

Captions 101

Some of the most important
words in a publication

Captions 101

- A picture is worth 1,000 words but it still needs a caption
- Looking at a picture without a caption is like watching a movie with the sound turned off

Captions 101

- Captions are the third thing readers look at in a publication. First are the photos, headlines then captions.
- A great caption can draw the reader into the story.

Captions 101

- Captions are a good place say as much as you can.
- Ironically captions, next to headlines, are the most looked at copy in a publication and they are often the last thing completed on a page. They are usually the most rushed. **WE CAN AND NEED TO CHANGE THIS!!!!**

How is a good caption written?

- Be specific: supply as many details as you can. For example in a sports caption give the score of the game.

Example (bad)

- **HE' S OUT:** Chuck jumps and throws toward first.

Example (good)

- **UP AND OVER.** Shortstop Chuck Davidson avoids Dan Gladden's rolling slide and makes the throw to first April 12 to complete the ninth inning double play at Baker Field. The throw sealed Oakland's 3-2 win over Birkdale Twins in the district playoffs.

How is a good caption written?

- Tell something other than what is obvious in the picture

Example (bad)

- **OUCH!** Oxford High bicyclist crashes.

Example (good)

- **DOWN AND OUT:** Senior cycling team captain Bob Everitt takes it on the chin after cutting the final corner too close in a duel with Mosby High's Steve Sherrill at the season's first race Sept. 4. After a trip to the hospital and 10 stitches, Everitt went on to win five races for the year and led the team to an overall second place finish in the region.

How is a good caption written?

- Continue the story begun by the picture. Make the caption a mini-news story or feature.

Example (bad)

- AMY ROSSFIELD gets ready for practice.

Example (good)

- **DAILY ROUTINE:** Junior drill team member Amy Rossfield prepares for her afternoon practice Sept. 8 in the dance room. “Since I won the state dance competition last year I look forward to practice because I want to win again,” Rossfield said. “Practice is where I get to perfect my moves.”

How is a good caption written?

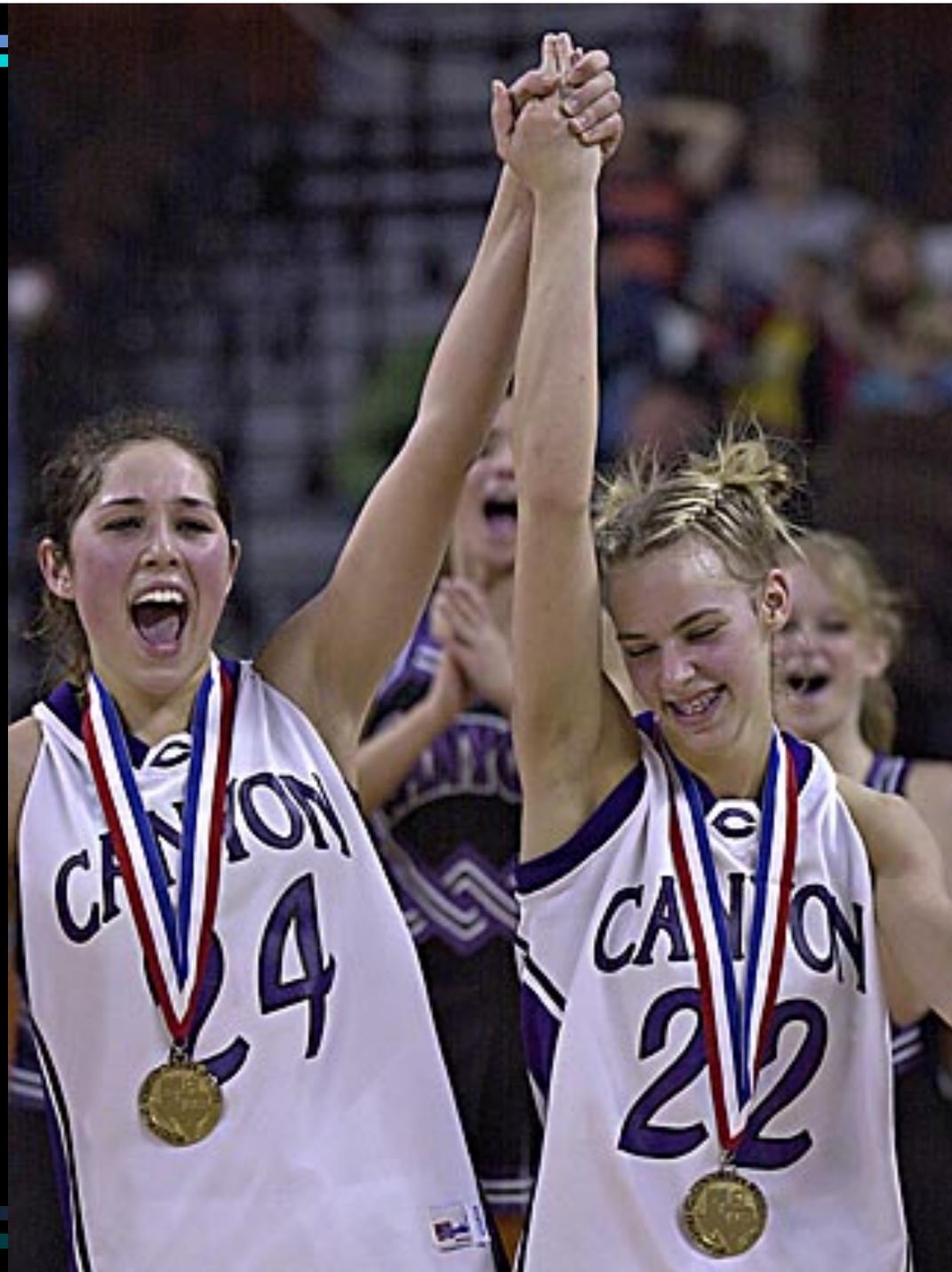
- **Fully identify everyone:** use complete first and last name. Avoid nick names.
 - Can give jersey number in quotes if unclear who is who
- **Use lead-ins to grab the reader's attention:** Each publication will usually have a set style for these.

How is a good caption written?

- **Put the first sentence in present tense, then switch to past tense for second and subsequent sentences.**
 - Captions should be a minimum of 3 sentences
- **List time, date, then place if applicable in the caption.**



- **SNOW DAZE:** On a kickoff return in the second quarter Nov. 13, junior Caleb Gillaspie of Spearman slips by the tackle of Holliday's Mark Cuba (85) at Kimbrough Memorial Stadium. The Lynx won the final district game, 21-7 placing them second in district with a 10-2 record.



- Seniors Jordan Hampton and Sierra Wilcox celebrate as Wilcox is awarded the game MVP on March 5 at the Frank Erwin Center in Austin. The Canyon Lady Eagles won the game, 88-50 earning their third consecutive state championship.

BANQUET formula

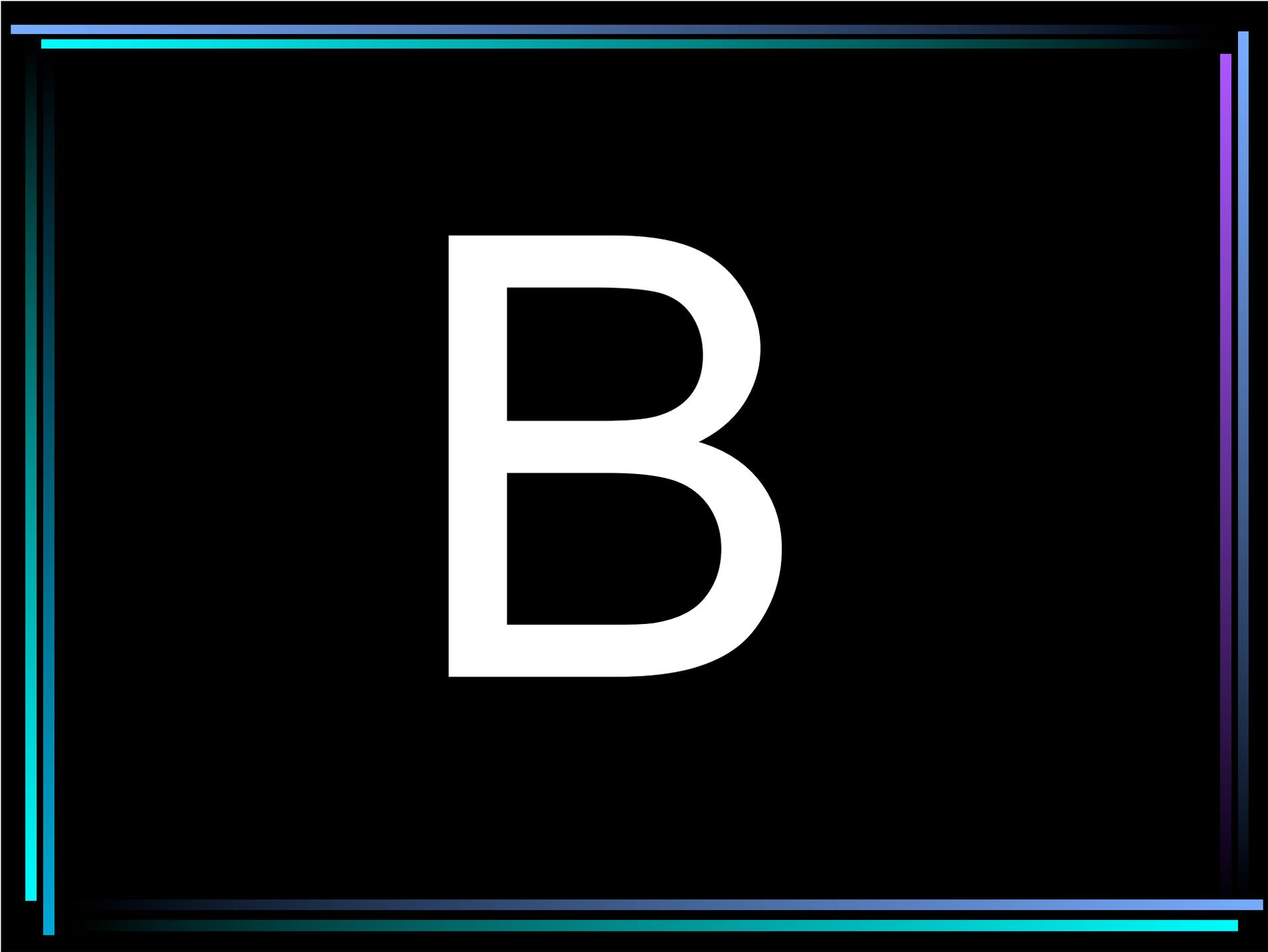
- This formula, BANQUET, will help you remember to include everything you need when writing a caption.

BANQUET breakdown

- **B = background**
 - Give details of what happened before the photo
- **A = after**
 - Tell what happened after the photo (score or result)
- **N = Names**
 - Include names of the people in the

BANQUET breakdown

- Q = quotes
 - Include meaningful quotes from the people pictured about the action or result
- U = Unique
 - If you have more than one photo don't start each caption in the same way
- E = Extra info
 - Any stats, dates, or details that would be helpful for the reader
- T = Teaser
 - Every caption starts with a small attentioning grabbing phrase



B

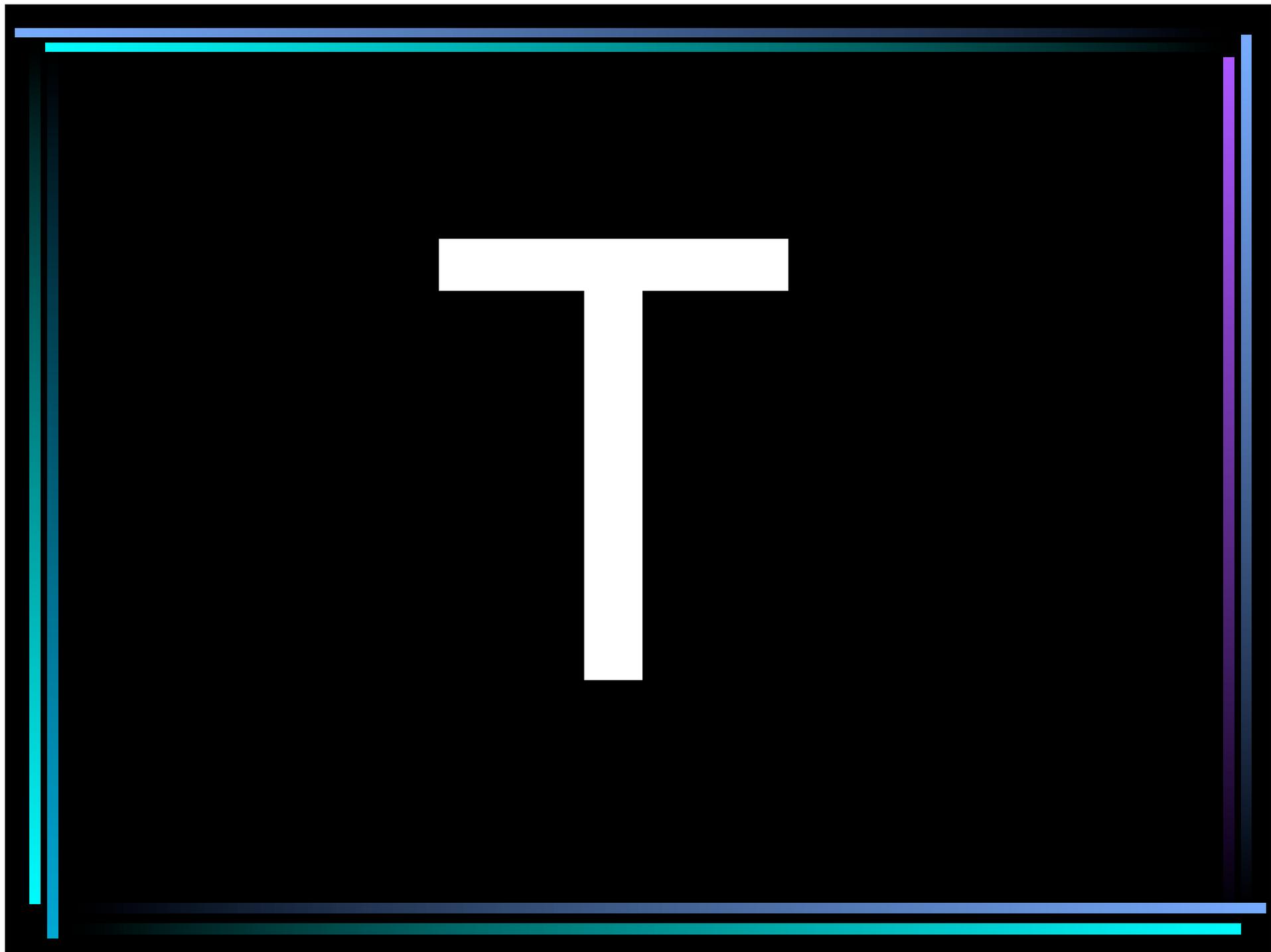
A

N

Q

U

E



Example

- **SNOW DAZE:** On a kickoff return in the second quarter Nov. 13, junior **Caleb Gillaspie** of Spearman slips by the tackle of Holliday's **Mark Cuba** (85) at Kimbrough Memorial Stadium. **The Lynx won the final district game, 21-7 placing them second in district with a 10-2 record.** "I loved playing in the snow and winning made it even better," Gillaspie said.