
- ✓ *Third sentence:* Direct quote from a person in photo. May break long quotes up by putting attribution in the middle of the quote. "Quotes are always formatted like this," Gearhart said.
- ✓ Photo attribution is included at the end in italics
- ✓ Size EIGHT point font is used
- ✓ Legible font is used - sans serif preferred
- ✓ Never center justified
- ✓ Free of errors and editorializing

** You may switch the second and third sentences for your staff's formula if desired. Formula must be consistent for the entire book.*

THE COMPLETED AND FORMATTED CAPTION



SNIP SNIP. During sixth hour, senior Michael Jones cuts junior Jessica Smith's hair after defeating her in a fundraising competition for Red Cross. Five other students also experienced a hair cut for raising less money than their opponent during the March 3 annual fundraising pep assembly. "I never thought I would beat Jessica because she is so good at talking people into things," Jones said. "She was a great competitor and at the end of the day I'm just proud of the amount of money that we both raised for our charity." *Photo by Tamara Simms*

Photo courtesy of Tamara Simms from 2017 Walsworth Photo Contest

Make people want to read your captions by varying the introduction. (A and B)
Never start with a name and limit each spread to only one Gerund Intro.

THE WHEN INTRO

During sixth hour, senior Michael Jones cuts junior Jessica Smith's hair after defeating her in a fundraising competition for Red Cross. Five other students also experienced a hair cut for raising less money than their opponent during the March 3 annual fundraising pep assembly.

THE GERUND INTRO

Cutting Jessica Smith's hair, Michael Jones laughs about his victory in the fundraising competition. Jones raised \$1,200 more than Smith in the annual event to generate money for Red Cross.

THE WHERE INTRO

In the south gym and in front of the entire student body, senior Michael Jones cuts junior Jessica Smith's hair as part of the fundraising assembly. Smith competed against Jones and raised \$10,001 but Jones raised \$11,235 and had the choice to cut Smith's hair or to dye it pink.

THE WHAT/WHY INTRO

As a result of winning the fundraising competition, senior Michael Jones cuts junior Jessica Smith's hair. During the three month competition \$500,212 was raised for Red Cross which was more than double the amount of any previous year.

QUICK TIPS

- Identify students left to right
- Include jersey numbers if it is helpful
- Include student names from other schools
- Use dates/times when possible
- Don't state the obvious
- Share with us what happens next
- Don't be afraid to be creative
- Use story-telling quotes
- Facts are not quotes
- Every quote attribution should use SAID
- Avoid all cemetery words
- Make sure it is clear which photo the caption is for
- Don't repeat information already in the story
- Tell us one thing in each sentence that cannot be known just by looking at the photograph.