



*Dream of
Travel Writing*

Journalistic Detail and Why You Need It

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 with a saucer and a spoon. 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 journalistic detail is and why I made it up
2. What journalistic detail will really do for you
3. Breaking down real-world examples





Before we get this train moving...

What do I mean when I say
journalistic detail?

We have so *many* kids that we always need presents for.

We have a *lot* of nieces and nephews.

Between my husband and myself, and “real” nieces and nephews vs. the children of the 7 bridesmaids in my wedding and the extended Indian family that makes everyone no matter how distantly related a niece or nephew, we have 47 kids to buy present for on a regular basis.

What can you add to make something have journalistic detail?

- If I say specific...that draws blank looks
- Numbers
- Adjectives
- Singular examples that show a larger theme

The key here is that all details should only tie to theme or they shouldn't be there. (We'll explore this more, I promise)

Questions on what counts as specific detail?

What will journalistic detail do for you?

1. Most important on the surface: make editors notice your pitches
2. Most important in practice: make you never wonder what to write again

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-left area.

But this all hinges on
having a hyper clear
story concept....

A person is seen from behind, wearing a blue backpack and a red hat. A travel guidebook titled "Lonely Planet Eastern USA" is visible in the backpack. The background is a blurred outdoor setting. The text is overlaid on the image.

How can we transform
an idea into a story?

Let's practice together
live on the call!

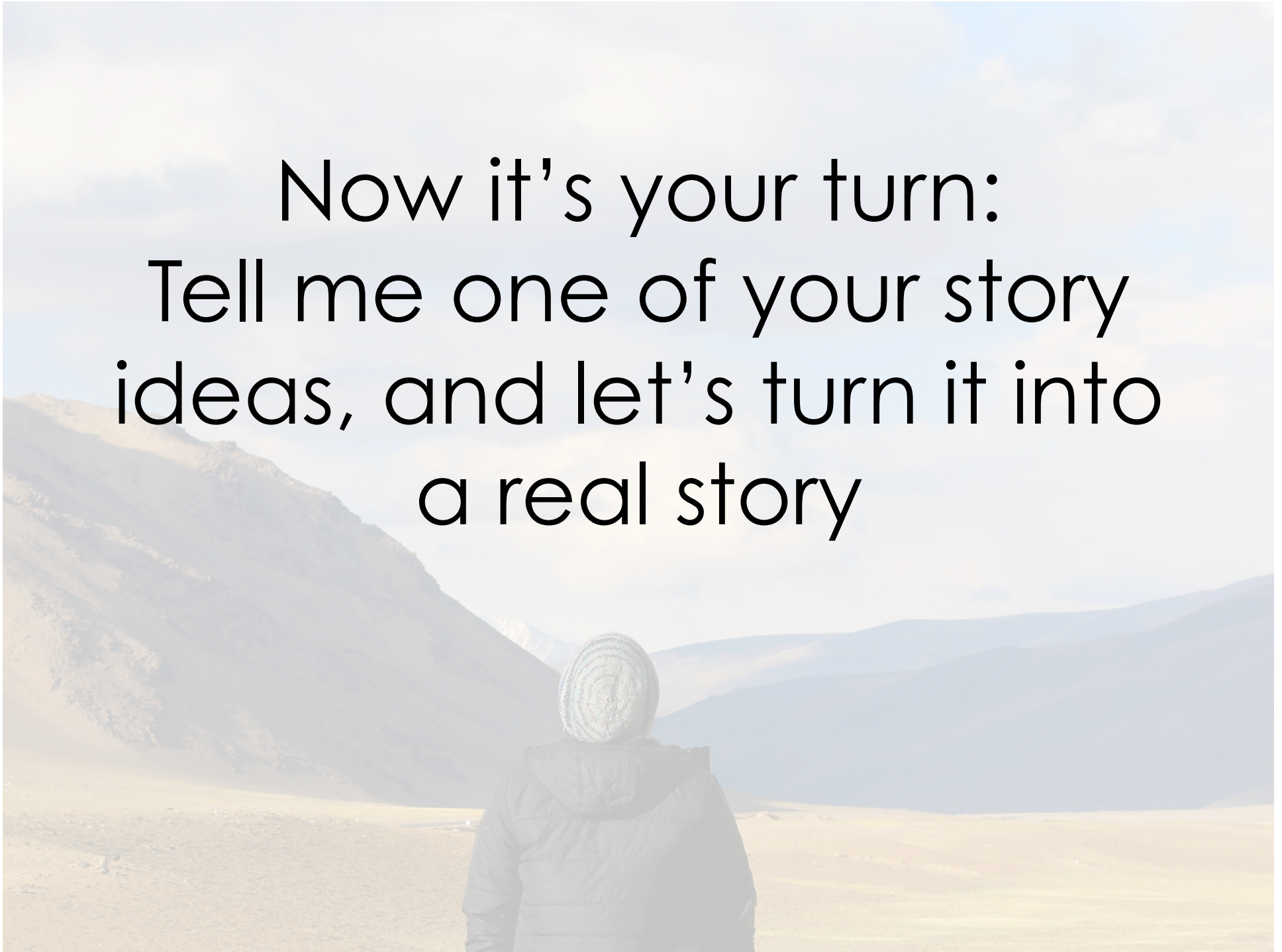
The Ogasawara Situation

Fifty years ago, the Bonin Islands, which can only be reached by a **25-hour ferry ride from Tokyo**, formally changed hands from the United States to Japan. The American heritage is all but gone, save the **8-foot-long flag** on **fourth generation Nathaniel Taylor's truck** permanently parked on the main street in proud protest. But the island has never become exactly Japanese.

Visitors take all meals in their inns, leaving the restaurants for the locals. Menus, handwritten each day or simply announced on arrival, may highlight anything from **shark liver sashimi to kimchi udon**—Ogawara's version of Hawaiian's classic cultural mash-up: spam musubi. One of the favorite local bars blends **the faded decadent emerald wallpaper of an absinthe bar on the Left Bank with the music paraphernalia clutter of a Austin dive bar**.

In a 1,300-word piece for the L.A. Times Travel section, I will walk readers through my journey—beginning with the bureaucracy around booking a berth on the ferry—on the Bonin islands discovering that their allure for visitors isn't just the easy whale watching, Galapagos-level biodiversity, or hikes through vivid Pacific Theatre WWII history. The Ogasawarans themselves are often fugitives from the constraints of Japanese society come for the opportunity to finally express themselves.

Now it's your turn:
Tell me one of your story
ideas, and let's turn it into
a real story



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.

