

EPISODE 243

[INTRODUCTION]

[0:00:09] ANNOUNCER: Welcome to this week's episode of Coffee with a Journalist, brought to you by the team at OnePitch. Are you looking for a more efficient way to find and pitch the right journalists? Head to our website at onepitch.co to learn more.

Our guests on today's episode of Coffee with a Journalist is Jabari Young, Senior Writer, and Editor at Forbes, specializing in the editorial lead of ForbesBLK. In this episode, Jabari discusses his transition from sports journalism to broader news coverage, the importance of relationship building, and the dynamic world of ForbesBLK.

[EPISODE]

[0:00:45] BB: Welcome, everyone. This is Coffee with a Journalist. I'm Beck Bamberger. I am literally in a coffee shop in New York City. So, this is a special edition of Coffee with a Journalist. Jabari, where are you at? It looks like a home office.

[0:00:57] JY: Beck, I'm in Jersey, at home. But if I knew you were going to be in New York, I would have just joined you, had coffee, we could have just did it live.

[0:01:04] BB: We could have been [inaudible 0:01:05]. Okay. We got to incorporate this more in coordination with our scheduling of things. Okay, because a lot of journalists are based in New York City. So, anyway, anyway, everybody, this is Jabari Young, who is the senior writer and editor at Forbes, specializing in editorial lead of ForbesBLK. We're going to get into all the things. But Jabari, thank you for being here.

[0:01:26] JY: It's a pleasure to be here. When I went and saw the pitch, Coffee with a Journalist. I'm like, "Of course, I got to do it." All these phenomenal journalists you've had on. So, thank you so much for the time, Beck. I appreciate it

[0:01:38] BB: We've had so many great ones, truly, truly. I'm glad you're on because the empire of Forbes is large. So, the various verticals and so forth are wide. What would you first like to start us off with in understanding of ForbesBLK, to make sure we understand what's up?

[0:01:57] JY: Well, listen, I tell people anytime they ask me about it. I say, it's Forbes. The only difference is, it's Forbes and it's bringing perspective and allowing you to, allow myself as well as colleagues to shine light on the African-American, the black community in America to celebrate their success, celebrate these entrepreneurs, as you may not see the storytelling on a Forbes level in years prior. But in 2024, we thank this community and our country, which has done so much. Forbes is really dedicated to making sure that we bring that lens to the community that I come from.

So, it's been a privilege to learn different stories, and especially, me pivoting from sports side of things most of my career. So, it's been a privilege to learn new sectors: banking, real estate, to learn new entrepreneurs. It's just been fun for me, and it's almost like, you get that rejuvenation button in your career, reenergizing yourself. I tell people, back in the day when – again, I come from a sports background.

[0:02:58] BB: Yes, CNBC, NBC, all the things. Everybody can check you out. Yes, the athletic.

[0:03:03] JY: The newspaper, the columnist always – before he got to be a columnist, so she got to be a columnist, they always covered a variety of things, which broaden their perspective on things. Me coming from a newspaper background, I feel like this is that for me. So, helping my perspective as a journalist is helping me from a geopolitical standpoint. I'm up every single morning reading the Financial Times, and it's just been fun. It's been fun.

[0:03:26] BB: Good. Okay. So, do you recommend this pivot for anybody who's considering it?

[0:03:32] JY: If you start in sports first, you got to start in sports first. The thing about sports, when you switch from sports –

[0:03:37] BB: Yes, tell me.

[0:03:37] JY: – to things about news is that, sports happen so fast. You could be typing the story in the fourth quarter, and something happens, which changed the whole dynamic of things. Look at the Damar Hamlin situation, the NFL is a classic example of that. No one was expecting to go into that with that incident. So, you're thinking, you're going to cover one thing and it completely shift. Whereas, new, something happens and you're on the ground covering it, trying to figure out the dynamics, if there's a fire, what happened, who got injured, what was the cause, and things of that nature. So, nobody says, "Hey, it was a false alarm, no fire at all. Do your story over." No, that's real."

So, sports, you got to stay on your toes. You got to be able to adjust, pivot at the last minute, the last quarter. You got a story written, and in a minute, it come back [inaudible 0:04:21]. So, it's fast-paced. So, when you switch over the news, it's more slower-paced.

[0:04:28] BB: I've never heard that by the way, I've never heard that, and I think that is taking it from an actual journalist from the sports world, where it's playing by play on the field live, versus the breaking news, people that have been on here. So, I'd rather say like news is –

[0:04:42] JY: You got a chance to think more.

[0:04:43] BB: – news is easier. Oh, I love that. Well, again, thank you for being here. Thanks for spelling out what ForbesBLK is committed to and so forth. Let's talk about your inbox. How is it in there?

[0:04:56] JY: Oh, man, it's all over the place. It's filled with a of things, things that I said I'm going to get back to. People who have pitched me plenty of times before and I appreciate their perseverance and I appreciate their consistency. I've always said, "Listen, if you're persistent, I will always respond because that's showing –" you got to be persistent, but not annoying. It's a delicate line, you got to walk here.

[0:05:18] BB: Yes. What is the line, would you say? Is it when you cross five follow ups or what?

[0:05:27] JY: You know, it's up for the person who's making the pitch to decide. If I'm not getting back to you after the second or third, maybe that's an indication that, okay, maybe I'm busy or not. Now, if you decide to go for the fourth and the fifth, I might be able – I mean, I'm going to appreciate it either way, but I mean, I feel like at that point, like, okay, if it was really, really something I was interested in, you would have heard from me right away. That second time, I'll always get it because Mondays happen, and then Tuesdays. And before you know it, you're Wednesday and you're two days behind emails. So, I appreciate that, "Hey, I just want to make sure I didn't get lost in your inbox type." And then that third one, "Hey, just wanted to try one more final time."

And if you go four or five, I feel like that four or five would be – well, it got to be something that's new, something that maybe I haven't thought about. Or you may say, "Hey, that's changed. Hey, you know what? I went back and thought about, I don't know what may be able to align this to Forbes, and here's what I thought about." That means, okay, you considered the pitch over, you looked at what we're doing, what I'm doing, and you're trying to align your pitch to that, and I appreciate you going back and I appreciate the follow-up. So, at that point, I still may say no, but at least you get a response from me, and I feel like I'll lay out why I'm saying no at that point.

[0:06:36] BB: You've been touching on something that I think so few publicists get. I've heard it multiple times on here, which is the follow up. That's just following up. With what? Is there something new? Is there something additional? It's a lazy thing if you ask me. And I've never heard someone on here go like, "Wow, that really spurred me to look at the whole thing." No, no. It's like, "What's new? Is there an extra or something, to the story?"

[0:07:01] JY: Yes, but you always want to see exclusivity, right? You always want to see those ones that – those get my attention, when it says, "Exclusive."

[0:07:07] BB: So, you want to see that in the headline?

[0:07:08] JY: Well, you know what? I would love to see it in the subject line, it helps. But then, I will also – don't fool me with it either. Don't make me think as an exclusive or something that I'm going to jump at. Then, when I get down to the second or third grab, it's like, "This is BS." You know what I mean? So, don't fool me with it. Make sure that you align it to my coverage area to

things that you know I'm interested in. I feel like, I try to do a good job on social media, kind of laying out the things that I cover to people who I talk to, the things I like to kind of report on. So, I think if you match what I put out there, if you match what I wrote, if you match my past, you should be able to align a good pitch. Those people who don't do that, it comes across immediately.

[0:07:47] BB: Yes. Now, you earlier said, I'll open that pitch immediately and you're going for it. What makes that pitch stand out to you, the immediacy of the open versus, sounds like they just trickle along in your inbox, never to be seen again?

[0:08:01] JY: Well, listen. Here's what you have to remember, the brand that you work for. Just because it's exclusive, it doesn't mean it's a Forbes exclusive. It might be a Forbes contributor exclusive and contributors are freelancers that are outside of our news organization. I really don't have too much to do with that side. But I think, if you make it a Forbes exclusive, that's when it catches my attention. Now, what is a Forbes exclusive? "Hey, Pharrell Williams is going to be in town, and he's going to be here. We want to have you here, and we think we can line him up for a couple 30 minutes, because Jabari, we know you like to do the on-site." That's my type of email. Now, you want to get me – I'm not even going to reply. I'm going to call you, because I appreciate the art of the phone call.

[0:08:43] BB: I love the phone call.

[0:08:44] JY: Absolutely. Especially if you have your number there, and introduce – and most people that you find are, "Oh my God. I can't believe you called me." It's like –

[0:08:51] BB: I know, I know.

[0:08:52] JY: That's what the phones are for. The phones are to call.

[0:08:55] BB: To actually call, actually if a reporter calls you. But seriously, you have your cellphone number in the bottom.

[0:08:59] JY: I feel like a call is more intimate. It's letting you know that, "Hey, I'm really serious. I'm not just going to get lost in the emails. Let's find a way we can make this work, I see that he's going to be in town, so I want to really align these things. Because when Forbes rolls out the red carpet, they roll out the red carpet. You're talking production staff, you're talking clean cameras, you're talking quality journalism.

[0:09:21] BB: Oh, that's a big deal you're showing up.

[0:09:21] JY: And so, you want to make sure – oh, absolutely. You got to make sure that it all aligns.

[0:09:25] BB: Oh, so you want the call from you. A publicist day is made when it's like, "Oh my God, they want to do the feature, they want to do the segment. Oh my gosh."

[0:09:33] JY: Yes. Yes. I mean, and it all rolls out. I mean, you're talking, "Hey. Now, I got to run this up to the magazine side, because it can turn into a magazine daily cover, or it can turn into a hardcover, or the magazine may want it. If the magazine wants it, now, I got to hold off on putting it out there on social media because it's a whole different editorial process. So, that's the beauty of Forbes. There's so many different layers that we can offer of journalism, of quality journalism. It's just a matter of what fits, but it all starts with, again, that initial pitch.

If that initial pitch, if you're talking my language from an exclusivity standpoint, from a standpoint of where, "Hey, it may not be a celebrity, but this person matches the forest pillars, he, or she's wealthy." That individual's impactful, they just raised a hundred million dollars or two, they're sitting on a hundred-million-dollar company. It's those type of pitches that you want to see, and I feel like you can always make it work where is a win-win.

[BREAK]

[0:10:28] ANNOUNCER: Today's interview will continue after this brief message brought to you by OnePitch. Are you curious to learn about the unique ways OnePitch helps brands engage with the right journalists? Head to onepitch.co and create your own custom media list in five minutes or less. Now, back to today's episode.

[INTERVIEW CONTINUES]

[0:10:53] BB: Oh, this is so good. Okay. For the inbox though, let's get back to that. Do you just let it ride? Do you have 67,000 unread emails or do you have a filing system? What are we doing?

[0:11:05] JY: Yes. So, when they come in – I mean, listen, I'm always glancing at it. Even when you're on vacation, you just can't help but to not peak, right? You can't turn it off. You just can't turn it off.

[0:11:12] BB: I know. No, you can't. It's so awful. Maybe in 50 years too, we'll be like, "Oh my God, remember we had emails? The death of our brain cells."

[0:11:19] JY: I'm telling you, it's a curse, it's our curse. But so, you know, I'm always glancing at it. The ones that come in on the weekends are the ones that are most interesting because I too send emails on a weekend.

[0:11:31] BB: Wait.

[0:11:32] JY: Oh, yes. I do it.

[0:11:34] BB: You want a pitch on a weekend?

[0:11:35] JY: If it's a good one, yes. Because, I mean, the weekend things are slow, I might get 7,000 messages from people that are just working the money through Friday. You know, one of the best pitches that I always ask entrepreneurs about is, "Hey, what got you to get that investor or that celebrity investor to say yes?" And one of the best pitches was this guy who pitched Mark Cuban at 10pm at night. The opening line was, "Hey, I'm just going to take my shot. You might be up." And it just so happens that Mark Cuban was up, and he found it like – he's reading at 10 o'clock at night, and it's like, you caught his attention. You know what I mean?

[0:12:07] BB: Yes, and he is famous for responding –

[0:12:09] **JY:** Answering emails, yes. Absolutely.

[0:12:10] **BB:** – emails, yes.

[0:12:11] **JY:** Absolutely.

[0:12:11] **BB:** He says this very openly and so forth. Wow.

[0:12:13] **JY:** So, if I see a good one on a weekend, on a Saturday morning or Sunday, because Beck, I'm up very early. So, if I see one that comes in, you're going to capture my attention, and I'm going to dive into it. Because I never like to leave people unread or unresponsive. I try to get back to as many people as possible. It's not possible all the time, but I try.

[0:12:29] **BB:** Yes, that's what I was going to say. But if you're one of those, God bless you.

[0:12:32] **JY:** I mean, when you see something that comes in during the weekends I'm a sucker for that. And again, you got to make sure that makes sense, you have to make sure that you know the brand, you got to know who you're pitching. I'm not a contributor, I'm a staff writer.

[0:12:46] **BB:** Yes, good distinction.

[0:12:47] **JY:** They're getting magazine quality. Yes, good distinction. You're getting a quality magazine offer at the end of the day.

[0:12:53] **BB:** Yes. And there are many, many, many, many contributors at Forbes. I'm a former one in the travel section. I mean, thousands, and thousands, and thousands.

[0:13:01] **JY:** Wonderful too, they're wonderful.

[0:13:02] **BB:** I know, it's a content machine. It's the empire.

[0:13:06] JY: But there's two forms of Forbes, obviously. You know because you're on one side of it, and the other side is –

[0:13:10] BB: Yes, contributors versus legit, employed.

[0:13:12] JY: The red-carpet side. It's like, I tell people, it's like the difference. Like Toyota makes Lexus, and they also make Toyota. So, if you look at Forbes, under an umbrella, there's the Lexus, which is the Forbes newsroom, and then you have the – now, listen, Toyota makes nice cars. The Camry is beautiful, and the Highlander is beautiful, and all of that. I used to work at Toyota, so I know. But then, when you go to a Lexus, it's a little bit more of upscale luxury. It's different.

[0:13:34] BB: It's different. Yes, that's a different thing.

[0:13:37] JY: That's what it is.

[0:13:38] BB: Different thing. Okay. But I do want to emphasize one point that I have never heard yet on this entire thing. That a Saturday day morning email pitch is like your love language.

[0:13:48] JY: Absolutely.

[0:13:49] BB: Wow, that's a first.

[0:13:49] JY: And it has to be like a Saturday, and I would like to see the email come in like around 3am.

[0:13:55] BB: Oh my God. Okay, publicist, get them scheduled. No. What I mean is just, I want to do like some awards for all the gem little nuggets I've heard here so far.

[0:14:04] JY: What is a reason I'm on, and that's because, Quincy Jones, the famous producer always used to do his best writing at night time. So, I have a habit, because I come from sports days, where I might get up at 2am in the morning. Because if I really wanted to go recap the

sports day because I missed so much of it, because I'm diving into something else. I get the clear highlights at 2am in the morning when I'm a sportsman, and I got to worry about no riff-raff, no talking. I could just get the highlights, the content, I'm done. While I'm done, and I'm scrolling through, see if I see some interesting emails because I'm multitasking.

But Quincy Jones always felt at night time, the muses come out. That's when your best ideas are curated. So, when those emails come in, I'm thinking like, "Man, my ideas are spinning. This is a good idea." It might not be forced, but guess what? We got a partnership at the NASDAQ. Let's do video only and let's turn it into that content. We have a great social media team. We can cut it up. So, those are the types of ideas I like flowing and they happen, again, at night time.

[0:14:59] BB: So many gems here. Jabari, how do publicists make better relationships with you other than send you a 3am email on Saturday? Or do you want to have any relationships with publicists?

[0:15:10] JY: I don't want no relationship with them.

[0:15:11] BB: You're like, "I don't want to talk to you or see you ever."

[0:15:13] JY: At that point, I would have to leave my job. Our job is to talk to people. If we're in the office, we're not doing our job. So, I tell people, I love to get out, I love lunches. The best time is when publicist say, "Jabari, let's go grab some lunch and just talk a little bit." I mean, we live, I'm in New York City. I mean, listen, one day, I hope to live somewhere down in Texas and off the radar. But while I'm in New York, you want to take advantage –

[0:15:37] BB: For now?

[0:15:38] JY: Yes, you want to take advantage of nice restaurants, the scenery, and the summertime, the rooftops.

[0:15:42] BB: There's nothing else like it.

[0:15:43] JY: Yeah, there's nothing like it. And our job, my job is to go out and talk to people to try to generate ideas, different storytelling elements, things that I think would make, you know, Forbes story telling that much better, especially within the black community if I'm on that. So, if you offer me a good lunch, or a good dinner, or a good happy hour, I'm always there. If you're trying to get me on a Zoom, or you're trying to get me, and we're playing email exchanges, we're in a four marathon. It's going to be a marathon.

[0:16:08] BB: Yes, that's 17 emails, and you're like – wow, okay, everybody. So, he wants to go to dinner, make it good though, and make it in New York City, of course.

[0:16:17] JY: Hey, plus Forbes is paying most of the time.

[0:16:20] BB: Hey, hey, it's good. It's good. Okay. Well, or in some cases, the publicist is paying because it's on you.

[0:16:26] JY: I got a rule there. There's ethics you have to do by.

[0:16:28] BB: What is the rule? Tell us the rule because it varies at different outlets. Tell us.

[0:16:32] JY: Yeah. It's like the –

[0:16:33] BB: Sometimes like a coffee is okay.

[0:16:36] JY: One episode of, I forget what TV show it was. But when somebody offers to do it, and I've always learned and my family kind of instilled this to me. When someone offers to pay for something, and you decline, and they are just adamant about it, it's looked upon as rude if you ignore the offer for the second time. So, if they offer, I said, "No, no, I got this one." "Okay, cool." Then, they're putting that on me. At that point, it ain't like they're going – so it's like, but once they are at, and they give you that second time, then it's looked upon as rude.

Now, I have to know, the next time that we meet because there will be a second time. I'm going to make sure I get the bill right away. I'll even sneak off to the bathroom and see the way, "Hey, here's my card, pay for the whole thing."

[0:17:17] **BB:** Hey, give me – yeah.

[0:17:18] **JY:** Yes. So, that way, I don't have to. But you're talking about trying to handle ethics as well as human being stuff. So, it's a delicate line.

[0:17:28] **BB:** Yes, and many journalists, as we've had on here for like gift cards, and so forth. Like, no, you can't accept the gifts. They get sent back there. No, you're not going on a trip. You're not going to –

[0:17:36] **JY:** Yes, no trips, no trips.

[0:17:38] **BB:** Have coffee, that's it. That's it.

[0:17:39] **JY:** Yes, no trips, no hotels, no plane tickets, none of that. I can't. I always tell, thank you so much. It would be great if I could say, yes, but I can't, I can't.

[0:17:48] **BB:** It would be great. There's maybe a mayor who needed to hear about that, but that's a whole other story. Okay. Anyway, we digress. That was great. Understanding Jabari on relationship building and so forth. I have a little rapid fire question session here. So why don't we go into that here and we can wrap it up. Video or phone interview? Sounds like phone.

[0:18:10] **JY:** Well, video interview, because if I'm doing a video interview, I need to see your body language, I need to see your eyes. So, video interview. But if it's just, hey, catching up, phone works.

[0:18:20] **BB:** Phone, good. Bullet points are paragraphs in a pitch.

[0:18:24] **JY:** Paragraphs. I want to see that you know what your pitch is. I want to see that you know your target. I want to know that you're really trying to sell me on something, and by giving me all the information. If you put bullets, then you're allowing me to leave it up to my own imagination. Cause bullets are like one or two sentences, one or two phrases, and I don't know what the hell you're talking about. Now, I'm getting caught up in email exchanges. Lay it all out.

Tell me why this person is important. Tell me why the pitch is important, and go from there. Now, I'm different. You got to know who the journalist is.

[0:18:49] BB: I was going to say, you are over here on the spectrum of what I've heard on here, so far, in many times. Okay. So, then, the next question is like short or long pitches? It sounds like you like a long pitch.

[0:19:01] JY: Well, it depends. It could be a paragraph but it could be one or two. Then, you lay it out with a couple of bullet points at the end, but you allow me to understand it at the beginning. But, you know, I think if you use some mixture, you got to know when enough is enough. And that's up to the person who's making the pitch. I feel like in this era of gen AI, of all these great programs, you can make the proper pitch and concise it if you have to, or say, "Hey, you know what? This needs to go long because it's that important."

[0:19:29] BB: Exactly. That's why we have OnePitch because it's the art of pitching, which is an art. Alpha pitches are an art. So, navigating that and finding the best journalist is a whole thing. Okay. Images attached or a Dropbox zip file?

[0:19:43] JY: Images attached. We're getting into this technology stuff now where Forbes are sending – they have like 7,000 cybersecurity links that we got to go through all the time. They are always telling you, "Don't click the link. Don't click the link." So, I don't click. I usually don't click too much.

[0:19:58] BB: Don't click the link, okay. Okay, good to know. That is actually – we haven't talked about that recently so much on here, and I want to do that more, which is just from a cybersecurity perspective. Yes, don't have the links. Yes, don't have to go anywhere.

[0:20:10] JY: Yes, you got to be careful.

[0:20:12] BB: Yes. Okay. Email or a DM to Instagram, or Twitter, or X, whatever? Always email?

[0:20:19] JY: Always email, Instagram, and is Twitter still a thing?

[0:20:23] BB: The little X. I mean, who's on there. I don't know. But, I think there's someone.

[0:20:27] JY: To let you know, I feel like social media is a little bit more personal. But, however, I do understand if you collect a certain amount of – we're in a new age and this is a new generation of even marketers and of PR officials. So, this is what they know, and so I keep that in mind. I just politely ask them, "Hey, appreciate you reaching out. Do you mind sending it to my email?" Don't get offended, though. I know some people who get very offended because that's the way that you found me. So, I appreciate it, but now, we got to go back and we got to be professional, because I need documents in case I need to go back to something. So, social media, you can unsend things, and send things, and so you don't know. So, I don't have a problem with the DM, but I prefer email.

[0:21:07] BB: Okay. Direct or creative subject lines?

[0:21:10] JY: Direct. Let me be the creative one. It's my job to create. Be direct and to let me create, because what I'm creating is I'm creating storytelling around it. That's why you're contacting me, right? So, let me create. If you're already creating it, then why the hell do you need me? All right. So, be direct. Who you got? What are they? What's the money? What's the figures? What's the business? And let me create the storytelling around it.

[0:21:32] BB: What about press releases, versus a media kit, or none of the above?

[0:21:37] JY: At that point, I believe it's up to the person who's making a pitch to decide what's more effective. If the press release has more detail and I can take what I need out of that, then send me the press release. If you feel like, you know what, Jabari likes to explore, I'm going to send our media kit so he can look at the things that we all have and let me do that. I do do that from time to time if those things are sent over, because it's within those things sometimes you find your story. So, it's up to the person who's sending the pitch to decide.

[0:22:04] BB: I love the array. you have a wine spectrum, Jabari, which I think is so unique from pitching, because most people are like this on this question list. So, I like this.

[0:22:13] JY: You can't be like that, though, because at that point, you're stifling your creativity. And I think, as storytellers, as journalists, again, our job is to create this – especially at Forbes, is to create this very great storytelling, celebrating success, or celebrating some unique business idea. Here's a person you need to know that's doing some phenomenal things in business, like Fawn Weaver, who owns Uncle Nearest. Here's how she built this whiskey empire. It's our job to be creative and tell that story.

So, if you're blocking off different ways to do it, or you're blocking off Quincy Jones who say the muses, then you're doing yourself a disservice. And you're doing the public a disservice because our job is to report to the American public.

[0:22:50] BB: Publicist, dream here. Publicist, dream. I love it. Okay, we're almost done with this. We talked about – oh you read pitches all the time. That's your next question. You're reading pitches on vacay, you're doing all the time, Jabari. What time do you get up?

[0:23:00] JY: I highlight them on vacay. I see something that's direct, that I know it has a Forbes angle to it, I'll scan it right fast, then I'll flag it as red, and I go into a folder when I have some downtime. Maybe on a Saturday morning like at 7am, when I'm up and the house is quiet, then everything. Then, at that point, I'll go through that folder to say, "Okay." Let me see the ones that I saw was interesting and do the proper job of scanning it, and then, replying to that individual or whether or not it aligns to how I see that the storytelling is. And if it doesn't, then, I look forward to the next pitch.

[0:23:34] BB: Okay. Before we wrap, Jabari, I do my little like word playing day, my vocabulary thing. And the word that is perfect, then I was like, when am I going to use this? I don't know if you've heard you've heard this word before. Latitudinarian, a person who is open-minded and tolerant. Have you ever heard this word?

[0:23:50] JY: Wow. I did not.

[0:23:51] BB: That's you. That's you.

[0:23:53] JY: Wow. You got to send end me that now.

[0:23:57] **BB:** I'm going to send that to you. You are this publicist, latitudinarian. Look at that.

[0:24:00] **JY:** Yes. It's also funny, because up until today, maybe, that my favorite word was always sesquipedalian.

[0:24:06] **BB:** Oh, another ten-fig word. Look at that.

[0:24:11] **JY:** Sesquipedalian. Sometimes I pronounce it wrong, but I think it's sesquipedalian. I heard that word on a TV show, *Living Single* a long time ago, and I went immediately to look the word up.

[0:24:19] **BB:** Yeah, what is the definition? That one is when I didn't study on the SATs.

[0:24:22] **JY:** It's when she used a long time or a long way of saying something that you could've just shortened right up in one sentence, right? That's what it was. When you expand –

[0:24:31] **BB:** Like you [inaudible 0:24:32].

[0:24:32] **JY:** Yeah, when you're expanding, you don't have to, because it'd be direct. But that's always been one of my favorite words.

[0:24:40] **BB:** Oh, love it. I love words. Jabari, any last thing that we could promote, celebrate, highlight about you? I know you guys have a bunch of events coming up.

[0:24:49] **JY:** Yes. Listen, we're in the middle right now for ForbesBLK Summit, which will be in Atlanta next year, 2025. So excited about that. And then, our inaugural ForbesBLK list, which she's coming out in December. So, I'm excited about those two projects, that's what's having my time. So, if I don't respond to people's pitches.

[0:25:08] **BB:** That's why.

[0:25:09] **JY:** That's why.

[0:25:10] BB: That's why. He's working on some lists. So, just a little list, a little, little list. Jabari, thank you so much for joining us today. Publicists, this is Jabari Young, he's a senior writer and editor at Forbes, specifically ForbesBLK. Check it out. Email him at 3am.

[0:25:26] JY: Yes.

[0:25:27] BB: On a Saturday.

[0:25:27] JY: You might just get a reply.

[0:25:30] BB: You might get a reply. Oh my God. Thank you so much, Jabari. We'll see you.

[0:25:32] JY: Thank you, Beck. Appreciate it.

[END OF INTERVIEW]

[0:25:35] ANNOUNCER: Thanks for listening to this week's Coffee with a Journalist episode with Jabari Young, Senior Writer, and Editor at Forbes, specializing in the editorial lead of ForbesBLK. For more exclusive insights about the journalists on this podcast, subscribe to our weekly podcast newsletter at onepitch.co/podcast. We'll see you next week. But until then, start great stories.

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