

Henninger Helpful Hint

Opening day for fishing season



Above and beyond?

Some newspapers use a caption style that calls for the headline to be placed above the photo. Always.

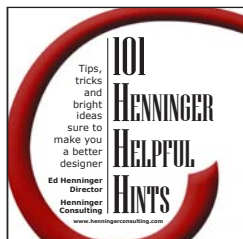
This usually makes it harder on readers, because they have to go “back-upwards” from the photo to see the headline.

It’s OK to use this approach when the photo is on the fold of Page 1 or a section front—

especially when the key content or action in the photo is below the fold.

But let’s keep this approach only for those occasional circumstances.

Otherwise, let’s adopt a style which calls for us to place the headline where readers naturally look for it—below the photo and above the caption.



'101 HENNINGER HELPFUL HINTS

is filled with so many good ideas. You’ll find yourself asking: “Why didn’t I think of that?”

Kevin Slimp, Director
Institute of Newspaper Technology

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