

March 2020

EDITORIAL STYLE SHEET FOR FNK APP CLASSES AND COURSES

(Includes ingredient quantities and cooking instructions but not doneness cues.) See below for 1 X 1 Style Guide for NON-FNK Video.

Below are guidelines for captions and typeface in FN videos. They are applicable most of the time, but there will be exceptions when more explanation is necessary or part of the story.

This is a living document and changes will occur as our video style evolves.

Ingredients

List ingredients as they appear in the recipe ingredients list. Include quantity, ingredient name, relevant preparation and information in parentheses. Do not abbreviate.

Top line: amount

Next line: ingredient, prep [If talent preps on screen, then don't include prep in GFX.]

Third line can be spillover ingredient or prep

1/2 CUP
FROZEN PEAS, THAWED

2 POUNDS
GROUND BEEF CHUCK

Ingredient copy: Generally, use whatever is in the recipe.

If an ingredient doesn't have a unit of volume measurement, the first line should be number + ingredient name.

1/2 ONION,
FINELY CHOPPED [If talent doesn't show chopping.]

If an ingredient calls for 2 numbers in a row, spell out the first number.

TWO 15-OUNCE CANS
CHICKPEAS

Size reference counts as part of the unit of measure.

1 MEDIUM
ONION

1 LARGE
POBLANO PEPPER

Ingredient options: If the recipe offers options for ingredients, identify only the ingredient that is shown in the video.

1 RED BELL PEPPER

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[not 1 RED, GREEN OR YELLOW BELL PEPPER]

Note: There will be exceptions, such as when we show frozen cranberries for a Thanksgiving recipe, but we know most people will be using fresh at that time of year. In this case, we will include a fresh option:

1 POUND
FRESH OR FROZEN CRANBERRIES

Butter: Give the amount in tablespoons (not sticks) and specify salted or unsalted.

8 TABLESPOONS
UNSALTED BUTTER

Garlic: Clove is the unit of measure.

2 CLOVES
GARLIC

Salt and Pepper

Kosher salt and freshly ground black pepper are often listed as a single line in the ingredients list in a recipe without quantities. (The quantities are often listed in the method.)

For brevity and clarity on screen, please specify quantity of kosher salt and ground black pepper each time it is used if known.

All ground pepper, whether the recipe specifies freshly ground or not, is GROUND BLACK PEPPER (plus amounts, if needed).

1 TABLESPOON
KOSHER SALT

1/2 TEASPOON
GROUND BLACK PEPPER

Method

State the cooking method in the graphic for anything that requires heat or cooling. Don't list pureeing, kneading, whipping, etc.

Take the wording for the video from the recipe method--keep it to one word if possible: Simmer, cook, bake, broil, saute and so on. To keep text minimal, don't list "stirring" or other interim activities. (The assumption is we would see the stirring or tossing on camera.)

Oven cooking: Tell people to preheat the oven at the start or at the appropriate time.
Preheating: Use the timer graphic without the dots.

PREHEAT OVEN 350°F

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Temperature: No space between F and degree sign. Make sure to include F: 350°F.

Timer GFX:

No timer graphic if talent demonstrates in real time for less than 10 minutes and says aloud the timeframe.

Yes timer graphic if talent demonstrates in real time for less than 10 minutes *but doesn't say time aloud*.

Yes timer graphic if you *don't see full demonstration in real time and it takes less than 10 minutes*. Example: Talent says "Reduce sauce by half." Or something goes in the oven. Timer GFX would show 5 minutes.

Yes timer graphic for *anything that takes 10 minutes or more*, such as baking, simmering, cooling, dough rising/resting, etc.

Time copy: Keep as succinct as possible (do not include doneness cue). Reiterate oven temperature even if we said to preheat earlier.

BAKE 350°F
40 TO 45 MINUTES

COOK
10 TO 12 MINUTES

COOL 20 MINUTES

Unless...you are doing something else at the same time. Then you can specify the item you are cooking:

COOK GRITS
15 TO 20 MINUTES

Heat levels: Stovetop cooking: If simmer or boil, then no heat level:

SIMMER
30 TO 35 MINUTES

Uncovered: Only tell people to uncover if talent doesn't demonstrate or say aloud to uncover.

UNCOVER
BAKE 20 TO 25 MINUTES

Batches: Give ingredient quantities talent uses at the moment for the batch shown, not for the total amount in recipe.

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Type Style

Use all capital letters for all type and recipe titles.

1 TABLESPOON
GROUND CUMIN

No abbreviations for measurements, times or ingredients. Spell out MINUTES, INCHES and MOZZERELLA.

No space between hyphen and letters. HALF-AND-HALF, WHOLE-GRAIN FLOUR (No hyphen in WHOLE WHEAT BREAD)

Discovery, Inc.

EDITORIAL STYLE SHEET FOR HANDS & PANS AND HOSTED FN VIDEO (NOT FNK CLASSES)

(No ingredient quantities.) For cutdowns for 1 x 1 or 16 x 9 for site and social.

Below are guidelines for captions and typeface in FN videos. They are applicable most of the time, but there will be exceptions when more explanation is necessary or part of the story.

This is a living document and changes will occur as our video style evolves.

Ingredients

Ingredient names: Name all ingredients when they appear in the video. Do not include quantities. Be specific to the ingredients shown in the video. Think of the ingredient as a caption, not instructions. Do not abbreviate.

FROZEN STRAWBERRIES
DRAINED FROZEN SPINACH

Note: If ingredient appears twice, it's okay to add MORE to the copy. E.g. MORE MOZZARELLA

Ingredient options: If the recipe offers options for ingredients, identify only the ingredient that is shown in video.

PLAIN YOGURT [not YOGURT OR LABNEH]

Note: There will be exceptions, such as when we show frozen cranberries for a Thanksgiving recipe, but we know most people will be using fresh at that time of year. In this case, we will include a fresh option:

FRESH OR FROZEN CRANBERRIES

Ingredient preparation: Do not list if crumbled, minced, diced or shredded. Do list if it is already cooked.

FETA (not CRUMBLED FETA)
MOZZARELLA (not MOZZARELLA, SHREDDED)
GARLIC (not MINCED GARLIC)
COOKED RICE
BLANCHED BROCCOLI

How to identify some of the most common ingredients:

BACON: We can specify THICK-CUT BACON if called for.

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BUTTER: Always specify UNSALTED BUTTER. Include unsalted in caption, such as MELTED UNSALTED BUTTER.

CHICKEN [list the cut of meat, not how it is prepared]
CHICKEN BREASTS [don't include boneless skinless]
CHICKEN THIGHS

FLOUR [not ALL-PURPOSE FLOUR]; Specify type of flour only if special kind, like BREAD FLOUR.

HALF-AND-HALF

HERBS: Do not specify if fresh. Do specify if dried: DRIED THYME.

KOSHER SALT AND BLACK PEPPER [not FRESHLY GROUND BLACK PEPPER (too long)]

MEAT: Simplify cuts.
NEW YORK STRIP STEAK
GROUND BEEF [CP to decide to include % fat if it matters to story, such as for burgers.]
PORK CHOP

MILK [Do not specify whole or low-fat unless recipe is for a Healthy Video; see below for terms for varieties.]

OIL: Always specify type of oil.
OLIVE OIL (do not specify extra-virgin)
VEGETABLE OIL
CANOLA OIL

RESERVED PASTA WATER: When mixing in water from pot, refer to as RESERVED PASTA WATER

TOMATOES: For canned tomatoes, specify how they are prepared (do not specify if San Marzano).
CANNED WHOLE TOMATOES
CANNED DICED TOMATOES
CANNED PUREED TOMATOES
CANNED TOMATOES (CRUSHED BY HAND) - This can also be shown in video and you can omit mention of crushing.

YOGURT: Specify flavor and if Greek; do not include fat percentage unless for a Healthy Video.
PLAIN GREEK YOGURT

SHRIMP: Specify size: LARGE SHRIMP [Do not specify peeled and deveined or number count.]

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VANILLA EXTRACT (not: VANILLA or PURE VANILLA EXTRACT)

Note: For HEALTHY VIDEO recipes, we must specify anything that can affect nutritional outcome of recipe. Examples: For DAIRY, please specify WHOLE, LOW-FAT, 2 PERCENT for MILK, YOGURT and GREEK YOGURT; 80/20 BEEF.

Method

Follow the wording from the recipe. For instance, specify ROAST, SIMMER, BROIL and so on. Avoid defaulting to the generic cook or bake unless that is called for in the recipe.

Cook Times: Include the time for cooking (except stovetop, see below), resting and so on. Do not include doneness cue [not "until brown and bubbly"].

No time ranges; remove "about" and if there is a time range in the recipe, show highest number.

Avoid using the word FOR when possible.

Correct: SIMMER 20 MINUTES Incorrect: LET SIMMER FOR 20 MINUTES

Note: For stovetop cooking, do not provide time unless there is a cook time 20 minutes or greater that we cut to on the video. Example for soup: SIMMER 35 MINUTES

Temperature: No space between F and degree sign. Make sure to include F: 350°F.

Oven cooking: Do not include preheating oven in text. Do include type of oven cooking and temperature.

BAKE 350°F
20 MINUTES

BROIL
15 MINUTES

Stovetop cooking: If simmer or boil, then no heat level: SIMMER 30 MINUTES [not SIMMER ON LOW FOR 30 MINUTES]

Uncovered: Tell people to uncover if showing cooking uncovered in oven; make language active:

UNCOVER
BAKE 20 MINUTES [not: BAKE, UNCOVERED, 20 MINUTES]

Type Style

Use all capital letters for all type and recipe titles.

GROUND CUMIN

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No abbreviations for times or ingredients. Spell out MINUTES and MOZZERELLA.

No space between hyphen and letters. HALF-AND-HALF, WHOLE-GRAIN FLOUR (No hyphen in WHOLE WHEAT BREAD)

For questions, please contact Lygeia Grace, Culinary Editorial Director, lgrace@foodnetwork.com and Danielle Strain, Culinary Production Director, dstrain@foodnetwork.com.

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