



*Dream of
Travel Writing*

Weaving Journalistic Detail into Descriptions of Places

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. Checking back in on what journalistic detail is and what it can do for you

2. The particular challenges of incorporating journalistic detail in descriptions of places (and why you don't want to describe places at all, most of the time)

3. Breaking down real-world examples





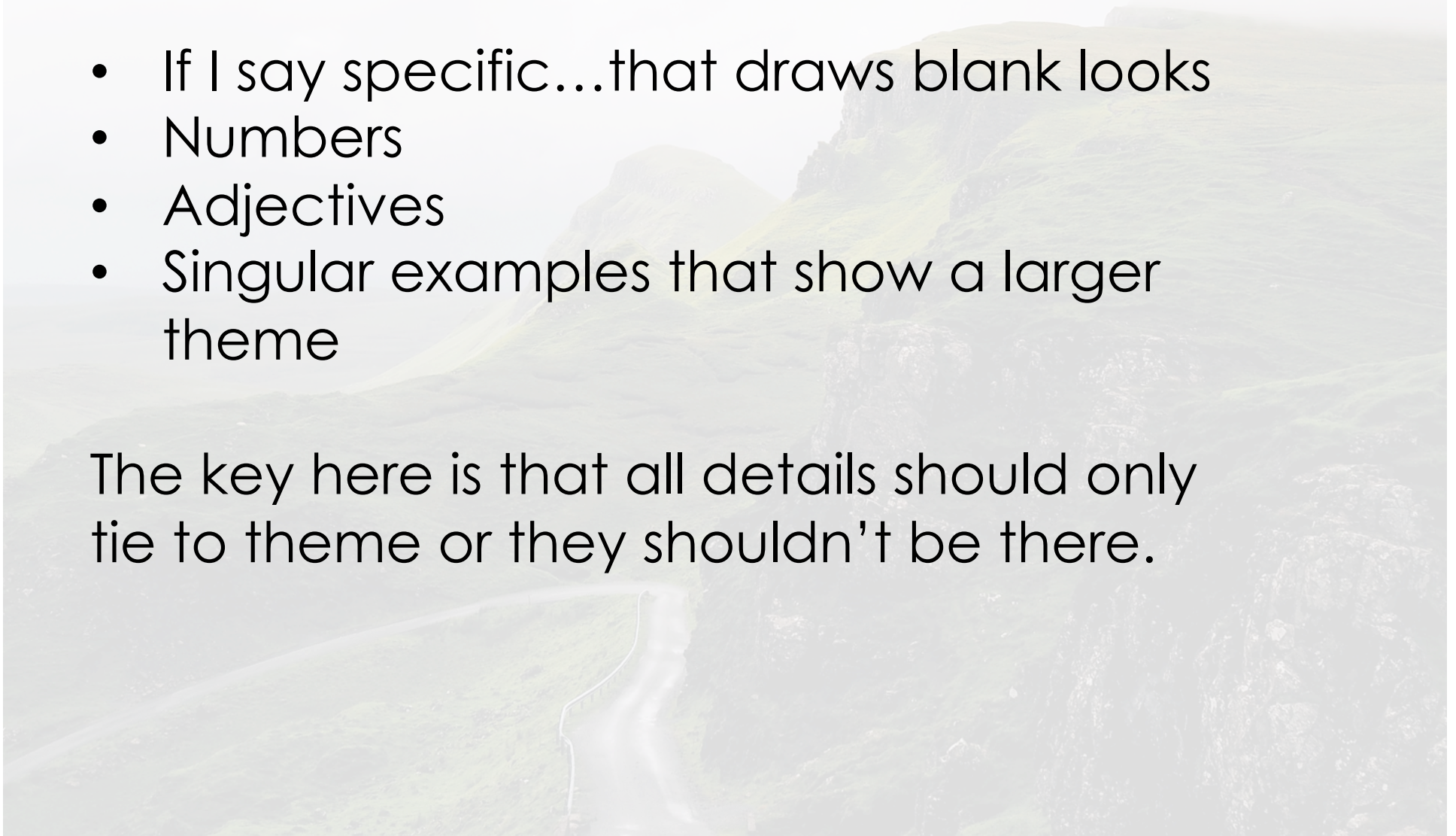
Before we get this train moving...

What do I mean when I say
journalistic detail?

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.



What will journalistic detail do for you?

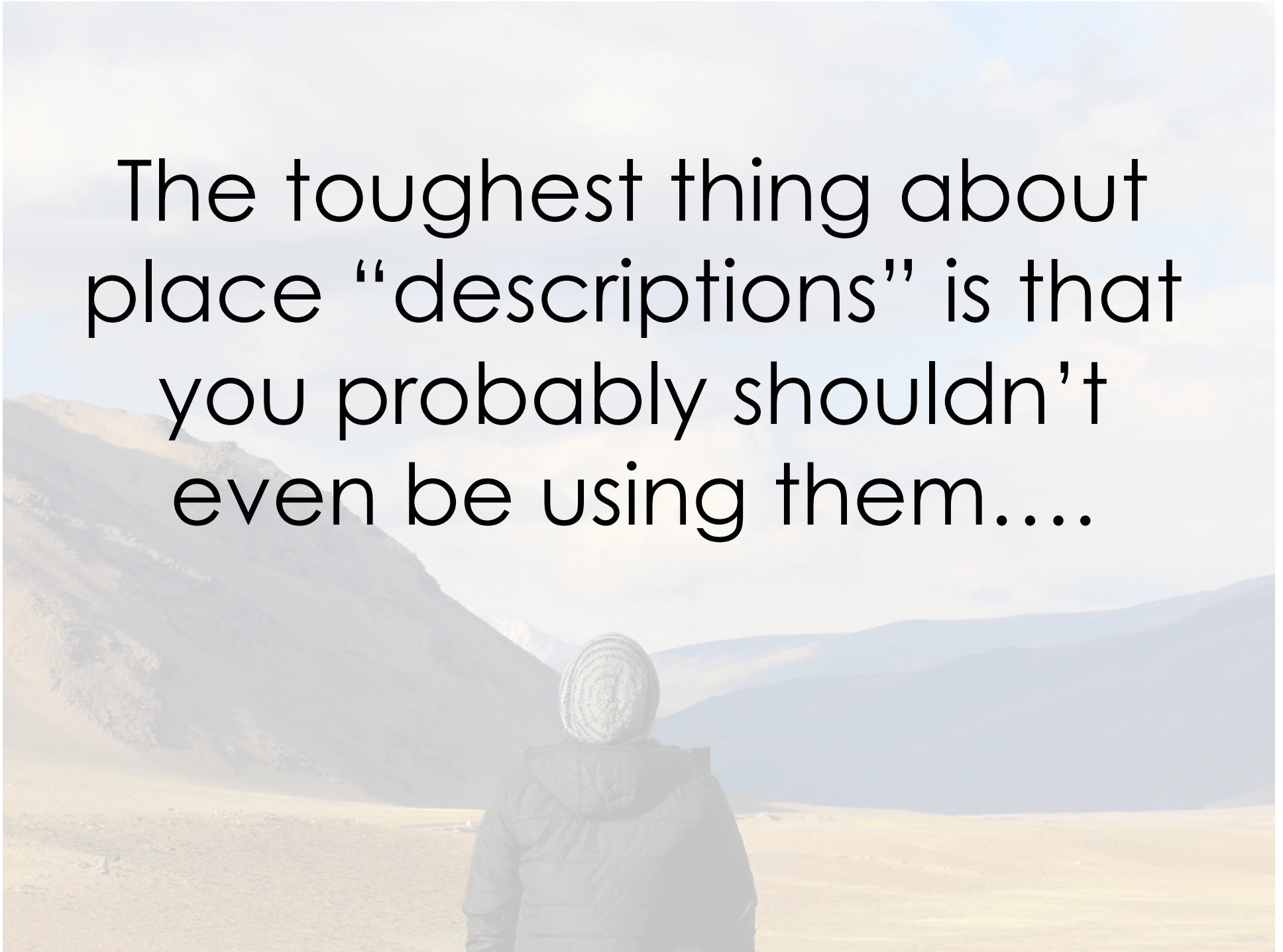
1. Most important on the surface: make editors notice your pitches
2. Most important in practice: make you never wonder what to write again

As we discussed in last week's intro to journalistic detail: this all hinges on having a hyper clear story concept....

A scenic view of a river flowing through a valley with a large cliff face in the background. The image is slightly faded to serve as a background for the text.


People + **place** descriptions
are where these benefits
start to really deliver

The toughest thing about
place “descriptions” is that
you probably shouldn't
even be using them....



A woman with long blonde hair, wearing a red dress with a white floral pattern, is shown in profile from the waist up. She is looking down at a tablet computer she is holding in her hands. The background is a bright, out-of-focus outdoor setting with trees and foliage, suggesting a sunny day. The overall image has a soft, ethereal quality with a light color palette.

Let's take a trip across
the Aegean....

An aerial photograph of a dense forest with a winding path, serving as the background for the text.

So when are
descriptions of places
even relevant /
important?

What is going on here?

- Editors really, really want to see “character-driven” feature stories (they complain about this all the time)
- We’ll get to how to create “ambiance” in these ways next week
- Because this is so big for edits, where you use place description is just as important as how
- ESPECIALLY in pitches
- Editors are looking to see that you have *already* learned that discretion (see: the finer points of “I’d like to do a story on Macau)

A woman with long hair is sitting at a desk in a bright office, working on a laptop. The scene is softly lit, with natural light coming from a window in the background. On the desk, there is a white mug and a pair of glasses. The overall atmosphere is professional and focused.

Let's hit the
examples!

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.

