

EPISODE 54

[INTRODUCTION]

[00:00:09] ANNOUNCER: Welcome to this weeks' episode of Coffee with a Journalist, brought to you by OnePitch. The guests in our show include some of the most notable journalists from the top US-based publications, who cover topics including technology, life sound culture, health, science, consumer products and business news. We discuss their role, the types of stories they cover, what their inbox looks like and how they connect with sources.

Today on the show, Dom Nicastro, a Senior Reporter for CMSWire and Reworked sits for a sip of coffee with us. Dom joins Simpler Media Group in 2014 and covers digital customer experience technology and strategies for the digital workplace and employee experience. He is also currently a Saturday morning radio show host for the North Shore Sports Fest on 104.9. Previously, Dom was a managing editor and freelance healthcare editor.

During today's episode, Dom talks about his technology disconnect during the holidays, the Reworked website and editor, why he wants to connect with people and not companies and more. Let's hear more from Dom now.

[INTERVIEW]

[00:01:16] BB: Welcome, everyone, to Coffee with a Journalist. I'm Beck Bamberger. We're in season 2 now. Having a great time with all of our journalists. As I mentioned before, I think at the top of another show, now 50-plus episodes in. Having just continued exceptional journalists on the show, which include today's guest, Dom Nicastro, who's here from CMSWire and Reworked, where you're the senior reporter. You also got a radio show, which we'll talk about in a second. Totally different from those publications, by the way. You're doing a lot of things. Thank you for being here. Really appreciate it.

[00:01:51] DM: Yeah, glad to be here and honored to be in season 2 of the podcast. We got to really live up to the hype here. Netflix series. Season 1 is always hot. You get excited and everyone's talking about it, but season 2 you got to come out and be better. The pressure's on.

[00:02:09] BB: The pressure is on. Thank you, Dom, for knowing that. Well, let's start first with your inbox, of course. How crazy does it get with pitches from publicists in there, if at all? I don't know.

[00:02:24] DM: Yeah. It could be a full-time job, if I were to see my duties as checking my e-mail. That's how many pitches I get. It's hard to quantify day-by-day, but it's massive. One thing I stopped doing was we took a two-week break over the holidays. Basically, I stopped catching up in my inbox, because it's just too much. I said, "You know something, Dom, if something important enough is going to come to your e-mail, that's going to resurface in the new year." I'm not going to go –

[00:03:01] BB: Did you do a mass delete? What did you do?

[00:03:04] DM: No. Actually, I'm really, really bad. I don't clean up my inbox.

[00:03:09] BB: Oh, you're one of the let it roll. Let it roll.

[00:03:10] DM: Oh, yeah. It's for people with obsessive compulsions that they would hate my inbox. They would have nightmares over it. I don't really group things like, "Ooh, this is in the area of marketing. Let me throw that into that folder." Nope. Again, Beck, I mean, the thing is it'd be a full-time job if I did that.

[00:03:32] BB: Yes. It's interesting, some people who are on here, they code, they flag. Then there are the total opposite, 57,000 e-mails, letting it ride. There's the mass deleters. They just delete every single thing that comes in. I mean, it's quite the spectrum. For the pitches you do get, because you said there's a lot, what makes you respond to one?

[00:03:55] DM: Well, you have to know the audience. I mean, you have to know what we're going for.

[00:03:59] BB: Tell us a little bit about that. Actually, I think for folks who aren't familiar with your work and CMSWired and Reworked.

[00:04:05] DM: No, totally. CMSWire, the parent company is Simpler Media Group. Been around since 2003 and there's two websites. so cmswired.com and reworked.co. Originally, rewored.co was brand-new. It's less than a year old. CMSWire was really the flagship website.

The audience for CMSWire, because we separated the two now, is really anybody who's interested in creating digital customer experiences. Marketers, CMOS, VP of customer experience, people who care about customer data privacy stuff. Stuff like that. Really, marketers and customer experience, if I could speak in broad terms.

[00:04:53] BB: Three million people read and review your stuff.

[00:04:56] DM: Yeah, it's a healthy audience. It's almost 20 years now. Reworked, we get a great new website and it's by a new editor. We got him from the HCM team, Human Capital Media. His name is Mike Prokopeak. By the way, Rich Hein is the editor and Siobhan Fagan for the other ones. Mike Prokopeak runs Reworked and that is – let me talk about good timing. That website is all about remote work, future of work, employee experience, taking care of your digital workplace. I mean, can you imagine the timing on that website for with what happened last year?

[00:05:33] BB: Amazing timing.

[00:05:34] DM: Yeah. That's an audience we've always written to on CMSWire, but we decided to off-brand that and come out with Reworked and separate the two employee experience on the Reworked house and then customer experience on the CMSWire house.

[00:05:49] BB: You're working for both. Then by the way, well actually, do you get pitches for your radio show?

[00:05:56] DM: Sometimes. Yeah. Very rarely. It's hard to find me in the digital sense that I am a radio guy. That's a real small gig. It's a one-hour show on the weekends.

[00:06:08] BB: Sports. Totally different.

[00:06:09] DM: Sports. Yeah, sports gig. It's not in the business-to-business realm for sure. We talk to college coaches, college athletes, high school athletes.

[00:06:19] BB: Oh, that's fun. I love that.

[00:06:22] DM: Yeah, sometimes former pro athletes who live in our area. It's a heck of a lot of fun.

[00:06:29] BB: Oh, that's really fun.

[00:06:31] DM: Yeah. Your original question was for public relations folks, the bottom line is you're going to be representing a company most of the time, a brand, a vendor, some company that employed you to get their name out there. That's the last thing I'm interested in is promoting a company. I want to have content that makes customer experience, folks that makes digital marketers, CMOs stop and say, "Hey, maybe I can try that way to do my job better."

[00:07:06] BB: Yeah, the incentives are disaligned sometimes with publicists and journalists. It's the good publicists who can get those incentives to align, which is okay, this is a really great story, which by the way helps my client.

[00:07:18] DM: Exactly. Yeah. If you can connect me with people, not companies, but people who are experienced in an area that my website cares about, it's that easy. I got a guy that I'm representing his company and he just has so many thoughts on how CMO should work with CIOs. I see that you've done that story before. Are you planning to refresh that story, because he or she would be a great source? That would win me over. You know, the best line I've ever heard from a PR professional one, was –

[00:07:52] BB: What?

[00:07:53] DM: Dom, can I source any of your stories?

[00:07:58] BB: Oh, that is brilliant.

[00:08:00] DM: That's it. You know what? She did. I've had this professional, her name was Elizabeth Farley. She's awesome. I've had her sourced multiple stories from that point, because I said, "Actually, yeah. I'm sure to source here. This one I'm working on, I'm sure to

source here. Who do you got?" Yeah, of course I'll look into them. I don't want to have just any source on any story. I mean, they got to make sense, but that's it. I put a LinkedIn post about her comment. I'm like, "Hey, PR professionals. I love you to death, but this is the best one I've ever gotten. How can I help you source any stories?"

[00:08:36] BB: That is great. Then from there, just so we're clear, you responded and said, "Yeah, okay. I got these six stories. What do you got?" What's so great about that is now, I'm taking off work from your plate.

[00:08:49] DM: Right.

[00:08:50] BB: Which hopefully helps my client. Now, see the double incentive thing here.

[00:08:54] DM: Yeah. I just sit back and let the PR rep work her magic and find me a good source. Now of course, it's a risk. She might not find the greatest source. Like, "Ah, this one's kinda –" If that source doesn't deliver, the PR person's right in the middle. Because a lot of times, these sources aren't well-coached enough by the PR professional to not do any product promotions, not any indirect product promotions in their commentary. We get that all the time. Like, "Yeah, you really should use automation, because automation's so cool, said the automation vendor."

[00:09:32] BB: That's great. Wonderful insight. By the way, you shouted out somebody. Who was that woman again, so we could just give her a little praise?

[00:09:38] DM: Yeah, Elizabeth Farley. She's an independent PR person and I don't think she's part of a big company.

[00:09:43] BB: Okay. Well, go Elizabeth.

[00:09:45] DM: Yeah, an independent contract who has several clients. She's such a pleasant, pleasant person to work with.

[00:09:51] BB: That goes into the making of a good story. Now you're of course, talking to a very specific audience, you're talking about tools for customer experience and CMOs and CTOs, or CIOs, how they interact. There's a specificity. It's not that you're a general reporter

like, “Oh, let me just go into the ether.” What I’m asking though is how do you come up with a great story?

[00:10:15] DM: Whatever my editors say yes to.

[00:10:18] BB: There you go. Okay. Do you sometimes though get these ideas from pitches, get these ideas while you’re walking, get them scanning Twitter? Where do you source those ideas?

[00:10:30] DM: A lot of it is listening to reputable sources. When I say reputable sources, I mean, neutral analyst firms. You’re talking about your gardeners, your foresters, Aragon Research, real story group with Tony Byrne. Those for me are folks that are not loyal to vendors, for the most part, and they are putting content out there that they’re talking to customers, they’re talking to real stakeholders, people that use the technology that I care about.

A lot of my story ideas come from those folks when they come out with new fresh reports, like a Gartner magic quadrant, or a Forester wave. A lot of it is just listening to the pulse of social media. LinkedIn is really good with knowing what I care about. It serves me up a lot of content about marketers and marketing concerns, the things CMOs is saying. I get served up CMO posts so much. I’m like, “Oh, wow. The CMOs care about this.” Then, I start –

[00:11:37] BB: Then you go, “There’s something.”

[00:11:38] DM: Yeah. I start reading the comment trail. I’m like, “Oh, my God. Really, a lot of people care about this.” Then I verify it. Yeah, I verify it maybe with a fact, or a data report that oh, this is a broad problem. Let’s write an article that tries to help solve the problem, or talk about the problem.

[00:11:56] BB: Got it. Okay. Any ways in which a story that came to be surprised you? Where you’re like, “Wow. That was some random phone call and it just happened to roll into this thing.” Has anything like that happened before?

[00:12:08] DM: Oh, sure. All the time. Man, I’ll tell you, pre-pandemic – the pandemic’s had a huge effect on reporting.

[00:12:16] BB: The before time. Yes.

[00:12:18] DM: Yeah. Before time. Yeah. A lot of those stories that I got would just fall in my lap when I'm at business conferences. I'm not talking about the Adobe keynote, or CES keynote, or open text. I'm talking about the conversations at lunch, the conversations in the cocktail hour, the conversations where me, there's spying, the sneaky reporter goes up to a person who's all alone and bothers them and say, "Hey, how are you doing? What are you doing?" Just a random person coming up to you, but this is –

[00:12:59] BB: This is organic bumping into you, chatting and then it turns into something.

[00:13:03] DM: That's gold. That's gold. This has not happened. You do not have that form in the pandemic.

[00:13:12] BB: All those serendipitous moments, I've missed that a lot, a lot. Because it's just that 10-minute conversation at the dinner party. It's that thing that you bump into somebody. God, those lead to so much. Totally get it.

[00:13:27] DM: Not that I'm totally not upfront. Well, sometimes. I might not tell them I'm a journalist right away. "Hello, sir or ma'am. I'm looking for a story." You can't scare them. I'll talk. I'll just talk like I'm in the business like, "Oh, hi. What's going on with you? Do you use the Adobe software, or what line of work are you in? Are you a customer experience person?" We start talking and everyone at the lunch table starts talking. Then at the end I'm like, "Wait, you know something, I'm working on a story on that. I happen to be a journalist. I would love to use what you said. Maybe you can say that again." Then I bust up the recorder.

Then some of them, of course, will have concerns of, "Well, geez. My PR team, blah, blah, blah." That's the moment where I say, "All right, this was a dud for the story, but I'm going to use it. I'm going to use it somehow." Everything someone tells you is valuable if you're a journalist, because you're going to take that and try to collaborate it from someone else.

[00:14:27] BB: That is gold right there too. Everything is usable.

[00:14:32] DM: Yeah. Guess what, I want to add one more thing on the inbox. Don't be afraid as a PR professional to send an e-mail. Actually, I don't have to say that, because I know they're not afraid.

[00:14:42] BB: They're not afraid. Yes. But they send too many sometimes. That's the problem.

[00:14:46] DM: If I see the same e-mails from the same person, I don't get too annoyed. I get annoyed if they persist in the sense like, "Dom. I mean, I really, really think this is a good story." That thing.

[00:14:59] BB: Oh, and they're just like, they won't let it die. They just –

[00:15:01] DM: Yeah, they won't let it die.

[00:15:02] BB: - hanger ons.

[00:15:03] DM: It's fine to follow-up a couple times. One of the best sources, you may get shot down now as a PR professional from a journalist with your e-mail. He might, he might not, he or she might not look at it. I might go back to it eight months later, because my inbox is a wealth. I'll tell you, like I said earlier, I do not organize, but I do search it. I do search my inbox.

[00:15:28] BB: Yeah, a lot of people do that too. I hear more and more. I mean, I do it myself personally. I don't file anything. I just do the search and the search is so good, it works. Like, "Oh, what was that name and I got that company." Then I did it yesterday where I was like, "I can't remember the –" You punch in four words, then it comes up. It's great.

[00:15:47] DM: It's my own little Google for reporting.

[00:15:49] BB: It is. It is.

[00:15:52] DM: It's 100% part of my reporting for every story. I'm like, all right, let's go to my inbox first to see if someone exists in there that could speak to this topic that I didn't care about a year and a half ago, but now I do.

[00:16:08] BB: It's popped up. Your, I think, take home message for just PR people is hey, an e-mail is never wasted in your situation, because it might come back.

[00:16:19] DM: Yeah, and that's why I know in the audience is good too. Because if Dom, I'll look for often, VP of customer experience. I'll search that like crazy. Chief marketing officer. I'll

search that like crazy. If you know who the people I talk to are, the titles they have, that's the person you want to serve up to me. That's the person you want to serve up to me. Don't look at the necessarily – I mean, the topics obviously. Like, “Oh, he's talking about AI and customer experience. He's talking about marketing automation systems.” Great, but even better is look who I am sourcing in terms of their titles. That should give you a good hint on what would make me say yes to a source.

[00:17:03] BB: Good insights, Dom.

[MESSAGE]

[00:17:06] 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]

[00:17:30] BB: Let's play a little word association game, if you're down for it.

[00:17:33] DM: Let's do it.

[00:17:34] BB: Shall I give you the word and we'll see what happens. Okay, hobby.

[00:17:38] DM: Walking the dog. Wait, I have to do one word?

[00:17:41] BB: That's fine. We'll take that. By the way, is that your dog on your Twitter page?

[00:17:45] DM: Yes. Macky.

[00:17:46] BB: That's a cute picture. What is Macky?

[00:17:50] DM: We don't know. I mean, he's had the typical – I don't know what he is. We had a typical tough background, Puerto Rico, abandoned. An old guy was all scrunched up with his puppy brothers and sisters.

[00:18:05] BB: Oh, so this was a rescue?

[00:18:07] DM: They rescued him. I didn't rescue him. They did. They did. I live in the house with him now.

[00:18:14] BB: Got you. Got you.

[00:18:15] DM: When I say they, it's a great organization and we went through them and you know what I did? These COVID protections and I'm all for it, I wear masks everywhere and I don't want to get COVID. I don't want to spread it to a single person. I did in the heart of the pandemic, fly to Miami when it was so bad, grab –

[00:18:35] BB: Get the dog.

[00:18:36] DM: I grabbed the dog and he had a friend with him, I brought them both up to Boston.

[00:18:43] BB: People are crazy about their dogs. It's a dog explosion right now too.

[00:18:47] DM: Yeah, we lost our guy after 10 years in April of the pandemic.

[00:18:52] BB: Oh, God. That's the worst.

[00:18:54] DM: I think, my wife, Pam, if there were to be a clinical diagnosis, she would actually have this. She can't live without a dog. It's clinically not healthy.

[00:19:04] BB: Yes.

[00:19:06] DM: It's not healthy for her. All right, sorry to hijack the word association.

[00:19:09] BB: Anyway, okay. Yeah, that's right. Let's get back. Okay, hobby. That was the walking the dog. Food.

[00:19:14] **DM:** Chinese.

[00:19:15] **BB:** Drink.

[00:19:17] **DM:** Captain Morgan's.

[00:19:18] **BB:** SEO.

[00:19:20] **DM:** Content.

[00:19:21] **BB:** Facebook.

[00:19:22] **DM:** Zuckerberg.

[00:19:23] **BB:** Martech.

[00:19:25] **DM:** Scott Brinker.

[00:19:27] **BB:** Okay. Sports.

[00:19:29] **DM:** Baseball.

[00:19:30] **BB:** Privacy.

[00:19:31] **DM:** Leave me alone.

[00:19:34] **BB:** Work from home.

[00:19:36] **DM:** Kitchen.

[00:19:38] **BB:** Boston.

[00:19:39] **DM:** Red Sox.

[00:19:41] BB: Journalism.

[00:19:42] DM: Fun.

[00:19:44] BB: Pitch.

[00:19:45] DM: Relevancy.

[00:19:46] BB: Inbox.

[00:19:48] DM: Too much.

[00:19:52] BB: No one's had a positive association with that last one.

[00:19:55] DM: Inbox, glorious.

[00:19:56] BB: Nope. Haven't heard of that yet. What are you, especially in this pandemic time, reading, enjoying, we'll take watching, listening, any content you're consuming, any favorites right now that you love?

[00:20:10] DM: Yeah. I mean, does Netflix count? Watching Breaking Bad?

[00:20:15] BB: Sure, sure. Okay, Breaking Bad. Oh, a little old school. Okay.

[00:20:19] DM: Yeah. I'll be honest, I know people like to brag about the massive books they read. I'm not a huge book guy. The books I've read are columns, a bunch of columns from journalists, like Mike Royko, an old school journalist in Chicago, or Tom Boswell, an old sports reporter from the Washington Post. I enjoy those books. That's a compilation of things. In terms of general content consumption, in my role, in my job, it's really those reports that are hit at the heart of what my readers care about. I'm going to be diving into a lot of those magic quadrants waves, Deloitte reports on customer experience, concerns in 2021. That's gold for me. I love that. Love that thing. Man, I used to be a huge newspaper reader and I'm not now.

[00:21:10] BB: Really? Well, we're going to talk about the future of journalism. I am still, I read the Wall Street Journal every day in print.

[00:21:18] DM: Good.

[00:21:19] BB: Because I love to turn the pages. Then just growing up, we always had the same Union Tribune. My parents still read that, which is very paper thin now at this point. Oh, yeah. That was part of my childhood. I like to touch the pages. I really do. The New York Times on a Sunday. It's amazing.

[00:21:41] DM: I'm a digital victim consumption-wise of social. I get a lot of my information and inspiration from LinkedIn, things like that.

[00:21:51] BB: It's okay.

[00:21:52] DM: Man, I wish I had that desire to have – Hey, when I'm waiting for a prescription, oh, yeah. I'm reading the paper. I'm not buying it, but I'm reading it.

[00:22:02] BB: Yeah, got it. Okay.

[00:22:02] DM: Sometimes I wonder if I should leave 50 cents though when I do that.

[00:22:06] BB: Oh, yeah. I'm always happy to pay the price. My boyfriend just got the New York Times on Sunday. He's like, "It's \$7." I'm like, "Damn straight. For Sunday. There's 300 pages in this thing. Are you kidding me? At least you could pay \$7."

[00:22:20] DM: Is it 7 bucks now?

[00:22:22] BB: It's 7, but the Sunday, the Sunday edition, which you know. You can spend five hours reading that. You can't get through the whole thing.

[00:22:28] DM: Yeah. I remember the Sunday Boston Globe is growing up. Actually, the newspapers were huge inspirations for me in my journalism career. I'd probably relate this to the other question, but about the future. That was huge. I mean, my mentors were journalists in newspapers, reading them over and over again, day after day.

[00:22:48] BB: Well, I got to ask you then, future journalism, what do you think of it?

[00:22:55] DM: I'll steal Brad Pitt's character in Moneyball. He told one of his old school baseball agents that you just have to adapt or die. There's obviously been an attack on journalism, but I think the attack really when you look at it, where it was coming from, not the best source. A lot of just rhetoric and screaming and yelling, just because journalists didn't go a certain way. The job of a journalist is not to make anyone really happy. I mean, that's the bottom line.

By default, you're really going to piss off one person probably in a story, while someone may be happy, someone maybe not. The future of journalism itself, I don't think if the integrity of wanting to get to the truth through valid sources, truthful data that inspires the person reading it to think about it in a different way maybe than they might have before, "Oh, I didn't know that." Now see, that makes me change my mind, because if the art of journalism remembers that that's what the core is, it's going to be okay. The mediums have changed so much. I think, was it citizen journal? There's so much citizen journalism out there. We have –

[00:24:31] BB: Yes, there is.

[00:24:33] DM: We have this young fella. He's been on our radio show a couple weeks. We call him the winter intern.

[00:24:40] BB: The winter intern.

[00:24:42] DM: Yeah, yeah. He took he took initiative. He's out of Connecticut School of Broadcasting. He took initiative and reached out to me cold and said, "I want to get some experience in radio. Can I be on your show?" I said, "Yes." That right there. No one's ever approached me like that.

[00:25:00] BB: Yeah, I love it.

[00:25:01] DM: I love the initiative. That initiative alone, he gets a shot. If he turns out to be crap, then I'll boot him off. You know what? He gets the shot. I was thinking though, because this kid, he has this 2,000 subscriber, 1,000 views every post YouTube channel, where he analyzes the Boston Bruins hockey team.

[00:25:23] BB: Oh, okay. He's got a huge influence and probably, fan base.

[00:25:27] DM: I'm going to ask him as I go, "So by the way, why do you want to come on FM radio again?" Where he has this –

[00:25:37] BB: Have you asked him that yet? Or you haven't asked him that yet?

[00:25:39] DM: I forgot if I busted his chops in off the air, or on the air. I forgot. I brought it up to him. I think that answers the question about the future of journalism. I think, it's going to be run by people like him that can know where the audience is. I don't think in the future, I'm talking maybe none of us sees this, but I don't think in the future you're going to have to have a formal media institution. I think, people like him, bold prediction here, might overtake and put out of business an institution like the New York Times.

[00:26:19] BB: Wow.

[00:26:20] DM: Yeah, I really do. I really do, because it's brand-new. These social media commentators are what, 20, 15-years-old. I think, someday –

[00:26:35] BB: Oh, I love your bold prediction.

[00:26:37] DM: Yeah. I think, someday it's just going to be, "All right. What are people saying on video? I don't need to go subscribe anywhere else."

[00:26:46] BB: The other element of that from a political point of view is, or little footnote is of course, in societies that allow that, that's a whole other global commentary on that, because there's places that's never going to exist.

[00:27:03] DM: No. Right. Wasn't there the woman in China who tried to really throw up and she got arrested for throwing out the big reports about COVID.

[00:27:14] BB: There was a journalist without borders just came out. This was in December with their annual list and 50 journalists were killed this year, or murdered. Killed, murdered, however you want it, died from reporting this year. Well, in 2020. Isn't that crazy?

[00:27:28] DM: Yeah. A New York Times photographer with the events of early January, posted a photo, essay of her photos from the time when they – on Wednesday, January 6th, when

people stormed the capitol and she got beat up and her camera taken away. It's all because people were yelling at her, "New York Times. New York Times."

[00:27:52] BB: Oh, I didn't know about that. Wow.

[00:27:55] DM: Right now, the aforementioned attack on journalism is leading to some people being in physical harm's way. That's an absolute shame and it offends me on so many levels.

[00:28:06] BB: Yeah, for everyone else to have the information. Agreed. Well, I like your bold prediction, Dom.

[00:28:15] DM: It's already happening. It's not even that bold.

[00:28:17] BB: Yeah, this is true. This is true.

[00:28:19] DM: Oh, wow. Dom Nicastro says, people in social have influence. No. I mean, it's so obvious.

[00:28:25] BB: Well, I believe you said take over New York Times at one point. That was the bold part. We'll see what happens. Oh, man. Well, to lighten it up a little bit here as we end this, we're going to do a little mad lib. I'll give you the word and you'll fill it in, whatever it is and then I'll read you back the whole piece. Does that sound good?

[00:28:45] DM: Sounds good.

[00:28:46] BB: Okay. First one is just a catchphrase, any catchphrase.

[00:28:51] DM: God, was supposed to not do that in journalism. I'm supposed to avoid these. That's why I can't come up with –

[00:28:55] BB: I know. Everyone struggles with this.

[00:28:57] DM: Oh, it is what it is.

[00:28:59] BB: It is what it is. That's perfect. Okay, what's a scare phrase you will hear in journalism?

[00:29:06] **DM:** Scare phrase?

[00:29:08] **BB:** Yeah. Like deadline.

[00:29:10] **DM:** Yeah, yeah. Okay, that's a good one there. For me, actually, it's got a sec. When my editor says that to me, "Got a sec," I'm like, "Damn it. I'm in trouble."

[00:29:21] **BB:** Oh, got it. Got it. Okay. What about an empowering word that you'd hear?

[00:29:27] **DM:** In journalism, in my role?

[00:29:28] **BB:** Yeah. Yeah, in your role.

[00:29:29] **DM:** Relevance.

[00:29:31] **BB:** Okay. An adjective.

[00:29:33] **DM:** Thoughtful.

[00:29:34] **BB:** Thoughtful. A part of a pitch.

[00:29:37] **DM:** Source.

[00:29:39] **BB:** Source. Ah, yes. As we talked about. Okay, another adjective.

[00:29:44] **DM:** Friendly.

[00:29:45] **BB:** Then, another part of a pitch.

[00:29:48] **DM:** Client, which I hate by the way.

[00:29:52] **BB:** Clients. You hate people when they say, "Oh, my client was available for an interview."

[00:29:58] **DM:** Yes, it makes it so cold.

[00:30:01] BB: It also is cold. Yeah. My client. Yeah, faceless, nameless. Yeah, exactly. The person who pays me. Okay, an amount of time.

[00:30:11] DM: Oh, three hours.

[00:30:13] BB: Three hours. How about an adjective?

[00:30:17] DM: Crazy.

[00:30:19] BB: Crazy. Singular noun.

[00:30:23] DM: That.

[00:30:26] BB: That?

[00:30:26] DM: No, no, no. Sorry, sorry. House. House.

[00:30:31] BB: House. Okay. House. Okay, what about a topic? We're almost done.

[00:30:37] DM: COVID.

[00:30:39] BB: A verb ending in I-N-G.

[00:30:41] DM: Running.

[00:30:42] BB: Then a verb, just any verb.

[00:30:45] DM: Walk.

[00:30:46] BB: Okay. Here we go, Dom. I'm going to read it back. To me, tech journalism is it is what it is. It consists of got a second from my editor and relevance on the daily. If a pitch has a thoughtful source, I will absolutely respond to it. However, if a pitch has a friendly client, you can expect no reply from me. If three hours goes by and you don't see an e-mail back from me, you can just assume I am not crazy about it. The best stories always have a house and are

usually about COVID. The best way to reach me is running it to me, but you can also walk it to me.

[00:31:22] DM: Geez. The fact that I turned down a friendly client is like, wow. What would I want? A new one?

[00:31:31] BB: No, but maybe it's the client word that threw you off. Oh, that was fun. I actually think that in a way, the best stories have a house and are usually about COVID. That's accurate.

[00:31:41] DM: Yeah. The best stories are about COVID. Yeah, I mean, everyone in terms of best, it's people going to read it. I mean, for the consumption of COVID information is never enough. Sometimes, it makes us too crazy though.

[00:31:56] BB: Yeah. This is true.

[00:31:58] DM: I said with my mother, she's just like, "Well, I was with that person and then at this – What if that person had it before and then what if this person get –" I said, "Ma, there's a bottom line. Don't talk to another human or be with another human ever again, then you're safe."

[00:32:12] BB: You're good. Simple to follow. Simple to follow. Well, thank you, Dom, for being on today. You want to plug your radio show, by the way, just for fun?

[00:32:23] DM: No. I want to plug my CMSWire.

[00:32:24] BB: Now why not? Okay. CMSWire. Everyone check out CMSWire and Reworked.

[00:32:31] DM: You can Google it, the radio show. It's Saturday Morning North Shore 104.9 FM. We're the North Shore Sports Desk.

[00:32:41] BB: It's called the Nic & Nick Show.

[00:32:43] DM: Yeah. The one that keeps me most busy is cmswire.com and reworked.co.

[00:32:49] BB: Exactly. We'll be sure to check it out. Thanks again, Dom. This was fun.

[00:32:54] DM: Yeah, very fun. Thank you very much.

[END OF INTERVIEW]

[00:32:57] ANNOUNCER: Thanks for tuning in to this week's episode of Coffee with a Journalist, featuring Dom Nicastro from CMSWire. 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.

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[END]