

EPISODE 115

[INTRODUCTION]

[00:00:09] ANNOUNCER: Welcome to this week's episode of Coffee with a Journalist, brought to you by OnePitch. The guests on our show include some of the most notable journalists from the top US-based publications, who cover topics including technology, lifestyle and culture, health, science, consumer products, business news and beauty and wellness. We discuss their role, the types of stories they cover, what their inbox looks like and how they connect with sources. Head to onepitch.co and look for the video page to learn more about our new video series featuring journalists from the show.

Our guest on the podcast this week is Tom Matsuda, a FinTech reporter at The Block. As a FinTech reporter, Tom covers crypto wallets, Asia and investments. Prior to the blog, Tom reported on Neil Banks, payment firms and blockchain startups for Sifted. During the episode, Tom shares about the constant array of crypto news he receives, what information he wants to see in a pitch, his personal thoughts on exclusives and more. Let's hear from Tom now.

[INTERVIEW]

[00:01:23] BB: Welcome, everyone. This is Coffee with a Journalist. I'm Beck Bamberger, Founder of OnePitch that makes this lovely show. We want our lovely publicists to know better what journalists want, how journalists can be our friends, not our annoying people in their inboxes. This is why we made this show to help you a little bit more and created OnePitch, so that you can pitch better. Then I also run BAM, an agency that works with all venture-backed startups. We are pitching tech reporters all the time. Another reason why OnePitch now exists.

With us today. We're going to talk about some fintech stuff. We have Tom Matsuda here. He's from The Block. He's a fintech reporter. Welcome, Tom.

[00:02:03] TM: Hi. Thanks for having me.

[00:02:04] BB: Live from London, too, by the way.

[00:02:06] TM: Yes. Yeah.

[00:02:07] BB: Yes. Tom.

[00:02:08] TM: A very sunny London, actually.

[00:02:10] BB: Oh, sunny, sunny. Oh. Fabulous. Fabulous. Well, Tom, for those maybe not as familiar and I'm actually asking this of now pretty much any outlet, because there's many, many media outlets. What is The Block?

[00:02:24] TM: Yeah. The Block is a remote first publication. We cover digital assets with the view that they are a ubiquitous part of our future. It's basically, anyone who is really interested from investors. They're just casually looking at the space, that's working in the space of those even looking to make the jump into the space.

[00:02:42] BB: Crypto curious?

[00:02:43] TM: Crypto curious, exactly. Yeah. We hope that we can empower them with knowledge about crypto and then they can make decisions from then on out, alongside having a news team, so we're really blessed we have a research team who really know that stuff, and we work in symbiosis. Yeah. For me personally though, I'm looking at fintech and what that means, that a crypto publication is that we look at the way crypto intersects with fintech to say, I did a feature on neo-banks that are built on top of decentralized finance rails, or neo-banks are trying to be built on decentralized finance rails. We look at things like a neo-bank opening a crypto exchange that'll be of interest of us. Or vice versa, say a crypto exchange tries to get a banking license. That would be something I would be interested in.

[00:03:27] BB: Okay. I like that you delineate to what the difference is, because someone may be not too familiar with crypto, even including myself. I'm thinking like, well, it's not all fintech? It's about money, right? Is it? Thank you for those examples. Those are helpful.

[00:03:43] TM: Definitely. I think that distinction between the two is yeah, something not really that well reported on. That's what we have –

[00:03:50] BB: Agreed. Agreed. That leads me to your inbox, Tom. Are you getting bombarded with pitches? How is it in there?

[00:03:58] TM: Last week was quite bad, because I was in Paris for Paris Blockchain Week.

[00:04:02] BB: Oh, yeah. Oh, no. Okay, now this question has not been relevant for quite a long time. When you go to an actual – now, I'm going to start asking this, an actual event where you're seeing, you're walking the streets, you're walking the floor, whatever and people now get your info, does it immediately matriculate to, “Oh, my God. My inbox is blowing up, because people just met me now sending me stuff”?

[00:04:26] TM: Yeah. I put a tweet out last week saying that I was going there.

[00:04:30] BB: Do you regret this tweet?

[00:04:31] TM: Yeah, I do.

[00:04:34] BB: Oh, no.

[00:04:35] TM: I think for an hour, I got an email once every 5 minutes. I look at it, my Telegram was bombarded as well.

[00:04:44] BB: Wow. Tweeting works.

[00:04:46] TM: Tweeting works. Yeah. I think, also, I guess, when you're on the list, a media list, you're added to a lot of other lists. I was getting lots and lots of emails. Some of them, great. Some of them not as useful as they could be. Yeah, it was quite an experience. I mean, I had a really great time there as well. Yeah, it was a lot of fun.

[00:05:06] BB: Were the pitches you did receive, again for maybe this tweet, were they relevant, or were they like, “Hey, can we meet up? Can we do that?” Or was it straight pitching like, “Hey, by the way, I have a client, here you go.”

[00:05:15] TM: Yeah, a lot of them weren't super relevant to what my beat is, but I do get a couple. I worked a mood piece to part for the same week, which was published on Tuesday, I think. I did manage to get a email that was relevant in, but that was maybe one of three or four relevant emails, which landed in my inbox.

[00:05:41] BB: Only that many. That's disappointing.

[00:05:43] TM: Yeah. I think with a lot of crypto journalism, there's lots of yeah, there's constant product launches and constant raises and stuff like that. You just have to filter out a lot of the noise, which is why I'm quite, yeah, I'm really work on making my inbox neat.

[00:05:59] BB: Okay, so I want to talk about that, because especially in crypto, there is a lot of noise. There a lot of shenanigans happening, as always in a novel, or nascent industry, when things are getting figured out. How do you keep your inbox? It sounds like sparkling clean. What do you do?

[00:06:20] TM: Yeah. Actually, for the purpose of this interview, I made it inbox zero. I'm in there right now.

[00:06:27] BB: Wait, wait. Wait, wait. For this interview, you're like, "Hold up. Wait. Let me make sure the inbox is clean."

[00:06:31] TM: Yeah. Because I knew this was going to come up in the publication.

[00:06:35] BB: I love it.

[00:06:36] TM: I did some preparation.

[00:06:38] BB: I've never had someone clean up their inbox before this show. That's amazing.

[00:06:45] TM: Yeah. I take it very seriously.

[00:06:46] BB: Wow, this is a new level.

[00:06:48] TM: I mean, it might not be so clean, I don't know. I get a couple emails in.

[00:06:55] BB: Oh, my gosh. That is great.

[00:06:56] TM: Yeah. I want it to be clean.

[00:06:58] BB: Okay. Cleaning, is it you get it it's deleted, or do you flag and file? What do you do here?

[00:07:05] TM: I never delete anything. I don't use the Gmail desktop, or that web browser. I have a separate email provider. That has a really neat folders section, so every email I get, I sort into something. I also pin things if they're –

[00:07:26] BB: Wait, wait, wait. You pin emails? What tool is this? What is this?

[00:07:29] TM: It's called Spark. Other email providers are available there.

[00:07:34] BB: Okay. This is new information for us here.

[00:07:36] TM: Yeah, that's what I use. You can pin them and then yeah, that's all sorted, that has a folder function. Obviously, I have my non-work emails on there as well, and it's all in one neat thing. My non-work email is less clean. Yeah.

[00:07:54] BB: Wow. So far, we've learned of a whole new tool. This is amazing, Tom. You've cleaned it up just for us. Wow. I'm loving this. Okay. For pitching preferences, what is a good pitch to you? Therefore, what is a bad pitch?

[00:08:11] TM: Yeah, this is something I've tried thinking a lot about. I would say, I like speaking to people who don't email me that much, but when I know they're going to email me, it's of high quality. I think every –

[00:08:27] BB: Less is more.

[00:08:28] TM: Yeah. Every day I get lots of emails being like, “Oh, this person's going to give comment on this particular event that's happened today.” Very rarely those make it into my reporting. It doesn't really add that much for me. Yeah, I just want as possible to be straight, on the point of what the news is, what the product launch is, what the raise is, etc., etc. I know that's not super, super helpful, but yeah. Sure, quick, subject line, which is clear and relevant to my beat is really great.

[00:09:03] BB: Let's talk a little bit more on subject lines. Those are a big thing. My last guest was talking from Margo from Capital B was saying, I want to know the whole thing in the subject line. Put it in there. Is it an exclusive? Is it about whom? Never just drop a subject line that says, “Exclusive.” Exclusive about what? Can you elaborate, and maybe have some examples in your inbox of like, “Oh, here's one I'll definitely open.”

[00:09:27] TM: Yeah, let me have a look.

[00:09:29] BB: Yeah. Go in there with your two emails so far.

[00:09:31] TM: Okay. Yeah. I can't say what the startup is, but say –

[00:09:36] BB: Yes, yes. Don't worry.

[00:09:38] TM: - they mentioned startup and then it says, fundraise and then it says, exclusive. That is very clear to me of what that's going to be about. That's in three or four words. That subject line is really easy. It's often like, for me, the subject lines with capital letters, that is a bit – It looks not spammy, but I just flick past that. Question marks as well. I'm not really sure what the question is in that subject line. Yeah, it's just useful if it says like, “Yada, yada, announce this. Yada, yada from etc.,” and just keep it to the point. Yeah. They're almost super helpful. Yeah.

[00:10:17] BB: That is helpful, actually. Within a pitch, this is something else, we always like to discuss and go into. Is it helpful to have the assets attached, or linked or, “Hey, here's more information”? Or, what I like to do is, “Hey, here's a three people or four people that can speak on this, or can help flesh out this story. This person, this person, this person.” Their LinkedIns or something, so I can show the whole array of the story and who I have basically as access to

you. Is that something you also want to see? Or is that like, “No, no, no. If I'm interested, then I get more into it”?

[00:10:48] TM: Probably not on the outset that something I'd like to see, yeah, if I do the interview, or speak to the correct person. Then those assets are sent off that are really useful in terms of images and etc. If you're introing me an entirely new client, it's helpful to put links within the pitch being of their LinkedIn page, or their Twitter page, so I can learn a bit more about who that person, or what that company is like. That's helpful. Yeah. As a note, I'm very open to intros without a hard news venting there. I get to know the startup, because you never know. There may not be a news event now, but there could be a news angle in a month down the line.

[00:11:35] TM: Indeed.

[00:11:37] TM: I'm always welcome for that. Especially if it's within my beat as well.

[00:11:40] BB: Yes, I like that as the slow burn pitch. It's not right now, I need it out in three days, but it could possibly turn into something.

[00:11:49] TM: Yeah. Especially, I'm always on the lookout for feature ideas and I get inspiration by speaking with startup founders. Or any client really. You never know. Your client might flick the switch inside of me and I'm inspired to write a feature. Maybe not about completely always just about that startup. Or say, there's a trend happening in fintech or crypto. Yeah. That fits within what I'm writing.

[00:12:21] BB: That's good. Is that where you, it sounds like, get story inspiration just organically from conversations.

[00:12:27] TM: Yes, it is. Yeah.

[00:12:29] BB: That's good to know. I like to ask that, because some people like, “Oh, they go on walks, or they chat with their editor, or they go to dinner parties, or something like that. Everyone has their own ways.

[00:12:41] TM: A mix of all the things that you've said. Yeah. Working at home, living life, meeting people.

[00:12:48] BB: Living life.

[00:12:50] TM: That's how the inspiration for those longer stories come about.

[00:12:53] BB: Do you have a preference, Tom, on exclusives, or embargoes? Do you like an exclusive?

[00:13:00] TM: Yeah, I'm happy with an exclusive.

[00:13:03] BB: Okay. Like this piece of this funding piece that you just did on Ginny raises a 150 million bucks from Silverlight. This was earlier this month. Was that an exclusive, for example?

[00:13:11] TM: No. I think that was Ray King. I think that was Ray King. Yeah. I guess, for me as I said, it's almost three different type of stories. I covered features, breaking news and then embargoes. There's a lot of funding stories come over with embargoes. I'm definitely open to them. Yeah.

[00:13:31] BB: Okay. This is good.

[00:13:32] TM: Yeah. I mean, sometimes it's nice to have a little bit of time to speak to people properly and be prepared for that interview.

[00:13:39] BB: Yeah. Have a second. Yes.

[00:13:41] TM: Then really scratch out what that, especially if it's a seed stage startup, flesh out what that startup is trying to do. Yeah. Yeah, I'm definitely open to them.

[00:13:50] BB: Okay, this is good to everybody to know.

[MESSAGE]

[00:13:55] ANNOUNCER: Today's interview will continue after this brief message brought to you by OnePitch.

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Now, back to today's episode.

[INTERVIEW CONTINUED]

[00:14:18] BB: One thing, too, we like to get off the table here, Tom, is what to you is a true exclusive?

[00:14:25] TM: That's a very good question. Sometimes, exclusives are just things that you find yourself your own inquisitive –

[00:14:34] BB: Is that true? Have you dug around and you find some of it? Now, and some people have said that answer, like the only exclusive is when I find myself on the show. I'm "Oh, damn. Okay."

[00:14:43] TM: Yeah. I mean, I have dug around and found things, which people, I guess, haven't – Yeah. I don't know. I don't know how you really define it, because it's always like, if you have an exclusive, then people always, if it's amusing enough, people always follow that reporting. Obviously, there more is after I talk about them, especially, yeah, I don't know that some companies that we speak to, they're quite keen on being in The Block. Then that can be quite – yeah, it can be fun.

[00:15:15] BB: Do you though have a hard and fast rule of okay, it's only considered exclusive if I am the only, the first to have the piece of news? You know what I'm saying?

[00:15:28] TM: Yeah, I guess so. Yeah, sometimes, yeah, you are offered exclusives, which are not really exclusives.

[00:15:35] BB: That's right.

[00:15:35] TM: I can't think of one that comes to mind right now. Let me see if I've flown in.

[00:15:41] BB: Yeah. See if you see anything.

[00:15:42] TM: Yeah. I'm not sure if I see anything that comes straight to mind right now. Often, you get an exclusive and it's like the smaller part of the story, which is already covered by another publication, or is an exclusive, because nobody else wants to cover it.

[00:15:58] BB: Yeah. You're left with the scraps.

[00:16:00] TM: Yeah. It's not the nicest feeling, I guess. There are also things that that we would cover, which may be no other publication would cover. I guess, you could think of that as an exclusive as well. Yeah, I'm not ruled by exclusive. It's nice to have.

[00:16:20] BB: Okay. A nice to have. Okay.

[00:16:22] TM: Yeah. If in the release, you can really tease out how that actually is exclusive. That is helpful. Yeah. Because we will check.

[00:16:31] BB: Yeah. Have you ever been bamboozled where you're like, "Oh, great. Cool. This is a full exclusive. I'm the only one." Then you're in a call, or you're in the interview and you're going, "Oh, wait a second. Wait a second. Oh, I'm only having it." Has that been discovered?

[00:16:43] TM: No, that hasn't happened to me so far.

[00:16:45] BB: Oh, thank God.

[00:16:46] TM: That would be –

[00:16:47] BB: That's an icky feeling.

[00:16:48] TM: Yeah, that would not be nice to happen.

[00:16:51] BB: Okay, that's good. Okay. Tom, especially being over in London, what are you reading, watching, listening to? You got any book tips? We'll take everything.

[00:17:01] TM: Yeah. In terms of what I read, I usually don't – I try to read things outside of my beat.

[00:17:09] BB: Smart. Keeps your brain alive.

[00:17:12] TM: Yes. Yeah. Just because every day I'm always reading tech journalism, or fintech journalism, and I love it. I always like to have a look up something on the side, which is completely unrelated as well.

[00:17:24] BB: Fiction, non-fiction? What you got?

[00:17:25] TM: Yeah, I just finished reading this story called *Love in the Big City*. It's by an author called Sang Yong Park.

[00:17:33] BB: Okay. Looking it up. Looking it up.

[00:17:35] TM: It's this queer novel about a tough Korean guy, who's just living his life in Seoul and just growing up, being there and just getting drunk in clubs, or falling in love, going on vacation. You don't read it for the plot. It's more of the mood. It really captures the moody feel. This is probably a lot informed by the author's experience. Yeah, it's a fun one. I really enjoy it.

[00:18:04] BB: Here's the opening line on Audible. Yang is a cynical, yet fun loving Korean student, who pinballs from home to class, to the beds of recent Tinder matches. Oh. Yeah, man. I'll mix it up.

[00:18:18] TM: That makes it sound very salacious, but it's –

[00:18:21] BB: Yeah. Sounds just like the life.

[00:18:22] TM: Not as salacious as that.

[00:18:25] BB: Alive. Okay, I just finished *Cult of We*, so I need something that's a little less of a roller coaster. Oh, God. Oh, it's so good. I mean, but it's in the tech space written also by journalists from the Wall Street Journal who did an amazing job of the detail. It's excruciatingly research. I wondered at times, how did this conversation, that thing happened? It is remarkable. It is about the absolutely devastating implosion of WeWork. Specifically with –

[00:18:55] TM: It's funny you bring that up, because I'm watching the Apple –

[00:18:57] BB: Oh, the We crash. Yeah, there's multiple. I love, by the way, how entertainment is having a great time right now, spurred by the dishevelments of Silicon Valley. There's a lot of money being spent on the blow ups of the tech world right now. I'm like, interesting how one blow up in one industry can be the pot of gold for another.

[00:19:16] TM: Yeah. I'm curious to see in five years' time, what the –

[00:19:19] BB: I know.

[00:19:20] TM: - what the stories will be like, would be interesting.

[00:19:23] BB: I agree. What else are you listening to, watching, anything, Tom? Well, besides the We crash. We got that. Is it good by the way? Is it good?

[00:19:31] TM: It is good. I really enjoy it. Yeah. I think it's really, really well shot. It's really well acted. Yeah. I was not as familiar with the WeWork story as I could have been, so it's super useful. Yeah, I really, really like it. What else am I watching? Not really that much else, apart from that, I think.

[00:19:48] BB: Okay. That's good. Is there anything you're like, "Oh, it's on my list. I haven't gotten to yet," or anything like that?

[00:19:54] TM: I have. It's another show on Apple, Jinko, on my list as well.

[00:20:00] BB: I haven't heard of that one. Okay.

[00:20:02] TM: Yeah. It's the story of a vision of a Korean show, but it's a story of a Korean woman who has to immigrate to Japan. Yeah. It's one of those almost Dickens family saga. It's right across three different generations. It's all told that not linearly. It just cuts between, I think the 40s, 60s and the 80s. Yeah, it's really great. I read the book from it before, so I've been meaning to try and watch the show.

[00:20:37] BB: That's good. Okay, Tom, I have a little fill in the blank section. Actually, I usually do it earlier, but I'm bouncing around here today, so okay. Here we go. I have a phrase, and you can just fill in with the answer. Does that sound good?

[00:20:51] TM: Yeah, yeah. It sounds good.

[00:20:51] BB: Okay. Here we go. My favorite sources always?

[00:20:55] TM: Reply quickly.

[00:20:57] BB: You'll never get a response from me if –

[00:20:59] TM: Yeah, if you message me on LinkedIn. I'm on email.

[00:21:03] BB: No LinkedIn. Okay.

[00:21:04] TM: I'm a email, Telegram, Twitter person.

[00:21:08] BB: Those three. Those are the three. You can follow up with me if –

[00:21:12] TM: If reply to your email and then I haven't got back to you after that and you send a follow-up, please.

[00:21:19] BB: Oh, so you got to get the reply first to get the warranted. Okay. That's a good distinction.

[00:21:23] TM: Yeah, you can – to be honest, I'm open. Yeah, you can follow-up with me. Yeah. If you follow up three times and maybe means it's not great. Especially if it's completely unrelated to fintech, or crypto.

[00:21:35] BB: The appropriate amount of lead time for a story is?

[00:21:40] TM: Anything between two to five days?

[00:21:43] BB: Two to five days. Okay. That's pretty quick, Tom. That's good.

[00:21:46] TM: Yeah, it's quick.

[00:21:47] BB: My favorite stories to write are?

[00:21:49] TM: Yeah, my favorite stories are features. I like to really dig deep into specific sectors, or scenes. Yeah, like the story I wrote on Paris Blockchain Week last week, I dive deep into French blockchain startups, and some of the current issues that they might run into. Yeah. Those are the long issues always I really like writing. Always love a good scoop. I'm able to thrown out every time.

[00:22:14] BB: I think that is a common answer. I think every journalist who loves this industry is like, "Oh, God, a scoop." Or something you spend a lot of great diligent time on and it's your baby to have that piece come out. I think about that reading stuff in The New Yorker, or in the New York Magazine, and just like, "Oh, my God. How long did this take for this person to come up with this?" Weeks, sometimes months, sometimes pieces, or months and months in the works.

[00:22:39] TM: I would also say, at The Block, we do a lot of breaking news as well, and so there's a thrill of getting something, learning something really quickly and getting out and being the first person to break something as the words. Great as well.

[00:22:53] BB: The best compliment I received about my work was?

[00:22:58] TM: I feel like, great journalism actually annoys people more than they – more than you get compliments about it. Yeah, I'm always happy when a source reaches out and says, I've actually faithfully told the story that they were really, yeah, that they – yeah, that they were comfortable telling me. Yeah. Then what I've been –

[00:23:21] BB: They've told you. Yeah. Thank you for it. You captured it.

[00:23:26] TM: Yeah. I'm always really happy when I get that message, when you're like, oh, you've actually captured it.

[00:23:32] BB: That's good.

[00:23:33] TM: In general, I'm not really someone who thinks that much about confidence. Yeah. As I said, I think my journalism can upset people as well, a little bit.

[00:23:42] BB: Well, that maybe leads to the answer to this next question, the final question, Tom, for today. What is the future of journalism?

[00:23:48] TM: Yeah, that's such a huge question.

[00:23:50] BB: It is.

[00:23:51] TM: Well, yeah, just being someone who's relatively new to the industry. I think, I'm closing up to a year now. I'm quite a young talent.

[00:23:59] BB: You're relatively new. Yes. Yes. You got in it with eyes open. You're not around since the 90s here, sir.

[00:24:05] TM: Completely. I would say. I would want my pivot into journalism to be less opaque. I was at uni last year. Wasn't always clear what the story was going to be for me, how I would actually get into journalism. Got a lot of rejections in the beginning. Yeah, I feel like, there's these two parts of like, I'd be getting an internship, or going to journalism school and learning through that. Yeah, I just feel the process of actually getting into journalism and having

younger candidates, but also, more diverse candidates as well in journalism, I think. Yeah, I don't know. I'm not sure where I'm going over here, actually. Yeah.

[00:24:43] BB: That's okay. Also, you're one of the rare ones we sometimes have on here that have not been in it 10 years, haven't been there since maybe back in the OO's or something like that. It's an interesting perspective of someone who is recently out of school and decided to go in this industry. You have the information, the most recent upon you, in other words. It's not like, "Oh, shit. Here I am 20 years later and journalism sucks." Something like that. It's now. It is truly now. You were making the conscious choice for now, so I think it's interesting. Do you feel confident on yeah, journalism here to stay, we got to have this and so forth?

[00:25:22] TM: Do you mean journalism as an industry?

[00:25:24] BB: Yes, as an industry, in previous times. The narrative has changed, I will say, upon doing this show, where it was doom and gloom and everything's ending and everything. It's definitely changed, I'd say, to more of an optimistic view.

[00:25:37] TM: I mean, I'm very optimistic. I think, there's so many crypto and fintech as an example, I mean, new industries spurring up, which need dedicated coverage to that. That really is the role of journalism to hold those industries accountable and provide information about them. I'm not sure if there'd be any other industry that's able to do that in that way, to provide that critical analysis on something that's really only managed in the last 10 years or so.

[00:26:05] BB: Yeah, true.

[00:26:06] TM: Yeah, I would be quite optimistic. I guess, it depends on what beat you're covering as well. I'm not sure.

[00:26:12] BB: It does. It does indeed. Well, Tom, Tom Matsuda, thank you for being on for today. This was lovely. Congrats on being a rather new journalist at The Block, into something pretty complex and deeply in the trenches and evolving on the day-to-day basis. I am so grateful. Tom, kudos to you. You get the award, cleanest inbox, I've heard so far on this entire show. Way to spruce it up before even showing up on this. I'm going to ask that now, Tom like,

“Hey, wait a second. Did you clean out your inbox right now before we recorded?” That is great. You’re setting out the new bar.

[00:26:46] TM: Thank you. Thank you. Well, thank you for having me. I really appreciate it, Beck.

[00:26:50] BB: Thank you.

[00:26:51] TM: Thank you.

[END OF INTERVIEW]

[00:26:52] ANNOUNCER: Thanks for listening to this week's episode of Coffee with a Journalist, featuring Tom Matsuda from The Block. If you enjoy listening to our show, make sure to subscribe on iTunes, Spotify, Google Podcasts and anywhere else you listen to podcasts. If you have a moment, please leave us a review to share your thoughts about the show and today's guest. To learn more about the latest tools on OnePitch and to subscribe to our weekly podcast newsletter, head to our website at onepitch.co.

We'll see you all next week with a brand-new guest and even more insights about the journalist you want to learn more about. Until then, start great stories.

[END]