

CAPTIONS AS EASY AS A, B, C



A

Action Lead-In

List attention-catching words or phrases that come to mind when looking at the picture.

AND YOUR FINAL LEAD IS...

B

Basic Information

Research. Find out the *Who, What, Where & When*. Write a sentence in present tense that describes the action captured in the photo.

WHO? Identify everyone in the photo (up to five) with complete first and last names. Check names against a master list for correct spellings.

WHAT? Accurately describe the action in the picture. Don't guess. Get out and get the facts.

WHEN? Be specific.

WHERE? Be specific.

BASIC SUMMARY CAPTION:

C

Complementary Information

Research. Discover the *Why & How*. Write this sentence in past tense.

WHY? Expand coverage by going behind the scenes.

HOW? Dig deeper. Get the inside scoop. Appeal to the intelligent, curious reader.

EXPANDED CAPTION: Write another sentence in past tense that provides inside information about the activity pictured.

QUOTE: Supersize this caption by including a quote.

