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Forms of Common Nutrition Writing

Columns: A regular feature or series of articles in a newspaper or magazine; usually having a readily identifiable heading and byline of the writer or editor. Reports on comments upon a particular field of interest, which may contain letters from readers or answers to readers' queries.

RD Examples: Susan Nicholson, 7-Day Menu Planner

Things to remember: Follow a master plan or format; keep it short and sweet, yet dense and fully formed.

Newsletters: A written report issued periodically that is prepared by or for a group or institution to present an analysis of news for various audiences. May also be an eNewsletter, which is circulated via email.

RD Examples: DPG Newsletters, Environmental Nutrition, CSPI's Nutrition Action Newsletter.

Things to remember: Usually smaller features that are more dense; break up visual blocks with graphs, charts, boxes.

Articles: A written composition as a part of a book, newspaper, magazine, or website

that includes researched and sometimes

referenced information for the audience on a particular topic.

RD Examples: RD writers appear in almost every magazine, from Prevention to Better Homes and Gardens.

Things to remember: Make it interesting with a special angle, get them interested from the start; break up long pieces of text with visual relief or bullets.

Blogs: An online personal journal with reflections, comments, and often hyperlinks provided by the writer.

RD Examples: Meal Makover Moms, The Vegan RD, Swanky Dietitian

Things to remember about blog writing:
-Casual & conversational

- Be yourself
- Write less
- Be precise
- Use common keywords
- Include hyperlinks
- Use creative titles
- Invite comments
- Update, update, update!

write.

Recipe Writing Guidelines

- Introduction
- Use descriptive names
- List the preparation and cooking time
- Provide the number of servings and serving size
- List the utensils needed, if unique
- Ingredients
- List ingredients in chronological order; be sure to list exact amounts
- Spell out measurements and amounts
- If the ingredient is used more than once, be sure to indicate “divided”
- Preparation
- List steps in order, keeping instructions short and to the point
- Indicate size of bowls and cookware
- If the recipe has two parts separate them in the ingredients and preparation sections
- Give specifics about doneness
- Other Tips
- Test your recipe
- Include storage suggestions
- Include nutritional information
- Include a quality photo

General Writing Information: Writing Guidelines: The bible for writers; available specific to each publication, offering instructions on how to write for that particular pub.

- Content
- Approach to subject matter
- Development of primary ideas
- Use of evidence
- Organization
- Introduction
- Sequence and development of paragraphs
- Conclusion
- Style
- Grammatical norms
- Diction
- Voice
- Sentence clarity and conciseness
- Research
- Choice of sources
- Integration of sources
- Documentation of sources

share.

General Writing

Reminders

inspire.

- Move from the general to the specific
 - Give people the concept and then elaborate on how to use it.
- Get Personal
 - Be original and use your own work
- Write for your audience
 - Be aware of who you are writing towards and keep them in mind
- Always answer the reason why
 - You need a clear and concise reason as to why they need to read your article
- Do the second edit later
 - Step away from your piece, then return to it later for edits
- Read everything aloud
 - Hearing your work aloud causes you to notice things you may not have
- Don't be vague
 - Provide a good amount of detail, but be careful not to overdo it
- Take time to do it right
 - Writing cannot be rushed.
 - Allow yourself a realistic amount of time before your deadline
- Take a stand
 - Readers want to know what you are actually thinking, let them know your thoughts.

Getting Started:

1. Develop a portfolio of clips.
2. Query editors.
3. Meet your deadlines.
4. Get creative about finding writing opportunities

