



*Dream of
Travel Writing*

Article Nuts and Bolts: Putting Together a Celebrity Favorites Piece

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop table. 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 laptop. The text "Today, we're going to talk about..." is overlaid in the center.

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

1. What is up with these pieces? They are so odd!
2. Who can you really feature here?
3. Real examples from Delta Sky and AFAR
4. Pitching FAQ





Before we get this train moving...

Why do magazines publish [INSERT NAME HERE]'s picks anyway? Why does anyone care?

Editors have to think about what sells issues.

The newsstand tells us, people clearly pick up celebrity covers.



Remember last week:
You can publish more than one
interview on a person in different
magazines. Mind blown!

This is one of those ways.



The next question is...

What counts as a
celebrity?



A person with a backpack is walking on a trail, viewed from behind. The backpack is blue and has a white patch that says "GRANOLA". A blue folder or book is tucked into the backpack, with the text "Eastern USA" visible. The background is a blurred landscape with a person in a red jacket walking ahead. The text "Hint: It's not always as crazy as you think." is overlaid on the image.

Hint: It's not always as
crazy as you think.

Here's What Afar Says:

Wandering Chef: Chefs or other artisans who know the ins and outs of a particular destination and have a unique perspective on it. We have featured everything famous composers who record in Iceland to sommeliers with an obsession for a certain region. Foremost, these personality are highly informed on the area and have an unusual point-of-view on the area.

Let's see who they feature...

I know these guys....

Wandering Chef: Michael Lomonaco in Rome | AFAR

<https://www.afar.com/.../wandering-chef-michael-lomonaco-and-his-love-affair-with-r...> ▼

Jan 12, 2015 - Michael Lomonaco, the chef of Porter House New York and Center Bar can't help returning to Rome year after year. "I have a longstanding love affair with Rome since visiting for the first time after I graduated high school," he says. ... Here he shares some of his Rome travel tips ...

Wandering Chef: Michael Solomonov's Israel | AFAR

<https://www.afar.com/magazine/wandering-chef-michael-solomonovs-israel> ▼

Feb 4, 2014 - The chef behind Philadelphia's modern Israeli restaurant Zahav was born near Tel Aviv and frequently returns to Israel for culinary inspiration.

Wandering Chef: René Redzepi Takes Tokyo | AFAR

<https://www.afar.com/magazine/wandering-chef-rene-redzepi-takes-tokyo> ▼

Aug 7, 2014 - Photo by Peter Brinch In January, René Redzepi, the chef behind the world's best restaurant (at least according to this list), will shutter Noma ...

Wandering Chef: Chris Cosentino in Montreal | AFAR

<https://www.afar.com/magazine/wandering-chef-chris-cosentino-in-montreal> ▼

Jul 5, 2012 - Chris Cosentino, the offal-obsessed chef of San Francisco's Incanto restaurant, recently stopped in Montreal to promote his new cookbook, ...

Wandering Chef: James Lowe in Mexico City | AFAR

<https://www.afar.com/magazine/wandering-chef-james-lowe-in-mexico-city> ▼

Jan 18, 2013 - Chef James Lowe of the London-based food collective the Young Turks took time last year to travel before beginning to work on his new ...

Less so here...

Wandering Chef: Matt Abergel in New York City | AFAR

<https://www.afar.com/magazine/wandering-chef-matt-abergel-in-new-york-city> ▼

Jan 2, 2014 - Matt Abergel is the chef behind Hong Kong's hip yakitori gastropub Yardbird. Before moving to Hong Kong, Abergel worked at the New York ...

Wandering Chef: Little Owl's Joey Campanaro | AFAR

<https://www.afar.com/magazine/wandering-chef-little-owls-joey-campanaro> ▼

Oct 4, 2011 - As chef and owner of New York City's Little Owl, Joey Campanaro doesn't get much chance to take a break. When he does, he likes to slip ...

Wandering Chef: Matthew Accarrino in Oahu | AFAR

<https://www.afar.com/magazine/wandering-chef-matthew-accarrino-in-oahu> ▼

Aug 29, 2012 - Matthew Accarrino, the chef of San Francisco's SPQR, recently made his first trip to Hawaii. "We had a hotel on the strip in Waikiki and while ...

Wandering Chef: Jose Garces in Ecuador | AFAR

<https://www.afar.com/magazine/wandering-chef-jose-garces-in-ecuador> ▼

Oct 19, 2012 - Chef Jose Garces has built a mini empire of 15 restaurants in five cities, including Mercat in Chicago, El Jefe in Palm Springs, Calif., and ...

Wandering Chef: Chris Shepherd in Puerto Rico | AFAR

<https://www.afar.com/magazine/wandering-chef-chris-shepherd-in-puerto-rico> ▼

Nov 12, 2013 - When Chris Shepherd of Houston's Underbelly restaurant was named one of Food & Wine Magazine's Best New Chefs in America this year he ...

So how do you write them?

- Lead is the most of what you'll write
- Text for round-up bullets often comes from source directly
- The intro is heavily focused on the timeliness in relation to the celeb's bio—UNLESS they're just not well known. Then you have to explain why someone cares.
- Connection to location can be important in location pieces.

A woman with long hair is seen in profile, sitting at a desk and typing on a laptop. The scene is brightly lit, likely by natural light from a window in the background. The image has a soft, slightly blurred quality, and the text is overlaid in the center.

Let's take a look at
some full pieces to see
how this plays out...

Pitching FAQ

- Hard to know what places you will feature in the round-up, as they all come from the celebrity
- Best pitches as a tack-on from something else
- Can often come from interview rather than live
- Often need a strong time peg
- You do need to get permission to do the interview first
- The thing about celebrity interview pieces and new-to-you editors

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.

