



*Dream of  
Travel Writing*

# Weaving Journalistic Detail into Short Articles

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

2. The particular challenges of incorporating journalistic detail in short articles

3. Live exercise with Delta Sky

4. Breaking down real-world examples



A photograph of a large freight train yard at sunset. The scene is filled with numerous tracks and train cars, including many cylindrical tank cars. The sun is low on the horizon, creating a warm, golden glow and long shadows. The sky is filled with soft, white clouds. The overall atmosphere is one of quiet activity in a vast industrial setting.

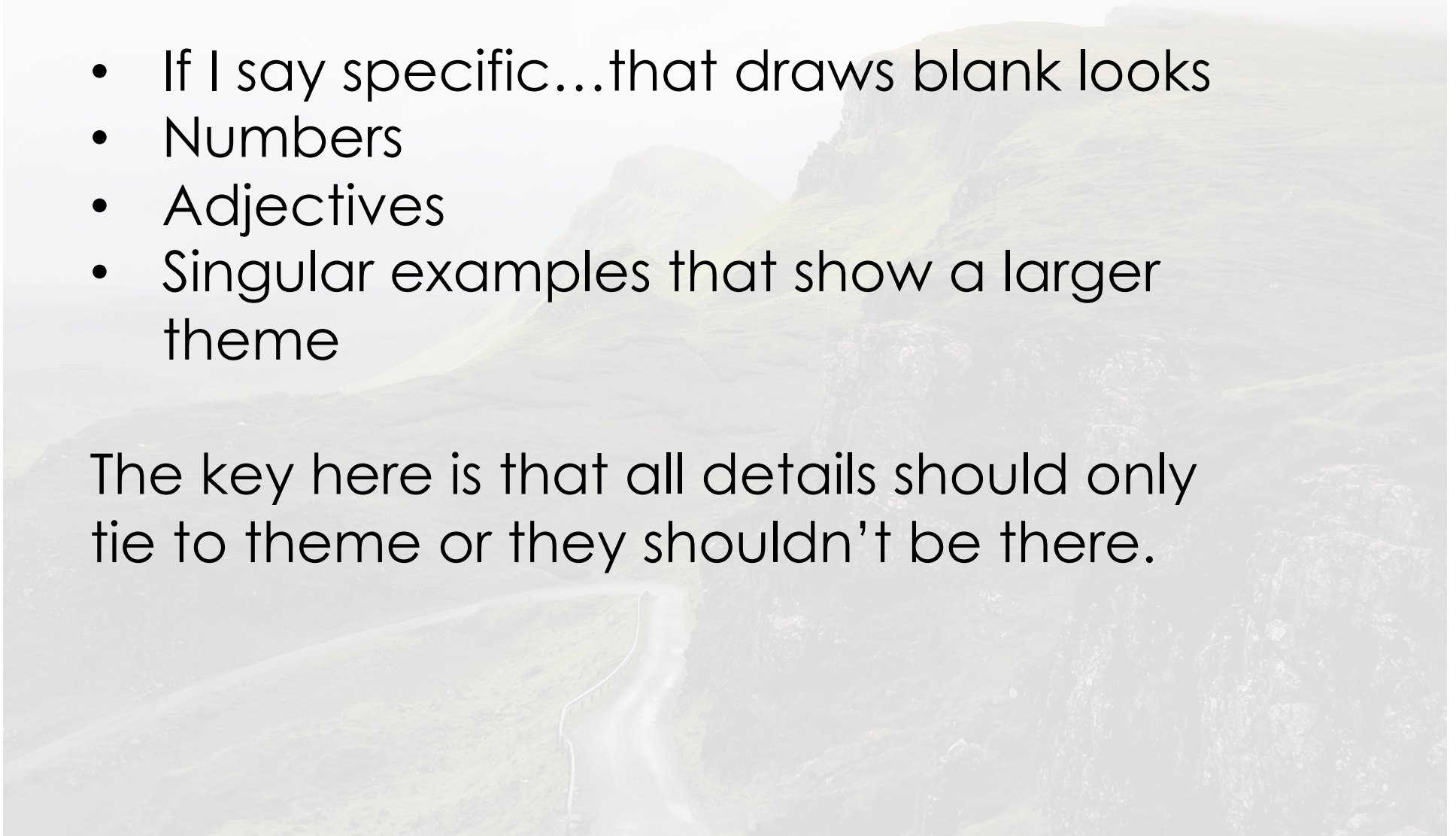
Before we get this train moving...

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.



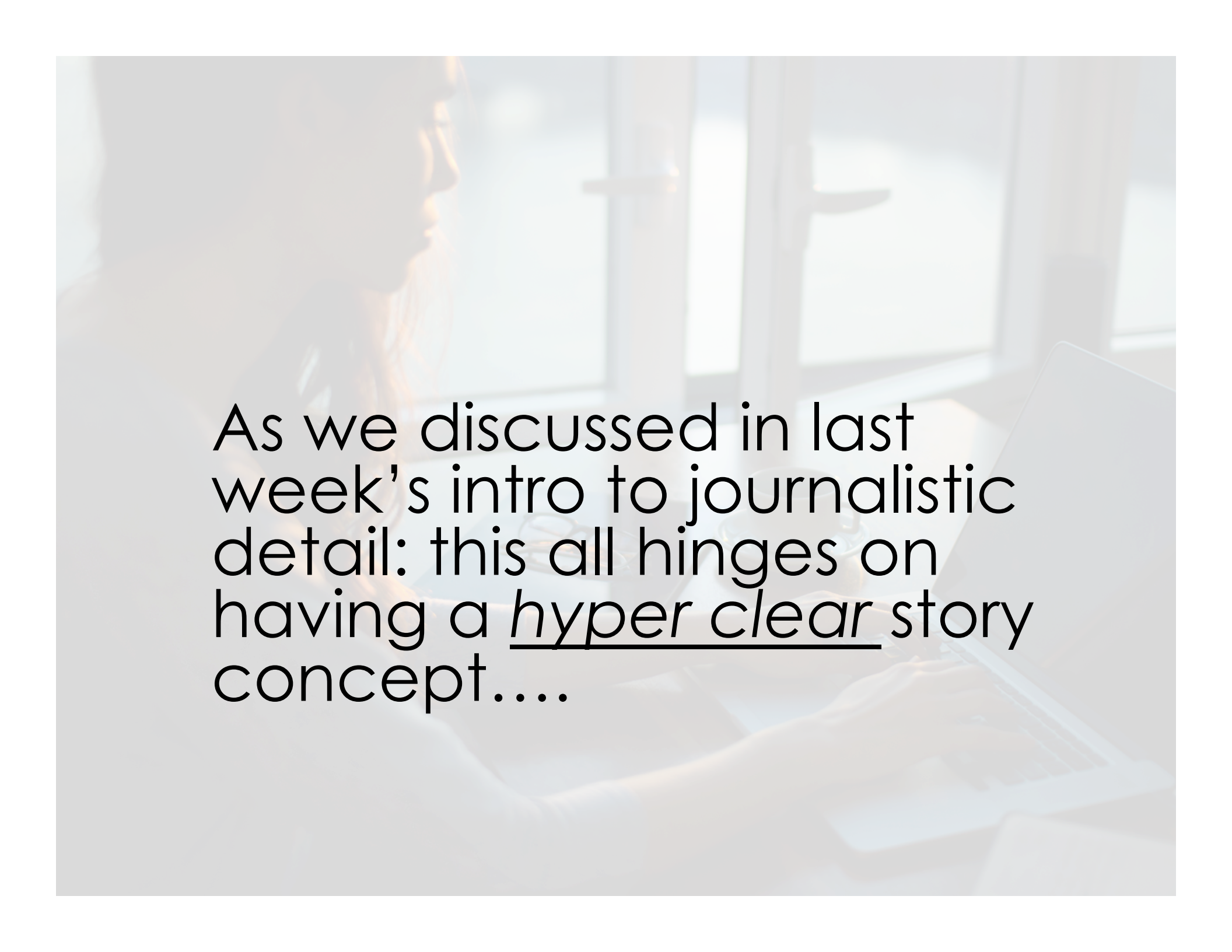
# What will journalistic detail do for you?

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



Introducing journalistic detail into  
short (100-to-400-word) articles  
presents a natural challenge....

...when every word is competing  
for space, how do you justify  
“adding more”

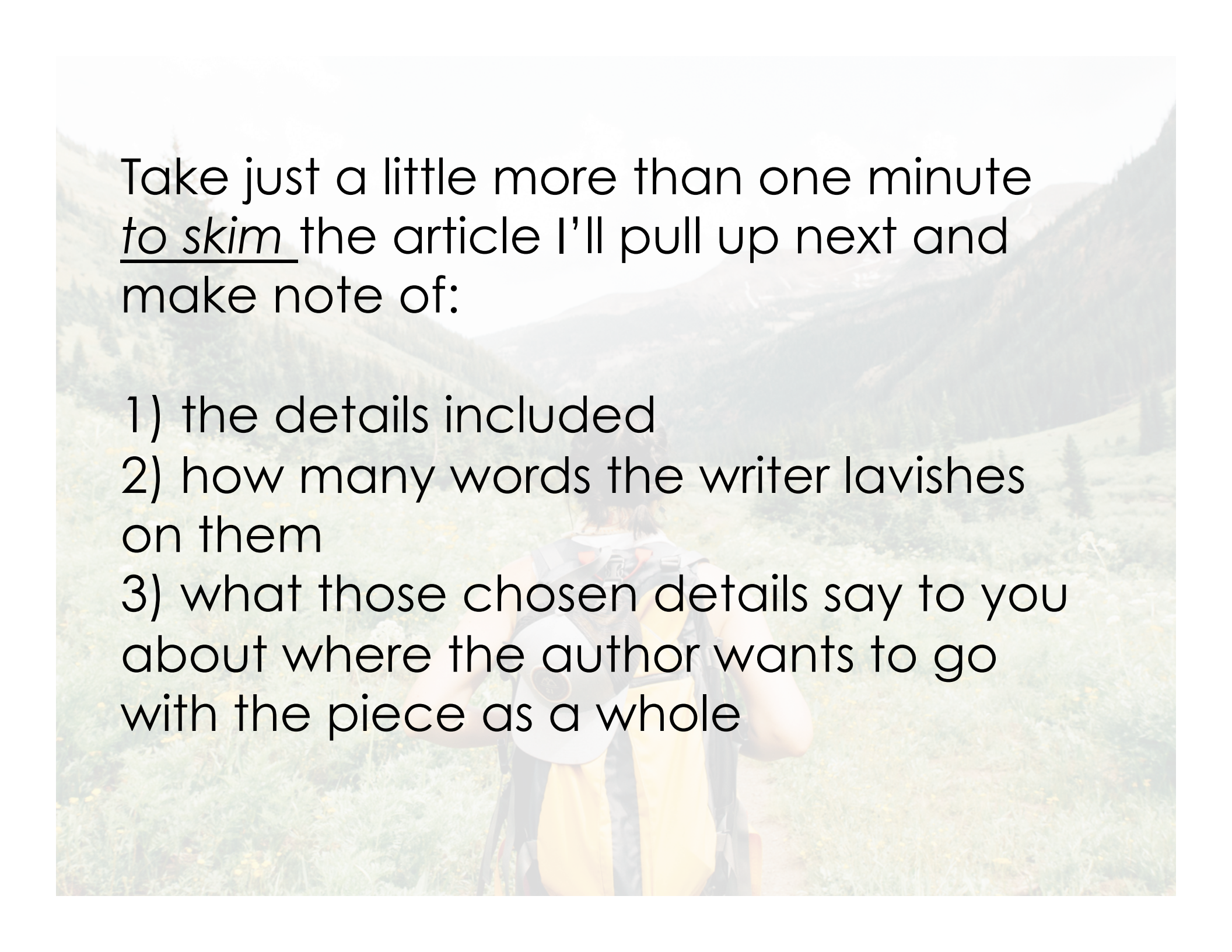
A woman with long hair is seen in profile, working on a laptop in a bright, modern office. The background shows large windows and a desk with a lamp. The text is overlaid on the image.

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



Let's do a quick exercise to see what kind of details a journalist introduced in (and an editor didn't cut out of) a real article



A hiker with a large backpack is walking on a dirt trail in a mountainous, forested area. The hiker is wearing a white hat and a yellow backpack. The background shows rolling hills and mountains under a bright sky.

Take just a little more than one minute  
to skim the article I'll pull up next and  
make note of:

- 1) the details included
- 2) how many words the writer lavishes  
on them
- 3) what those chosen details say to you  
about where the author wants to go  
with the piece as a whole

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](mailto: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.

