

A DOZEN WAYS TO VARY CAPTION LEADS



Varying caption leads help to avoid both visual and verbal monotony. Use this worksheet to write captions using different types of lead-ins.

- 1. Adjective Leads** begin with an adjective describing the subject of the copy. Adjective leads provide descriptive appeal. *Real crowd pleasers, senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht play "Santa Claus is Coming to Town" for the sold-out crowd at the winter concert.*
- 2. Adverb Leads** begin with an adverb. Adverb leads provide active description in the first few words. *Seasonally dressed, senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht play "Santa Claus is Coming to Town" for the sold-out crowd at the winter concert.*
- 3. Casual Leads** emphasize the reason or cause of the action and begins with such words as "because" and "since." *Because the final number introduced the arrival of Santa, the entire band, including the flute section, dons Santa hats. Senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht played "Santa Claus is Coming to Town" for the sold-out crowd at the winter concert.*
- 4. Gerund Leads** begin with a verb ending with "ing" in a noun-like form. Use gerund leads sparingly. *Playing "Santa Claus is Coming to Town" proclaims the arrival of Santa at the sold-out winter concert. The crowd rewarded the flute ensemble, senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht, with a standing ovation.*
- 5. Infinitive Leads** use a verb form along with "to." Infinitive leads provide action at the beginning of the copy. *To finish with a flourish, the entire band dons Santa hats for the last song. Senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht played "Santa Claus is Coming to Town" for the sold-out crowd at the winter concert.*
- 6. Participle Leads** begin with a verb ending in "ing" or "ed" in an adjective phrase. It can incorporate both action and description in the first words. Use participle leads sparingly. *Dressed as Santa's Helpers, senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht play "Santa Claus is Coming to Town" for the sold-out crowd at the winter concert.*
- 7. Prepositional Leads** begin with a prepositional phrase and provides description. *In front of a sellout crowd, senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht play "Santa Claus is Coming to Town" at the winter concert.*
- 8. Proper Noun Leads** begin with a proper noun or name when that person or thing is the most important part of the story. Because proper noun leads don't imply action, use them sparingly. *Members of the flute section, senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht, play "Santa Claus is Coming to Town" for the sold-out crowd at the winter concert. "Although we didn't have a lot of time to prepare, the end result was a real crowd pleaser," Jessica said.*
- 9. Temporal Leads** feature a time element and often begins with "while," "where," "as" or "since." *While playing "Santa Claus is Coming to Town," senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht wear Santa hats in anticipation of Santa's arrival.*
- 10. Quotation Leads** use a direct quote from a person in the photo. *"We didn't have a lot of time to prepare; nonetheless, the end result was a real crowd pleaser," junior Tracy Graham said. Senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht played "Santa Claus is Coming to Town" for the sold-out crowd at the winter concert.*
- 11. Concessive Leads** describe a difficulty which has been overcome and begins with though or although. *Although the forecast was for freezing snow, the winter concert drew a sold-out crowd. Senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht played "Santa Claus is Coming to Town" for the crowd which gave them a standing ovation.*
- 12. Conditional Leads** describe a possible condition and begins with if, unless or provided. *If a good Samaritan hadn't fixed a flat for the girls, senior Jen Kirsop and juniors Tracy Graham, Susan Chadwick and Michelle Bauknecht would have missed the winter concert. Instead the girls joined the rest of the band as they played "Santa Claus is Coming to Town" for the sold-out crowd.*

