

From: ed@wordvietnam.com  
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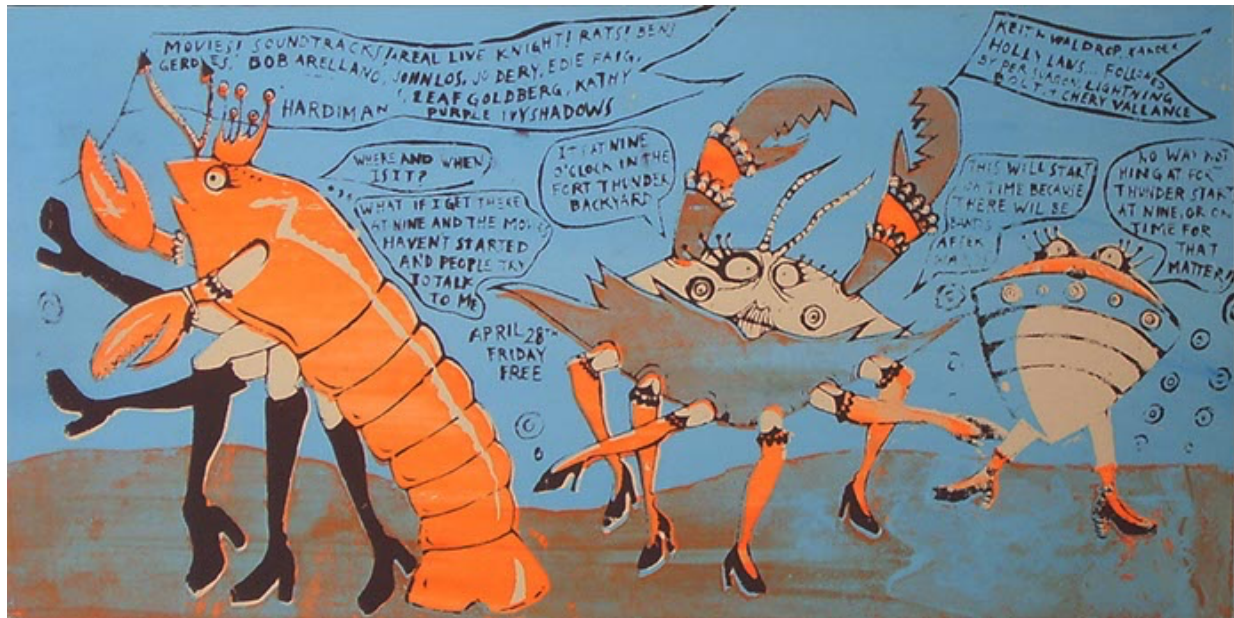
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# word

## Dear Wordies . . .

Say hello to your little friend, the internal newsletter!

It's been a while since the last one of these, but what are weekends for?



Lobster dancing? noooo.

So, you've all been doing great / middling / subpar work. Nonetheless we're not stinting about our praise, so good work everybody.

Here's where we cover what we've been up to, and what to expect in the future, and give you some time to think on stories for the July issue, as June is already underway (however, if you have anything timely that you can get together by the 17th, please message us!). Ideas that involve the cover story concept are most welcome, if they don't make it in, then we'll be offering the idea and not necessarily publishing it.

are great — even if they don't make it in, they help us refine the idea and get more viewpoints in — but there are a host of other ideas out there, which help us balance the cover story contents with the events-driven stuff. **Remember, there are events / news-related 500-600 word briefings needed for the front of the mag, 900-2,500 word features on food / business / art / travel / leisure / culture that make up the meat of the magazine and 400-500 word columns on food / bars / cafes for the City Guide sections.** (We reserve the right to steal any ideas we like.)

Feel free to get in touch with any or all of us about stories you liked, or really anything. We get better when we have some give and take of opinions and priorities, and we'd always like to hear yours.

Much love,  
Word Magazine Newsletter-Writing Bot

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## The June Issue: Dating

This month we're getting a little sexy / frivolous with our dating issue, which is going to cover such thrilling topics as blind dating in dark restaurants, "the dick drought", tips on how to land a man, Tinder do's and don'ts, coffee shop dates, bad dates, breakups. You know, all the things you love about dating. The guy below may or may not be making an appearance -- he said he'd call us later.

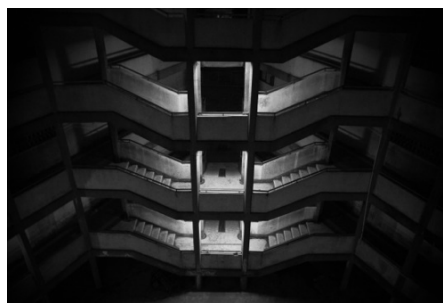


## HELP WANTED!

Hanoi is losing three of its finest writer / editors in **Hoa Le** (baby), **David Mann** (shiny new NGO job, starting next month) and

## The July Issue: Urban Exploration

Next month we'll get onto some rooftops, abandoned amusement parks, haunted houses, cool sunset spots and the like. Any ideas?



(<http://franswiss.tumblr.com/post/115655176159/so-i-came-back-and-took-real-pictures-of-this>)

## IMPORTANT: Pitching Period

Please send your friendly neighbourhood editor story pitches for the **July issue** by **May 17th**, and we'll try to give you a head start on working on it. Just a reminder, try to work in whole-of-Vietnam angles to your ideas — it's tough making a magazine that's relevant to the whole of Vietnam, and it's one of our priorities.

## Popular Stories Online

\*Selections from the last 500 articles updated.  
Definite selection bias... it compares things that have been up for a week against things that have been around for several weeks. Sorry :p

**Katie Jacobs** (job relocation). So if you know of anyone, we'd like to chat with them - or if you're one of the remaining writers up there we're exceptionally open to new ideas. Thanks for the help.

## Last Month

Last month we all put forward our favourite little eating spots in Vietnam - <http://wordvietnam.com/component/k2/may-2015-print-edition> -- and if our meet-and-greet at last weekend's Saigon farmers' market is any indication, people seem to like it.

Also, last month is the month we said goodbye to three of our favourite creators / personalities -- **Chau Giang**, who held down Hanoi operations for basically ever, and who is moving onto a hospitality management job where her salty sense of humour should prove an asset; **Hoa Le**, our Hanoi area editor with a charming way around interviewees, who will soon be even more charming with baby in tow; and **Katie Jacobs**, one of those rare writers who actually knows what she's talking about, moving with her super-spy diplomat husband to the US.

I don't know about you guys, but the death-dealing Word Magazine Newsletter-Writing Bot sure will miss them.

## Style Guide Tip of the Month!

Please don't put accents on Vietnamese names or words. The reason for this is we wouldn't catch your mistakes, and you \*would\* make mistakes.

## Magazine Science: The Lede

Your lede is your opening sentence, and it's pretty important. We're not publishing

### Simon Stanley / Francis Xavier

'The Best Banh Mi in Saigon'

April

<http://wordvietnam.com/food-drink/street-snacker/the-best-banh-mi-in-saigon>

Hits: 8,932



Today, banh mi thit is available everywhere from five-star buffets to the tail-end of a Honda Cub in an alleyway. It's possibly the most readily available on-the-go meal you're likely to find. But whose version is the best?

### Wilfred Burchett

'The Inside Story of the Guerrilla War — Chapter 6: Ratios and Battle Tactics'

March

<http://wordvietnam.com/opinion/the-final-say/the-inside-story-of-the-guerrilla-war-chapter-6-ratios-and-battle-tactics>

Hits: 3,378



A close friend of Ho Chi Minh, Burchett was the only westerner to be embedded with the Viet Cong frontlines in the early 1960s.

### Niko Savvas / Ed Weinberg / Jon Aspin / Glen Riley

'Fifty Shades of Expat: The Tanktop Romeo'

April

<http://wordvietnam.com/people-culture/the-big-story/fifty-shades-of-expat-the-tanktop-romeo>

Hits: 3,095





pretty important. We're not publishing breaking news, so we don't have to stick with the traditional hard news formula of who/what/when/where/why. But it should still be elevator-pitch level informative. As John McPhee -- a great long-form magazine feature writer and author -- has said, **a good lede is like a flashlight shining down into the story.**

So *Bleacher Report*, where I cribbed the above quote from, has a pretty informative article on the topic --

<http://blog.bleacherreport.com/2011/04/14/br-101-how-to-write-a-good-lede/>. Some

highlights:

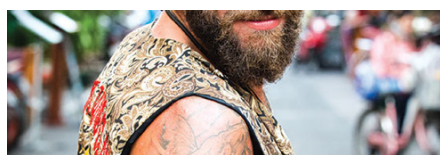
- Be concise.
- Be specific.
- Get creative.
- Avoid "throat clears" -- warm-up writing before you get really started.
- Read it (and what the heck, your whole article, several times) out loud. You'll hear the extra words, the awkward phrasings, the wonkiness.

## Francis Xavier's Track of the Month



"oohokay my current fav track is N5 from outer space"

<https://youtu.be/H511Iye6Bsl>



Who is the Tanktop Romeo?

He's a man of the world, and he's seen it all. He's been "in the tubing". He's sipped formaldehyde-laced rum buckets under azure skies and sampled the finest fried insects from here to Chiang Mai. The ladies find his tales of adventure, and hearty application of AXE body spray, irresistibly alluring. He is a rebel, a risk taker, a man who wears neon short-shorts in public.

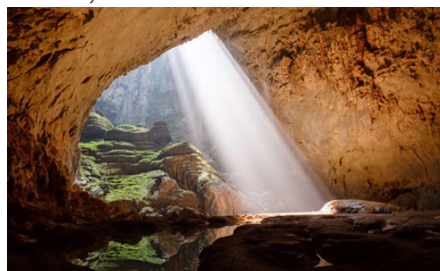
### Web Exclusive!

'Amazing Images of Son Doong Cave Captured by Drone'

March

<http://wordvietnam.com/news-latest/briefings/amazing-images-of-son-doong-cave-captured-by-drone>

Hits: 2,477



We all love images taken by drones — some of the recently published ones of Ho Chi Minh City and Hanoi are quite phenomenal. But stretching the video-from-above spectrum to its limit has to be the footage shot by Ryan Deboodt of Son Doong Cave, the largest cave in the world. It's nothing short of spectacular.

### Nick Ross / Francis Xavier

'The Last Call: Mark Wildblood'

April

<http://www.wordhanoi.com/people-culture/last-call/the-last-call-mark-wildblood>

Hits: 2,378





## The Word Online

You might have noticed such clever punchlines as --

*Nothing says "rockin' good time" like a networking opportunity for travel professionals!*

*Zombie BBQ - human brains might not be on the menu, but that doesn't mean you shouldn't ask. Repeatedly.*

-- popping up in your news feed from time to time, and that can only mean that Online Editor Niko is on the case.

**We're somewhat close to getting on some web-only content — blogs, listicles, etc — so if you guys have any ideas for us to consider, please email:**

[niko@wordvietnam.com](mailto:niko@wordvietnam.com)

And like everyone else, we measure our worth in Facebook likes, so please like and share freely.



One of the longest of the long-term expats living in Vietnam, British-born Kiwi Mark Wildblood has been here since forever.

### Ed Weinberg

'Mystery Quest'

March

<http://www.wordhanoi.com/news-latest/briefings/mystery-quest>

Hits: 2,048



The creatives behind Quest have put on some of Vietnam's most unforgettable festivals. Now, in their fourth edition, they're asking us to trust them.

### Blast from the Past

Emma Roy-Williams / Kyle Phanroy

'Many Faces of Vietnam: Saving Face'

July 2014

<http://wordvietnam.com/people-culture/many-faces-of-vietnam/saving-face>



On a housing complex wall in Ho Chi Minh City, an anonymous story plays out in a parade of changing faces.

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