



PHOTO CAPTION TEMPLATE:

Insert a one-sentence description of photograph. Include key details, including the who, what, when, where, why (be sure to call out any notable individual in the photo and what makes the activity newsworthy). Note: the caption copy must be a factual representation of the activity captured in the photograph, often limiting the opportunity for speculative or promotional language.

PHOTO CAPTION EXAMPLE:

Kaisone Keomixa, a graduate of Room to Read's Girls' Education Program in Laos addresses a crowd of over 200 guests at Room to Read's annual Tokyo gala held on April 22, 2017 at the Tokyo American Club. The event raised JPY¥110 million to support an additional 22,000 children through the organizations programs in literacy and girls' education.

WHEN TO SEND A PHOTO WITH CAPTION:

- ☑ A photo caption is a prepared statement that is distributed to media, along with photos, when they are unable to attend your event. Always offer to send high resolution images (300 dpi) (no more than three images) and a concise photo caption immediately following your event. A photo 'shot list' can be prepared prior to the event so that you know exactly which images you need to capture.
 - Even before you capture the photos, you can draft the photo caption. The reason you can create the captions beforehand is because your photo shot list already tells you which images you are planning to take. Once you've taken those pictures, simply tweak the caption with any picture specifics.

- ☑ The following is a roadmap of when to send out a photo caption:
 - **Newspapers:** You should always first send an event media alert to a specific newspaper editor or reporter and follow up via phone or e-mail to confirm attendance. If the reporter cannot attend and if they cannot send a cameraman, ask if they have any interest in receiving photos from the event with caption.
 - The information conveyed must be a NEWS caption – who, what, when, where and why. It is preferable to limit photo captions to one sentence (first four 'Ws'), with an optional second sentence for any clarification or expansion of first (usually the "why").