



Style and Accuracy Tips for Writing About Us

The Website

Red Room is an online community of authors and readers. It's correct to refer to us as:

- **redroom.com** (we prefer this, so people will know where to find us)
- **Red Room**
- **the Red Room** (note *lowercase "the"*)

The Online Company

For stories and blog entries that appear in the business press, aimed at financial analysts and investors, the website is owned by:

- **Red Room Omnimedia Corporation**, a California corporation formed in 2007

Founder and CEO Ivory Madison

- **Ivory Madison** is the **founder and CEO** of the corporation (we prefer these titles on first reference).
- Madison is also **president of the board** and the **majority shareholder**.

The Brick-and-Mortar Company

- Ivory Madison also founded **the Red Room Writers Society**, a community of writers who meet in a historic mansion in San Francisco.
- Information about this company, founded in 2002, can be found at **red-room.com** (note the hyphen).

The Distinction

- While sometimes referred to by its members as "the Red Room," the Red Room Writers Society is **a business entity wholly separate** from the website, redroom.com.
- When writing about the website, it's appropriate to trace the history of the Red Room Writers Society as background, but the names of the two entities are **not interchangeable**.
- The two companies **cross-promote** and have a **licensing agreement**.
- While it may be accurate in a generic sense to call redroom.com "a writers society," we discourage it, as it will probably **cause confusion** between the website and the brick-and-mortar company.