



QUICK CHECKLIST - FOR CAPTION WRITING

Staffers can use this checklist as a quick and easy way to be sure captions are complete and have variety on each spread.

- The caption has some sort of starter — introductory phrase, bold face, color, all caps.
- The first sentence is written in present tense.
- Subsequent sentences are written in past tense.
- The caption has at least two sentences.
- There is variety in the way captions start. Not every caption begins with a name.
- The caption tells more than what is obvious in the photograph.
- The writer's opinion is avoided in the caption.
- The caption uses picture-painting verbs.
- The caption gives information not already included in the story.
- Sports opponents are identified by jersey number and name.