

# CAPTIONS

## TYPES OF CAPTIONS

### STANDARD

Identifies who is in the photo and what is happening, includes additional details and/or a quote.

### BASIC

Identifies who is in the photo and what is happening.

### IDENTIFICATION (IDENT)

Just name and grade of who is in the photo.

**ABOVE** I am a sentence in present tense that identifies who is in the photo and explains what is happening. "I am a second sentence in past tense that is either a super interesting quote from someone in the photo or simply another sentence that adds additional details," Firstname Lastname<sup>00</sup> said.

Preparing to serve next, Firstname Lastname<sup>9</sup> stretches in between sets.

Firstname Lastname<sup>9</sup>

## ANATOMY OF A CAPTION

- 1 HEADLINE**  
An engaging phrase intended to draw in the reader.
- 2 DIRECTIVE**  
Indicates which photo the caption is about: left, far right, above, middle, etc.
- 3 FIRST SENTENCE (PRESENT TENSE)**  
Identify who is in the photo (up to 5 people) and explain what is happening. Always include grade level or position/title in a format consistent with your style guide. Common ways to notate grade: class name (freshman, sophomore, junior, senior), grade level or graduation year superscript, etc.
- 4 SUBSEQUENT SENTENCES (PAST TENSE)**  
Additional details or quote from someone pictured. If referencing someone a second time, only use their last name.

## HOW TO GATHER CAPTION CONTENT

- A ACTION LEAD-IN**  
An engaging phrase intended to draw in the reader.
- B BASIC INFORMATION**  
Information needed for first sentence.  
 WHO       WHEN       WHY  
 WHAT       WHERE       HOW
- C COMPLEMENTARY INFORMATION**  
Additional information needed for secondary sentences.
- D DIRECT QUOTE**  
Quote from interview with source (someone in the photo).

## QUOTES

- Content should be engaging - either a reaction or emotion.
- All factual information (score of game, opponent, dates, etc.) should be in the first sentence or a transition sentence before the quote.
- All quotes must be verbatim. Only stutters and transitional sounds ("um") should be edited out.
- Quotes are surrounded by quotation marks ("").
- The quote ends with a comma - not a period or exclamation point!
- The comma ALWAYS goes inside the quotation mark.
- The quote must be attributed to the person who said it.
- The quote attribution is always "said" - never exclaimed, yelled, shouted, whispered, etc. Let the reader decide the intended sentiment.

# CAPTIONS

## QUICK PRACTICE

"Even though I didn't trust Samantha with an electric razor, it was worth it because I raised a bunch of money for cancer research," Mila said. "That meant a lot to me because my grandpa passed away from lung cancer recently."



**WHO** LEFT: Samantha Smith (12)  
RIGHT: Mila Moreno (12)

**WHAT** students get their heads shaved to raise money for cancer research

**WHEN** October 12

**WHERE** competition gym

**WHY** philanthropy event hosted by Student Council (sponsor's daughter has cancer)

**HOW** buy-out pep rally