

## EPISODE 262

[INTRODUCTION]

**[00:00:09] ANNOUNCER:** Welcome to this week's episode of Coffee with a Journalist brought to you by the team at One Pitch. Are you looking for a more efficient way to find and pitch the right journalists? Head over to our website at [onepitch.co](http://onepitch.co) to learn more on this episode, we chat with Chandler Plant, the assistant editor of health and fitness at Popsugar, who dishes on the evolving landscape of health and wellness coverage and her secrets to managing a jam packed inbox. Enjoy.

**[00:00:36] BB:** Welcome, everyone. This is Coffee with a Journalist and we are here to demystify pitching for all of us publicists who are out here. I'm Beck Bamberger and I have an agency that works with media such as Chan, who's joining us today. And Chan Plant is here. Actually, we didn't even talk. Chan, where are you calling in from?

**[00:00:55] CP:** I'm actually calling in from Tucson, Arizona, but move to LA soon.

**[00:01:00] BB:** Okay, well, Chan is the assistant editor of health and fitness at Popsugar. We are so excited to talk about all the health, fitness-y things. God, there is always more all the time, it seems like Chan.

**[00:01:13] CP:** Yeah.

**[00:01:14] BB:** So thank you for being here and I can't wait to chat about your inbox and things.

**[00:01:18] CP:** Oh, my gosh, that's so.

**[00:01:19] BB:** Shall we start there? Actually, no, no. Actually, no, we don't. No, no, we like to start. Here's where I like to start. Just to remind people in case they're not as familiar. How would you describe the coverage of popsugar? It is wide and encompassing. So tell us more.

**[00:01:32] CP:** Yes, definitely. So we're a women's wellness magazine, basically, and we just made quite a transition from covering, you know, entertainment and fashion and beauty to really honing in on health, fitness and everything through more of a feel good lens. So we're putting a spin on. Yeah, health and fitness, which is sometimes not a very positive spin space. So.

**[00:01:56] BB:** Yeah.

**[00:01:57] CP:** Yeah.

**[00:01:58] BB:** So tell us real quick, what. What made that shift?

**[00:02:02] CP:** You know, I think that we were just sort of looking to differentiate ourselves from competitors. I think that's it.

**[00:02:12] BB:** Yeah. Hey, that's enough. Yeah, that could be it.

**[00:02:16] CP:** You know, because there's so many different people in the entertainment space and I think we're doing really, really well in terms of our own organic content. Was the health and fitness. I mean, we have this huge YouTube channel where we make our own fitness videos. I think we took that and really ran with it and it's been really awesome. I've been creating more content than I'm actually really passionate about. I feel like the pitches I'm getting are, you know, just a lot more authentic and true to the brand. So I'm loving it.

**[00:02:50] BB:** Very good. So now let's chat a little bit more about your role. And I like to ask editors specifically how pitches look for them, because instead of maybe as just a reporter, you know, your reporter gets a pitch, and now I got to send it up the chain to convince my editor that, hey, we got to do the story for you. Are you getting pitches? And then going, I like that. Let me send it down to a reporter. How does it work?

**[00:03:14] CP:** So I get pitches. Yeah. All throughout the month. And how we actually are. Yeah, we pitch for our entire month. So I'll kind of stow them away, my little folder, and then I run them through the entire editorial team. But my role is kind of interesting because I've taken on more of, like, social media role as well. So when I get these pitches, I'm also not just thinking about it through the editorial lens.

**[00:03:39] CP:** I'm also like, okay, is this going to do well on social? Like, is there a visual component? And I've kind of, like, run into issues sometimes with reps. Like, it's interesting. It's important to talk about that because sometimes, like, we won't have assets readily available or like, that's something that we weren't considering. And it's like we're trying out a new fitness trend and we want to show it on social media. And it's something that we're, you know, me and the rep are trying to figure out in tandem together, you know, so. So these are things I'm trying to think about now when I'm pitching to my entire editorial team, when I'm working with reps that maybe I wasn't even thinking about before, oh, months ago.

**[00:04:23] BB:** Yeah. Oh, okay. So let's. We had not heard this before, so I'd love to, like, double click on it a bit.

**[00:04:29] CP:** Double click.

**[00:04:30] BB:** So give us. Give us an example. So you get a pitch, you go, oh, I can maybe do something with that. But you're going to go through your checklist probably of the viability of. Tell me.

**[00:04:41] CP:** Yeah, let me think of, like, something I've done. So, okay, so I'm like, I'm interviewing talent even, and they're. They're talking about their wellness routine, and I want to

try their wellness routine. We're like, okay, is that something that I can try for TikTok? Can I make a, you know, a TikTok out of it? Can you get me onto the fitness platform that they use so that I can try it myself? And we can make a TikTok out of it. I can tag the brand. Like, we can do a collaboration that way in addition to the dot com. And then sometimes like that just requires a little bit more finesse or even like I'm working with, you know, just like an organization for breast cancer awareness.

**[00:05:22] BB:** Yeah.

**[00:05:23] CP:** Do like a whole gallery with like photos from the event or we want to do like a graphic to promote it on Instagram. You know, something really simple. But it can just feel a little bit difficult to be doing, you know, managing these social extensions on top of the dot com piece. Right.

**[00:05:37] BB:** Like, yes, it is.

**[00:05:39] CP:** It's. And it's interesting to be clear.

**[00:05:42] BB:** Is this falling under your wheelhouse? This is under you.

**[00:05:44] CP:** Yeah.

**[00:05:45] BB:** Okay, so you're like, what image am I gonna use? How am I gonna. Yes. Okay, Maybe go into your inbox in telling us what's in there and how absurd is it?

**[00:05:59] CP:** You know why I keep it? I run a tight ship.

**[00:06:03] BB:** You. Are you a zero person? Oh, me too, lady. That's my. That's the only way I live. That's the only way I survive.

**[00:06:10] CP:** Like, I can't the chaos in my mind. Like, we have to keep it clear.

**[00:06:15] BB:** I agree. So tell. Tell us your process.

**[00:06:20] CP:** I mean, my process is I'm pretty. I know exactly what I'm looking for. And yeah, it's pretty easy for me at this point to differentiate what's gonna do well.com, be it on social and what's just not gonna fit.

**[00:06:39] BB:** Yeah, not a fit. Not a vibe for you.

**[00:06:41] CP:** Yeah. And sometimes, you know, I really am passionate about things that are like, want to try this new thing? I'll always look at something that's like offering me to try it myself because I know that's intriguing for dot com or social. I'm always going to give that a second look. I think that's so interesting. I like unique clicky angles that are timely. I mean, everyone

does. Right. I just got one that was like, "Need therapy? Don't turn to chatGPT. And I was like, oh my God, why? Right. Yeah, I love that. Because we've covered. Obviously."

**[00:07:16] BB:** Yes.

**[00:07:17] CP:** Reasons why people are turning to chat GPT for therapy.

**[00:07:20] BB:** So I like, how's that going?

**[00:07:24] CP:** People say they like it, but I don't trust it.

**[00:07:27] BB:** I don't know. No, no. Okay, so to get your inbox to zero every day.

**[00:07:34] CP:** Every day. No. Well, sometimes there's a few that.

**[00:07:37] BB:** Okay, but what do you do? What? But what do you do? So I'm a. Like, I want zero unread but there are probably 500,000 emails, like, in there. Because I'm going to go back and I like. I don't ever. I do delete some, but I, like, keep that thing going. So is it yours unread or are you a filer or what are you doing?

**[00:07:55] CP:** I file them. Yeah. File them into pitches or courses. Yeah. I like that because I don't have to commit to deleting things forever, but I can easily access anyone that I need to, and things aren't just lingering in space and it leaves room for me to easily see anything that's new, anything that bubbles up. So nothing lost. You know, I can return to any folders that are really pressing and know that that's something I need to check. It's a system that works well for me. Is that crazy? Do people not do that?

**[00:08:30] BB:** There is a level of small. I should say there's a grouping. I'd say it's less than 15% of journalists who are this meticulous about it. Many more are. Let it ride. Keep it going. Oh, yeah. Oh, yeah. And I must say, I think you're in an elite class of one who files and then also zero. That is even more absurd. I'm. I don't think I've ever actually heard this before. Wow, wow, wow, wow.

**[00:09:05] CP:** It can't be that. I really can't be that.

**[00:09:08] BB:** I don't know. We can have. We'll. We'll run this through AI and see how people have said, oh, my God.

**[00:09:14] CP:** Talk to AI more actually, is what we're finding out.

**[00:09:17] BB:** Maybe. But I mean, like, if we ran through all of our transcripts of the show, which have been 200 plus episodes.

**[00:09:23] CP:** Yeah.

**[00:09:23] BB:** Yes. You are in a category yourself. So kudos to you.

**[00:09:26] CP:** Are they going to hear this and like, cyber bully me and be like, this girl's insane?

**[00:09:29] BB:** Probably not. Okay. No, we'll keep our feet. How many pitches do you receive a day, would you say?

**[00:09:35] CP:** I feel like. Not. I feel like other people definitely get more. Like, I've seen my editor's inbox and it's like thousands a day. Mine's more like just like in the hundreds, you know, it's not that bad.

**[00:09:49] BB:** Oh, in the hundreds. Hundreds of emails a day.

**Chan Plant [00:09:53] CP:** Yeah.

**[00:09:54] BB:** Yeah. You were in a Chan. You were a category of your own. This is amazing. Wow. We'll give out awards that. You're gonna get one. You're gonna get one on pitches.

**Chan Plant [00:10:02]:** That's like me like asking you, but you've done 200 of these.

**[00:10:09] BB:** I have a deep data set. I have a deep data set. Let's go though, to. Because we already know you're an elite pitch person. How important is the subject line? Slash. Do you. Okay, very. Slash.

**[00:10:21] BB:** Do you have some recently that you absolutely love and why? Tell us why.

**[00:10:26] CP:** Yeah, I like anything that makes me feel like they're familiar with the brand in any sense. So if someone directly references a franchise that we do like a pack with me, like that's a franchise that Popsugar does or I tried it or hype check and then followed with whatever the pitch is, that's interesting to me because it shows that they've taken the time, obviously not everyone to do that. So, you know, that's a little unrealistic perhaps, but it really does stand out when I'm getting hundreds of emails a day. What else do I like? I mean, things that don't over deliver. Things that are very simple and like, you know that chatbots one. Like, I know exactly what I'm going to get when I open it and it's exactly what it said it was going to be. Sometimes things are way too much like, can't do all this. Like, this is never, you know, I'm cranking articles out or assigning them to other people or talking about them with the team.

**[00:11:28] CP:** Like, this isn't going to, you know. So, yeah, anything that feels really relevant both to the brand and to what's going on in health and fitness. You know, sometimes I'll get like a beauty pitch, a fashion pitch, and that's like an easy. I can delete it. It's not getting filed.

**[00:11:43] BB:** Yeah, it's not. Okay, so you have a system you like, delete. Okay, gotcha. What about. Okay, any other examples of subject lines you love?

**[00:11:53] CP:** Those are the ones that come to mind immediately. I love when people coin terms also. That's another me.

**[00:11:59] BB:** So, Jazz, any lately that you've seen, what are the.

**[00:12:03] CP:** Oh, my gosh. Well, we recently did star student syndrome. That one we coined. But it was inspired by a pitch where people were trying to impress their fitness instructors. You're like star student syndrome. Love it.

**[00:12:19] BB:** Oh, that. They're try. That they're trying to impress their instructors in their, like, fitness class.

**[00:12:24] CP:** Yeah, they want to be the star student, which, like me too. But it might be. Here's how it might be impacting your workout.

**[00:12:33] BB:** Oh, my gosh.

**[00:12:35] CP:** Wow. It was such a fun one. It was such a fun one. Easy to get trainers to weigh in on, you know, just so great. Like that's such a great pitch. I love it. Yeah.

**[00:12:46] BB:** Okay, what's a day in the life of Chan for you? Are you like, oh, from 8 to 10 I look at emails and then you know, 10 to 2 I write like, how does it look?

**[00:12:57] CP:** I like to start my day with emails.

**[00:12:59] BB:** Okay.

**[00:13:00] CP:** Yeah, that's. I do like to start my day with emails and like get relatively clear headed. I don't have to have a zero inbox like at 8:00am PT. Yeah, 8:00am yeah. That's a little intense. But yeah, I like to feel like my day is off to a good start and then I'll usually start writing. We were doing like three to four posts a day now we eased way back so that's making me feel a lot better. Now I do more like writing and social content so I can kind of split my day up, check my emails, you know, it's, it's, it's a little bit of a better workflow for sure.

**[00:13:41] BB:** Okay. So it's toggled back a bit, dialed.

**[00:13:44] CP:** Back a little bit.

**[00:13:44] BB:** Oh, thank gosh. Okay.

**[00:13:46] CP:** Yeah, I'm loving it. It gives me more time to, you know, go through pitches, pitch better things myself, give more time. It's really good.

**[00:13:57] BB:** It's really good. Yeah. How long has that shift been in place by the way?

**[00:14:02] CP:** I feel like it's been like several months now.

**[00:14:06] BB:** Oh, wow. Okay, so this is like new way of life for you.

**[00:14:09] CP:** I know. I'm loving it. I feel the front. My skin's glowing.

**[00:14:13] BB:** You're looking great. You're ready for summer. You're wonderful. Oh, a big one for your channel. Then we're gonna get to our rapid fire questions. What about sources? What sources are your top, like top five sources you want right now?

**[00:14:29] CP:** Yes, OBGYN. First one that comes to mind. Trainers, nutritionists or dietitians I should say. Let me think, just like a general primary or like a family doctor. Obviously that can be a lot of different things but like someone that can just weigh in on like a cold, a flu, like something like that I'm always looking for. And then what's one more that I'm always looking for in women's health? I'm really always looking for. Really difficult to find. Yeah.

**[00:15:01] BB:** Really? Okay.

**[00:15:02] CP:** Yeah.

**[00:15:03] BB:** I'm shocked by this. I hope all the publicists are listening very loudly. Yes. So Chan, so okay, let me say I'm a publicist. I'm listening to this. I'm like, oh my gosh. Well, I have women's health Clients. Okay, that's my jam.

**[00:15:16] CP:** Yeah.

**[00:15:17] BB:** What do you want to see then in a source pitch?

**[00:15:21] CP:** Anything.

**[00:15:23] BB:** Wow.

**[00:15:25] CP:** Like, I'm desperate for you if you're a woman.

**[00:15:28] BB:** Wow. Okay. Hear that out, everybody.

**[00:15:33] CP:** Constantly updating, you know, like, channel just SEO pieces that are high top performers. Sometimes those sources are outdated and we need to update them and we need an entirely new source or, you know, we just need to ask someone a. A simple question and it's,

you know, it's just hard to find sometimes. So we're always looking for a women's health expert. We're a women's wellness magazine, you know.

**[00:15:58] BB:** Yeah. Yeah, this is true. Okay. I actually have an audience ask, so. So here we go. This person asked. Chan, could you walk us through how your editorial teams are structured, particularly in relation to affiliate partnerships? For example, does being part of a major affiliate network like CJ make it more likely for a brand or product to be considered for editorial inclusion?

**[00:16:21] CP:** Oh, my gosh. I see. I wouldn't even know. Okay, that one's really detailed on the commerce side of things, but we do have an entirely different commerce, like, team that's helping us, like, make sure that we're doing everything the right way. So.

**[00:16:37] BB:** Okay, so not your area, but yes, there is a whole commerce team. Noted. Chan, I have a rapid fire question section here if you're willing to play. Does that sound good?

**[00:16:48] CP:** I'm so willing. Let's do it.

**[00:16:50] BB:** Do it. Okay. First, video or phone interview?

**[00:16:55] CP:** Video.

**[00:16:56] BB:** Oh, why do you like video?

**[00:16:59] CP:** I feel like I can read, like, how comfortable my source is with me and whether I kind of ask them certain questions or not. Sometimes it's hard to read them over the phone and you don't get that conversational pace going. And I love a good interview, you know, I love getting to talk to people like people. That's a fun story.

**[00:17:26] BB:** Exactly, Exactly. I'm with you. I think the relationship revolution is upon us, like, being in person or.

**[00:17:34] CP:** Yeah.

**[00:17:35] BB:** Actually talking to people, not through more AI, you know, and, you know, we're.

**[00:17:39] CP:** Talking about, like, health and. Yeah, it's awkward to be like, it's a little cold and clinical when it's over the phone.

**[00:17:45] BB:** So. Yeah. How about bullet points or paragraphs in pitches?

**[00:17:51] CP:** I like bullet points. I do. You know, I'm a little. We've established I'm a little meticulous.



**[00:17:57] BB:** Yes, you are. This is why we ask. And then we also have then short or long pitches. I'm imagining short.

**[00:18:03] CP:** I think, like, I think too short. Gives a little like AI. So.

**[00:18:11] BB:** Yeah. By the way, are you get. Do you feel like you get pitches? You're like, something I bought. Just totally wrote this and it's bad. What?

**[00:18:20] CP:** It's the font for me. It's like the weird font.

**[00:18:23] BB:** Yeah.

**[00:18:24] CP:** Capitalization. I'm like, who wrote this?

**[00:18:28] BB:** Yeah. Okay, very good. Images attached or a Dropbox zip file?

**[00:18:36] CP:** That's a good question. Images attached are fine for me. I want to be able to just see it. It's so.

**[00:18:43] BB:** Yeah. What about email or a DM of some sort?

**[00:18:48] CP:** Email. Email.

**[00:18:50] BB:** There you go. One. Follow up or multiple?

**[00:18:56] CP:** One.

**[00:18:57] BB:** One and done. Okay. Direct or creative subject lines?

**[00:19:07] CP:** Just direct. I just want to know what we're talking about.

**[00:19:11] BB:** Press release or media kit?

**[00:19:18] CP:** Media kit.

**[00:19:19] BB:** Okay. Oh, she likes the media kit. And is that because you want to see all the goodies that you can get?

**[00:19:23] CP:** I want it all. All the info.

**[00:19:26] BB:** Well, you need to know if you can post it on social.

**[00:19:29] CP:** Well, I was gonna say I want to be able to try it, feel it, touch it. Video, like, good.

**[00:19:38] BB:** Anytime that you specifically read pitches. We talked a little bit about this.

**[00:19:42] CP:** Yeah. In the morning.

**[00:19:43] BB:** Morning time. Morning time. Okay. And do you. And by the way, do you do like, at the end of the day to just make sure you're as close to zero as possible?

**[00:19:52] CP:** Yeah, I do.

**[00:19:54] BB:** Smart.

**[00:19:54] CP:** I'm usually I'm close to it by the day.

**[00:19:58] BB:** You're like, yep, I'm ready to go. Very good.

**[00:20:02] CP:** Yeah.

**[00:20:02] BB:** Chan, is there anything else you want to promote, Celebrate tout that we can do for you?

**[00:20:09] CP:** You know, I am just very grateful to all the reps I work with, but we're having a lot of fun. Like, I think that, you know, I know I said direct lines, but we are having fun and like, with the actual content.

**[00:20:23] BB:** I love that.

**[00:20:24] CP:** And yeah, that's. That's what I would say is like, this is not just the dot com anymore. It's dot com and social and tick tock and reels and everything.

**[00:20:35] BB:** Everything, Everything. I agree, I agree.

**[00:20:39] CP:** Our audience is loving it and we love working with reps on all stages of the content promotion.

**[00:20:45] BB:** So fantastic.

**[00:20:47] CP:** It's great.

**[00:20:48] BB:** Well, Chan Plant, thank you for being here today, everybody. She is the assistant editor of health and fitness at PopSugar. Been there for about a year and a half.

**[00:20:58] CP:** Yeah.

**[00:20:59] BB:** So far.

**[00:21:00] CP:** Been with PS for three years. Been with health and fitness for a year.

**[00:21:03] BB:** Yes.

**[00:21:04] CP:** Yeah. Crazy.

**[00:21:05] BB:** Love it. And then. Yeah, we didn't talk about them. You were previously over even at People magazine, so that must have been even more exciting. But anyway, Chan, thank you so much. This was a ball.

**[00:21:16] CP:** Thank you. You're so great. I appreciate it.

**[00:21:21] ANNOUNCER:** Thank you for listening to this week's episode of Coffee with a Journalist. Do you want to pitch our next guest or ask them a specific question? Head over to our website at [OnePitch Co](#) to learn more about our private networking community for PR pros and apply to join. We'll see you next week, but until then, start great stories.