



# Captions

All photos submitted for publication to the Argus must include captions according to the following style:

## ***The 5 holy, sacred 'W's:***

### ***Who***

Who is (are) the main subject(s) in the picture?  
List subjects L-R, top, etc. to denote where they are in the picture if there is more than one subject.

### ***What***

Explains the picture - what relevance is it to the reader? A bike race? A drought? Use detail to support the event.

### ***When***

All news organisations require a dateline, written according to their style (style guides are published guides denoting the pedantic but important methodology of grammar, punctuation, spelling, referencing, etc.).

### ***Where***

Local papers are mostly fine with city names and states; wire services require city or proximity to nearest city, state and country. All news organisations require the image to be placed, and again style guides determine how much detail to geographically describing an area is necessary.

### ***Why***

Literally, why we should take notice—the 'need to know' stuff. Is it the annual marathon, the biggest pineapple in the world, the first time a ship has moved for 60 years?

## ***Use present tense and active language***

Use present tense and active language to describe the event taking place, use past tense to deliver end results: Ninety-eight year-old Ruth Frith poses with a hammer during athletics training in Brisbane, 02 September 2007. 'Super Granny' Ruth Frith, is a world record holder in the

masters division for her age group for shot-put, discus, javelin, hammer, long jump, triple jump and 100 meters. Frith began competing in masters' games events at the age of 74. 'I don't feel 98. I often wonder what all the fuss is about,' she says. Frith will represent her Gold Coast club in the Australian National Masters Games in 2008 in Sydney. ARGUS/Photo Your Name.

### ***Publishing images with Captions Stand-alones***

Images that are not part of a narrative series, such as a collection of portraits or a portfolio of news or sports images must contain all caption information as filed.

### ***Narratives***

The first image in a narrative will display a longer caption to introduce the story. This will differ from the lead of the story, but essentially serves the same purpose. Following images only need captions edited down to describe the action or mood in the image. When you change subjects within a story, you must again introduce the first image with a longer caption. In other words, every time you switch scenes, you need to introduce your audience to what is going on. Just like silent movies.

**A picture is worth a thousand words...but a picture without words is almost worth nothing.**

**Ken Kobre**

**Photojournalism; the professional's approach  
5th edition**

