

Caption Writing

Great caption writing doesn't happen overnight. Add just one of these letters each year until your staff forms a habit of story-telling captions.

Captions have the power to turn a picture book into a history book, and they're as easy as ABCD

a

Attention Getter

It's a direct link from the caption to the photo it is describing. If this photo had a title, what would it be in 1-3 words?

b

Basic Information

Name up to six people and explain what they are doing. If the group is more than six people, name them collectively. "Freshmen class", "tardy students", "JV choir"

c

Complimentary Info

A past-tense sentence telling the reader something that cannot be observed in the photo, like how much the fundraiser brought in, who won the game or how many years she has been principal.

d

Direct Quote

A unique and story-telling quote from someone in the photo discussing some aspect of the event. This is NOT a fact, but instead a quotable quote that helps the reader know how people felt.



NO PLACE LIKE HOCO Reacting to the screaming mob of elementary schoolers gathered along Timberland Blvd, **Lauren Benner** (12) rides along with theatre friends on their Wizard of Oz themed trailer. Due to rain-outs the last two years, this was the first homecoming parade since 2023. "I forgot how much fun this was from my freshman year," Benner said. "It just felt so wholesome getting to be part of the excitement in our community." *Photo by Courtni Culbertson*

TIPS: Every photo needs a credit. Don't repeat words from the attention getter. Bold names to draw the reader's eye. Avoid overuse of starting with names. Use only the last name on the second reference. Be a journalist and don't editorialize.

AVOID: "During..." "Pictured above" "From left to right" (this is obvious since this is how we read) "Seems/attempts to ..." "This year" "Name of your school" "Many, some, most, few"

Captions are not for the reader who opens your yearbook the day they receive it

Captions are for the reader in 10, 30 or 100 years