

*edible*PORTLAND

Celebrating the Abundance of Local Foods, Season by Season

2010 Editorial Information and *How to Submit a Story Idea*

Edible Portland is a member of Edible Communities Inc., an award-winning, nationwide series of community-based food publications that share the mission “to transform the way communities shop for, cook, eat, and relate to the food that is grown and produced in their area.” Please read about Edible Communities at www.ediblecommunities.com.

Edible Portland is published quarterly by the nonprofit organization Ecotrust – www.ecotrust.org. Each issue emphasizes the current seasonal bounty of Oregon and SW Washington. We look for subjects that are timely and support our mission. The editorial team chooses writers and topics for each issue with the intention of balancing the coverage and nurturing a wide and loyal readership.

We seek contributors who write in a lively, elegant, informative, original, accurate, and interesting manner. Generally, writers generate their own topics, but occasionally the editor makes specific assignments based on writers’ interests and knowledge.

Edible Portland includes both regular departments and continually changing features on a wide variety of topics.

Departments

We present departments in the front of the book that range in length from 500-750 words. In every issue you will find:

- *Edible Seasonals*: An in-depth exploration of one seasonal item, including a recipe or two.
- *Edible DIY*: An opportunity to build our readers’ self-sufficiency and remove the mystery from simple do-it-yourself kitchen and gardening projects, such as canning, making cheese or seed saving.
- *Edible Summer (Fall/Winter/Spring)*: Simple, seasonal recipes; an annotated list of items that are in season; and a short essay that evokes seasonal images.

Sporadically, you will find:

- *Season in Depth*: A photograph and accompanying description of several varieties of a single item, such as the flavors, shapes, and uses of various pear varieties
- *Edible Poetry*: A selection of food, cooking or farming oriented poetry.
- *Edible Books*: Recommended reading and book reviews.
- And others...

Features

In addition to the departments noted above, *Edible Portland* typically assigns 5-6 feature stories per issue. *Edible Portland's* features nod to local authenticity and our region's sustainability. Features present a diverse mix of people, places and things. Whenever possible, we promote local citizens, establishments, and products that show devotion to our region and act with thoughtful consideration of its health. Features range in length from 750–2500 words. Writers must cite all sources for information in the article, and if including passages from published (including Web published) material are included, must obtain permission for use.

Recipes

When appropriate to the story, we ask for recipes to accompany articles. They must be original and carefully tested. If recipes are not original, the submitter must obtain and pay for permission to reprint.

Photos

We also desire high quality, high resolution photographs to accompany the articles. While we rely on writers for suggestions related to artwork and photography, we do not expect writers to personally take photos to accompany stories (unless this is something you are skilled at doing). Where writers have acquired suggested artwork or photographs to accompany their stories, proper credit should be included in the submission. It is assumed that writers have permission to use all photographs or artwork submitted. If no photos or artwork are submitted, writers are encouraged to make suggestions about stock images that might work with their piece. *Edible Portland* assigns professional photographers to cover feature stories on a case by case basis.

Payment

We negotiate payment terms on an individual basis. When compensation is provided, *Edible Portland* typically pays a standard flat fee of \$250 for departments and \$300-\$500, depending on length, for features.

Writers submitting for the first time should not expect a commitment until their final draft has been approved. Please also note that *Edible Portland* reserves the right not to run articles even after they have been approved for submission. In the event that a submitted article does not run, *Edible Portland* pays a kill fee equivalent to 25% of the contracted rate.

Rights

Edible Portland pays for first-time rights to publication. Ownership of published articles and recipes reverts to the author after the current issue expires.

Pitching *Edible Portland*

We want to know: What will the focus of your article be? Will readers laugh, cry, change their attitudes or learn something new? How many words were you thinking? Does your story belong in the spring, summer, winter or fall issue and why? Do you have high quality photos at the ready to run alongside the article? Do you have recipes? Do you think sidebar information should run with your piece? Have you written for other publications?

We would also like to see samples of your previous work.

Departments are generally written by the same person throughout the calendar year and are assigned on a long-term basis. We are generally most receptive to freelance submissions for features. When proposing to write feature stories, please keep *Edible Portland's* departmental focus in mind. Note, for example, that *Edible Seasonals* covers in-depth explorations of unique seasonal items. Thus, a pitch that offers to explore the history and culinary uses of white asparagus as a feature story would not interest the editors as much as a pitch that aims to uncover information about the state's top three white asparagus growers, their day-to-day operations, and the challenges in bringing white asparagus to market.

The more detail you can provide in your pitch the better. For your convenience, *Edible Portland* has prepared a sample pitch which you can access by contacting Laura Ford (see below). We strongly encourage you to come as close as possible to this example in describing your idea to us. We accept fully written articles in addition to brief sketches. We also ask that you reference the "Edible Portland Submission Guidelines," also available from Laura Ford, for specific direction on formatting.

Please note that once you send us a pitch, it may take up to two months for us to respond.

Publication Schedule

Spring (MarAprMay)	First draft due: January 5 ; final due: January 12
Summer (JuneJulyAug)	First draft due: April 5 ; final due: April 12
Fall (SeptOctNov)	First draft due: July 5 ; final due: July 12
Winter (DecJanFeb)	First draft due: October 5 ; final due: October 12

We plan issues in advance and assignments are made two months up to one year before the deadline dates noted above.

Contact Information

Complete pitches should be submitted to:
Laura Ford, Managing Editor
Edible Portland
lford@ecotrust.org

We prefer that you submit pitch materials by email, but they can also be mailed to:
Edible Portland/Ecotrust
721 NW Ninth Avenue, Suite 200
Portland, OR 97209

For general questions or immediate assistance, please contact:
Laura Ford, Managing Editor
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