



Writer's Contributor Guide 2020
Ciaoomag.com

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WHO WE ARE:

ciaooo! is an irreverent, wild, weird, and fun editorial site and events company dedicated to the local New Yorker.

Our goal is to help New Yorkers live their best lives in NYC. Our neighborhood guides, profile pieces, and curated events highlight local mom-and-pop shops, emerging artists, cultural foods, drinks & neighborhoods, bizarre histories, and all those unique, obscure, diverse parts that make up NYC.

We want to be the resource of practical, applicable, real-world advice that can be translated into NYC living;

- [Where can we take someone out for a fun, affordable date?](#)
- [What the hell does a magician do in a day?](#)
- [Did you hear about that 70-year-old father and son Italian shop in Gravesend, Brooklyn?](#)
- [How the hell are we supposed to DATE in NYC????](#)

We were created by a group of New Yorkers who wanted to make a website about NYC that wasn't filled with clickbait, tourist suggestions, or shitty reporting. One that reflected the diverse people and experiences that make up our city, and a community to enjoy it with.

Our goal is to make New York City a friendlier, more fun, and affordable place to live. That'll be our goal today, and forever.

WHO YOU ARE:

You, you are an incredible and beautiful human being. Seriously! Pat yourself on the back and repeat three times. But most importantly, you are one of the rarest and finest breeds this world has, a New York local. A New Yawker! This means that you currently live here. You didn't have to be born here but definitely have been living here long enough to know why to avoid the empty train car.

PITCHES

Please include a short, concise pitch – no longer than one paragraph. This should include a title, descriptor, and why you think our audience would enjoy this.

Some tips: Please be concise, and only pitch us if you have a very clear idea of what your article would be about. While we cover a range of topics (dating, relationships, New Yorkers, self-care, mental wellness, food, dishes, restaurants, culture), the golden thread is that it must be an example of NYC life. They are a glimpse into a pocket of NY that they wouldn't necessarily have seen otherwise and should incentivize the reader to have some sort of actionable, affordable IRL experience.

We don't publish: Top 10 roundups, "All the places you MUST visit before you die" event coverage, news, celebrity news, TV /movie/book reviews, roundups for shopping, etc... If it's any type of article that would live on Elite Daily or Medium, probably not the right fit.

If you have a written piece you'd like us to consider, please email us an editable google doc. Length: 800 – 1000 words.

- By submitting any photo, text, or other content or information to ciaooo!, you hereby represent and warrant that the submitted photo, text, or other content or information does not infringe on any copyright or trademark, any rights of privacy or publicity of any person, or any other right of any third party. You hereby represent and warrant that you have the right to transfer the photo, text, or other content or information to ciaooo! free and clear of any claims or encumbrances.

- You acknowledge and agree that ciaooo! shall have no obligation to post, display, or otherwise make publicly available any photo, text, content or other information submitted by you.

WRITING STYLE:

GQ meets Time Out Magazine meets The Infatuation

We write the way we speak.

Our writing style is friendly, intelligent, relatable, concise, and playful. It's conversational, personal, perceptive, descriptive, honest, and irreverent. Please visit our site for examples of our voice.

ARTICLE FORMATS

- Eat, drink, shop, and see with a local
- How to guides
- In-depth New York Centric Profile Pieces

NEIGHBORHOOD GUIDES

Selecting Locations

If you're going to write about a place, by no means does it have to be a completely obscure place or reference. What you should facilitate, however, is a unique take and perspective on the place. If it's a tour of the Highline, then you should have a super special take that most people don't know about. We are looking to showcase the interesting, exciting, and very *real people* that call NYC home, in NYC standards, not BS media standards.

Culture + History

These go hand in hand. Each article is tied into the best places to eat, drink, shop, and see but also a pretty brief but engaging rundown on the history and culture of the place, regardless of dark or light history.

HOW TO GUIDES

These are practical, playful, and nuanced guides to living in NYC. They can be as niche as tips for broke startup founders to find a free place to work or how to find the perfect bottle of wine.

We see these as being pretty darn thorough. They are longer format, precise, and filled with relevant, applicable information and resources. In many instances, they can include references for affiliate links and tips from experts.

Guides should be led by the google search. They should be things that people ask all the time but rarely find. They are easy answers for people who find that they get trapped all the time in the google search.

PROFILE PIECES

These are fun ones. They can be about anything, as long as it's New York Centric. Want to write about the history of pizza? Interested in telling me about the bizarre millionaire hoarder Collyer Brothers who accidentally killed themselves via booby trap in the 1920s? Want to write about the founder of that super quirky agency on the West Side?

They can be an immigrant father, an aspiring writer, or a successful comedian. As long as they portray the essence of New York City, they can make it. If you don't know what I mean by the essence of New York City (I realize how douchey this sounds) then maybe it's not right.

New York is FILLED with interesting characters, places, and people, and regardless of when it took place, we WANT to hear about it.

If you're feeling like the line is broad here, it's because it is. For guidance purposes - is this something interesting about NYC that helps to shape a better understanding of the city?

STORY

There are three things one should keep in mind when writing a story -- caring, cadence, and culture.

- **Caring** - In its simplest terms, the reader should know WHAT the story is about and WHY they should care, and how it affects them, directly. We don't need a flowery invitro about why YOU, the writer cares, we need a concise yet enjoyable opening as to why the READER should care, and how it could affect them.
- **Cadence** - You know the saying if your date has no rhythm on the dance floor they won't have any rhythm in the bedroom? Alright, it's not so much of a saying as it is my mantra, and I wholeheartedly believe the same goes for engaging writing. Your writing should take the reader through a journey. If there's no opening, middle, and end, then there's no nightcap, my friend.
- **Culture** - This site is all about New York City. We are the definition of culture, and look way deeper into issues, situations, and places than face value. We realize that accepting and telling anything in its most superficial form is a crux within itself. Dig deeper. Don't just tell us about that amazing mom-and-pop shop, tell us about the roots, the people, the weird gap tooth on the owner, their Hungarian roots, the neighbors who stop by, and the impact they've had on their body.

If you can operate on all three, then you will surely accomplish the goal of this site, to make the reader care. We want them to visit those places and open their minds to something new.

STYLE GUIDE

- Numbers should be written out with the exception of addresses, age, or large numbers.
For example 34th Street, 3 million, 24 years old but you might write “The twenty-seven-year-old establishment”
- Limit use of really, very, kind of, sort of, gonna, kinda, literally, apparently, and so on. We don’t need these intensifiers, we get the point and they make us sound like some nineteen-year-old Snapchat addict who doesn’t know how to socialize in real life or explain their true feelings.
- Keep the writing style punchy, but avoid writing in an edgy, “trying too hard to be funny or quaint” voice.
- Intros should do two things: They should immediately tell us what we are reading about and why we should care. Refrain from having too wordy of an opening or utilizing obscure references that only an upper - middle class suburban white man who grew up in the 80s would get.

BASICS

- ciao!!! Is always written in lowercase with the exclamation mark, including when used as the opening of a sentence.
- Make sure the neighborhood, subject, person, or band written about or interviewed is mentioned in the title or subheading.
 1. “Getting Down in Chinatown”
 2. “The Upper West Side is More than Puppies and Yuppies”
 3. “Old School Italian with an Old School Italian in Bensonhurst, Brooklyn”
 4. “The Story-a About Astoria, Queens”
 5. “It's Island Living in Crown Heights, Brooklyn
- Do not capitalize prepositions, conjunctions, and articles of four or fewer letters: The words *the, a, an, of, but, for, from, with*, etc. are not in caps, while the words *above, within, about, however*, etc are capped.
- In headlines and subheads, replace all double quotes and italics with single quotes (ignore this rule when writing decks and the preview text for online pieces).

- Photo credits are always given with links to the original image or artist's work such as "Photo by Geena Wong". Photos provided are acknowledged as "Photo courtesy of IMG" and royalty-free work is "Photo via Flickr user Gwong33"
- In general, acronyms do not take periods, but abbreviations sometimes do. State, city, and country abbreviations do not take periods.
 1. "They say the AAA is just about the most American thing in the US"
 2. The exception is Alcoholics Anonymous aka Al-Anon, aka A.A.
- On the other end, contextualize uncommon abbreviations by spelling them out the first time they are mentioned.
 1. They call BBH the "Big Booty Hoe" of New York.

GENERAL THINGS TO KNOW

- We always identify someone by both first and last names the first time they are mentioned. Afterward, refer to the subject by surname alone.
- Segments of neighborhood interviews should be italicized and in quotations when they are direct quotes from the guide for the location writeups in Eat, Drink, Shop, See categories.
- Limit the use of beginning sentences with conjunctions like *and*, *but* or *of*.
- Limit the use of *just* and *so* and *redundancies*. *Don't try to say what could be said in a few words in a whole, full flinging sentence, it's just so much of a time waster you know.*
- Avoid cliches.
- Do not suggest that you do not know anything about the subject, but you are free to say that you are new to it and have since, educated yourself and learned as much as possible about it. The article can be about the transition and your learning process.

Conclusion: What Do You Want The Reader To Do Next?

A good way to close an article is to offer the reader some next steps. That might be a list of further resources or a single action point. If they have invested the time to read your article what would you like them to do now?

Images

Images can help bring your article to life. These might include screenshots of the work in progress if writing a tutorial, or examples of websites that highlight a point you are making. As detailed in the article template these should include Captions and alt text, and remember to send us a zip of all images in your article along with your final draft.

Images should be at least 800 pixels wide, and if they are not owned by you, or screenshots, we need to know whether we have the right to publish them.

GRAMMAR

Colons

A colon introduces a list, an argument, or any type of element that illustrates, explains, or otherwise strengthens the sentence preceding the colon. It may also be used in front of the dialogue, but in general, it should be used sparingly - only to emphasize the sentence immediately preceding this colon you've heard so much about. Capitalize the first word after a colon if it is a question or a complete sentence. Do not capitalize if it is a list or sentence fragment.

Comma

We use the Oxford comma. So yes, a comma before the word, and.

That's it, folks!

Thank you! We hope that you are a big part of this!

Questions? Comments?

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