

## The Green Room Style Guide

Welcome to The Green Room! We're excited to have you writing for us. Please see below for details on style, including tone, grammar, and recipe structure.

### TONE

Fifth Season's brand tone invokes "joy and delight." What that means for The Green Room is that we err on the lighthearted, fun side of food writing. Generally we're looking for an upbeat voice with some humor infused.

### AP STYLE

We employ AP Style throughout the blog, with one main exception: We *do* use the Oxford comma. Other than that, assume all other rules apply. AP Style, however, does not apply to recipes.

### RECIPES

Recipes submitted should employ this structure:

- Dish/Recipe title
- Servings, prep time, and cook time
- Equipment list
- Ingredients, listed in order of when they're used
- Numbered instructions

Here are our conventions:

- Use volume as opposed to weight in measurements unless there's a compelling reason to do otherwise. Even in that case, please provide both measurements.
- Use abbreviations in the ingredient list (tsp, tbs, oz, etc.). Do not put periods after them.
- Specify the size of an ingredient if it adds clarity. For example, "1 6 oz can of tomato paste" vs. "1 can of tomato paste." Also, "1 large, baseball-sized tomato" is a useful descriptor for ingredients that come in various sizes.
- If a certain ingredient is sometimes hard to find, or is available only in season, please provide suggested substitutions.
- Specify how an ingredient is prepped in the ingredient list, not in the instructions. (i.e. "1 lb carrots, finely chopped," as opposed to "1. Finely chop the carrots.")
- Write in complete sentences within the instructions.
- Most of the "voice" of your piece should be contained to the story, however, it's OK to slip some "voicey" notes into the recipe if you think it adds character.

### HOW TO SUBMIT:

Both the story and recipe should be submitted either via Google doc (preferred) or Microsoft Word doc. Please include both a headline suggestion for the story and a recipe title suggestion.

You must include an ingredients list in your pitch.

Pitch to: [thegreenroom@fifthseasonfresh.com](mailto:thegreenroom@fifthseasonfresh.com)

Do not include photos.

Word count is not especially important. Look at the blog and use your judgment.

Pay is \$500 per published piece.