SFA 5th Anniversary Celebration Event

Photo and Caption Template

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DIRECTIONS FOR COALITIONS/NETWORKS:

* Send a quality photo of the event to your local reporter.
* Include a pre-written, one paragraph caption for the photo, a template would look something like this:

Photo Caption:

Members of the **(NAME OF COALITION)**, gathered at **(TAVERN/RESTAURANT NAME)** on **(DATE)** to mark the fifth anniversary of the state’s smoke-free air law. About **(INSERT NUMBER)** coalition members attended the event, as well as **(BUSINESS NAME)** owner/manager **(NAME)**. Pictured are (NAMES OF THOSE IN PICTURE, LEFT TO RIGHT.) Of the law’s impact **on HIS/HER** businesses, **(NAME)** said **(INSERT SHORT, POSITIVE QUOTE)**. For more information about the **(NAME OF COALITION)**, visit **(URL)**.

WHY A PHOTO AND CAPTION?

* Newspaper reporters are often busy and have a limited amount of time to write articles. One of the easiest ways to “help” reporters is to provide them with pre-written copy.
* Weekly newspapers are looking for interesting local stories to publish. Providing a “visual” element (photo) and the “basics” (caption that describes who, what, where, when and why) greatly increases your chances for being published.
* Photos and captions are the perfect vehicle for sharing information about a local event since they’re brief in nature and don’t typically warrant a full feature story.