



*Dream of
Travel Writing*

Article Nuts and Bolts: Putting Together a Front-of-Book Round-Up

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop setting. In the foreground, there is a white cup of coffee on a saucer. To the left, a smartphone is visible. In the background, there is a vase of purple flowers and a white napkin. The text "Today, we're going to talk about..." is overlaid in the center.

Today, we're going to
talk about...

1. What do we mean when we say round-up

2. Types of articles that exist as round-ups in a front-of-book setting

3. The typical FOB round-up structure

4. In-depth look at specific examples of FOB round-ups from “the wild”





Before we get this train moving...

What is a round-up, really?

Beyond the basket of kittens!



How are round-ups different in the front of the book?

- Can have round-up features—it's a huge category of features!
- Here they can often have more includes (5 is common for features unless it's a “best ##”)
- The soul of brevity
- Don't always even get their own sentence, let alone paragraph

FOB Round-Ups are Not Your Usual Round-Ups

- Very visual
- Sometimes city guides
- Can be round-ups of similar things in different areas
- Can be “what’s in my bag” and other style-oriented round-ups
- Can be a combination of the above
- Can even be a format on the page for a profile piece
- Think of the round-up items sometimes as more “fun facts”

No Pyramid Here

- Intro, if there's quotes, they'll be here—
same with background / context
- Each round-up piece is not a mini-
article, it's barely a snap-shot
- List of things with adjectives / adverbs
- Deep dive on one at the end of the list
- Roundly 1/3, 1/4, or 1/5 ration of
glossing over to description



MEX



MEXICO CITY

You've got an extra day to check out the largest Spanish-speaking city in the world. Here's what you do. **BY LYDIA CAREY**

MEXICO CITY HAS AS MANY VERSIONS of itself as it does residents. Come looking for mariachis, street tacos, Frida Kahlo and pilgrims crawling on their knees through the Basilica and you'll find them—along with modern museums, high-rises, world-class jazz, Peruvian haute cuisine and wine connoisseurs sipping nebbiolo in urban vineyards. The contrasts and contradictions of this ancient metropolis give Latin America's biggest capital its vibrancy but also can make it overwhelming for first-timers, especially as the city continues to rebuild after last fall's earthquakes. Digest it in small bites, taking time to appreciate the visible signs of its history while admiring all it has achieved in the present.

BUY MEXICAN

Mexican designers are changing the meaning of *hecho en Mexico* ("made in Mexico") from something produced in a border factory to an object handcrafted with excellence. Stop by **Tenderete**, the **Happening** concept store or **Fusión Casa de Diseñadores** for local jewelry, clothes and objets d'art. For something more traditional, try the **San Angel weekend bazaar** or **Taller Tlaxcalli**, one of the city's last remaining toy workshops.

EAT

Get straight to eating *cochas con nata* (sweet rolls with clotted cream) or an art roe omelet at the classic **Restaurante El Cardenal**. Or dig into rabbit stew with blue corn tortillas at chef **Sofía García Osorio**'s unmarked restaurant attached to the **Bósloro** mezcal bar. Sleek gourmet markets such as **Mercado Independencia** provide various Mexican fare all in one place, but venturing out into the street is the only way to taste the city's soul. Head to taquerias **Super Tacos Chupacabras** or **El Vilsito** to get your sea legs.

DRINK

Craft beer is all the rage in Mexico City. Stop by **Tasting Room**, **Beer Bros** or **El Trappist** to test drive a few local brands. Or hop on the **Turibus Cervecero** tour to visit four breweries, such as **Casa Cervecería Cru Cru**, **Cervecería Reforma**, **Crisanta Cervecería** and **Hop The Beer Experience 2**—where you can drink a pint fresh from the barrel.

EXPLORE A NEIGHBORHOOD

Start with up-and-coming Colonia Juárez. See the edible wallpaper at **MuCho** (Museo del Chocolate), then devour fresh seafood at Eduardo García's **Havre 77** or grab a fried-chicken and pickle sandwich at **Cicatriz**. End the day cozying up in **Parker & Lenox**, a speakeasy with a penchant for jazz quartets and blues singers.

CLOCKWISE FROM TOP LEFT: Mexico City at sunset; A café at **Fusión**; Museo **Soumaya**; A dish from **Cicatriz**; **Happening's** shoe display; **Sopa de tortilla** at **Restaurante El Cardenal**.

MARTIN ADOLFSSON/GALLERY STOCK CITY/CAPRI; SALOMON RAMIREZ (CAFÉ); CHECO SANCHEZ/STOCKING/ALAMY; TALLER TLAXCALLI; MARCUS WELLS/SHUTTERSTOCK; JAKE LUBBE/AMC (CATRIZ)

NICK KIM

This NYC sushi chef coaxes perfection from artisanal Japanese rice.

NICK KIM'S EYES shine like those of a schoolboy with a crush when he talks about Kinmemai white rice. Grown in Japan's Nagano Prefecture, a region known for having clean mountain water and excellent terroir, the rice is polished using a radical process that leaves the sprout of each grain intact, vastly improving consistency and nutritional value. "Texture is always key when making sushi," says Kim. "The beauty with Kinmemai is that it holds up. Texturally, it's all there." Kim and his partner, Jimmy Lau, long conspired to find the perfect rice to serve at Shuko, their omakase- and kaseiki-style sushi restaurant in Union Square. The search ended when they discovered Kinmemai. Now the challenge lies in learning the grain's unique nuances. "We're tasting the rice all the time," says Kim. "It's really like a brand-new relationship. Right now, we're still holding hands." But Kim is definitely smitten with Kinmemai. "In sushi restaurants, rice is king. We could have the best fish in the world, but if the rice isn't good, it isn't going to make sense." — **GINA DECAPRIO VERCESI**



► **There are** more than 40,000 varieties of rice, a crop that's cultivated on every continent except Antarctica.

► **Rice** has long been seen as a symbol of fertility, which is why it's frequently showered over newlyweds.

► **In Japanese**, the word for "rice" and for "meal" is the same: gohan.

GO WITH THE GRAIN

Rice turns up in festivals and bottles and even at the famous Mouse House.



1 Oxen decorated with flowers pull wooden plows at Osaka, Japan's **Otawa Rice Planting Festival**, Sumiyoshi no Otaue, each June.



2 San Francisco-based **Sequoia Sake** brews only pure varieties of the drink using water, rice, koji—a type of fungus—and yeast.



3 At **Goofy's Candy Company** at Orlando's Walt Disney World Resort, you can bedeck Mickey-shaped crisped rice treats with toppings.



JOSÉ ANDRÉS ON SEVENTH STREET NW IN WASHINGTON, D.C.

In times of struggle, a hot meal can bring cheer. Enter chef **JOSÉ ANDRÉS**. In the aftermath of Hurricane Maria, he and the team from his nonprofit, World Central Kitchen, have established an operation in Puerto Rico that has served more than 2.9 million meals to date. “We set up kitchens around the island, and hundreds of volunteers, chefs, cooks and drivers came together to prepare

and distribute meals,” says Andrés. The Spanish chef, who has more than 10 eateries in and around Washington, D.C., has been providing relief to disaster areas via his nonprofit since 2010. “To me, food is community, built around a shared experience,” he says. “This is true comfort, knowing that we have each other, friends and family around us when we need them.” — **MATT McCUE**

China Chilcano

“The newest addition to my Penn Quarter restaurants, we tell the story of Peru by serving dishes from Peruvian Criollo, Chinese Chifa and Japanese Nikkei traditions.”



1

CityCenterDC

“This development ... shows how quickly the neighborhood is changing and expanding! Twenty-five years ago when we opened Jaleo, there was just a parking lot, but now it’s an urban paradise.”



2

Pitango Gelato

“This is my favorite place to go for a macchiato. It’s just around the corner from the office, so when I need a little extra energy, it is the perfect afternoon treat.”



3

National Archives

“Sometimes I’ll go and just look at the most famous American documents—the Declaration of Independence, the Constitution—and think about everything that this country stands for.”

COORDINATES

1 **China Chilcano**
418 Seventh St., NW
chinachilcano.com

2 **CityCenterDC**
825 10th St., NW
citycenterdc.com

3 **Pitango Gelato**
413 Seventh St., NW
pitangogelato.com

● **National Archives**
Constitution Ave. at
Ninth St., NW
archives.gov

How do you pitch these pieces?

- Need to keep the pitch crazy short
- Strong why—doesn't always need to be timely
- **MUST** include a sample of the places you'll include, expand on one and why it's important

Thanks so much
for joining us today!

It was a pleasure chatting
travel writing with you 😊

Have a follow up question on this webinar? Email questions@dreamoftravelwriting.com and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

