

EPISODE 68

[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.

If you're looking for actionable tips to help you better connect with journalists, download our latest eBook, the *State of Pitching Volume One*, which includes insights from our first 50 guests some season two of Coffee with a Journalists.

This week, we're joined by Jacob Bell, a Senior Reporter for BioPharma Dive. In his role Jacob covers the FDA, Big Pharma and drug makers. He has held positions at industry dive including reporter and associate editor and has reported for other notable outlets including The Deal, The Street, and McClatchy. On the episode, Jacob tells us about pitches that grab his attention and ones that completely missed the mark. His preference for sources using bullets, his hopefulness for the future of journalism, and more. Let's listen to the episode now.

[INTERVIEW]

[00:01:24] BB: Hi, everyone. Welcome to Coffee with a Journalist. Man, here we are today with a wonderful guest who loves drag races as you guys just heard, Jacob Bell. He is a Senior Reporter for BioPharma Dive, as we all just heard, covering everything, FDA, Big Pharma, drug makers, all the stuff that's probably getting injected into your body.

Jacob, welcome. Thank you for being here.

[00:01:52] JB: Oh my God, thank you for having me.

[00:01:55] BB: Let's talk about RuPaul's Drag Race real quick.

[00:01:57] JB: Can we?

[00:01:58] BB: Yes, tell us. What's up?

[00:02:01] JB: It's so good. We've been so treated the last year because there's been like, many seasons that have come out between the US version. There was Canada's, there's UK season two, which is like honestly, it's a cultural milestone. UK season two.

[00:02:20] BB: Yes. Okay. Now, tell us why. Because I have to say I have not – I've only watched a few episodes. I'm not fully into it. But why should we watch specifically the UK one?

[00:02:29] JB: Well, the UK one's great, because it's only on season two. And so, they're just letting it rip. The US one, this the season 13, and so –

[00:02:39] BB: Pretty established.

[00:02:40] JB: And there's a lot of pressure to come with, like, your curated brand. In the UK one there just like, let it go all out the window. It's great. It's the most easy way to make sure that your day is happier than when it started, which has been a big deal the last year.

[00:02:56] BB: Yes. That's so true. Well, let's talk a little bit about your inbox, Jacob. There is probably not too much drag race stuff going on there. But maybe you get, I don't know, season updates via your personal or your work email. But do you get a lot of pitches in there?

[00:03:14] JB: Yes. I'll say that the last two weeks have actually been lighter than they have for the past 12 months. So, I'm not complaining. But it's been pretty awful. The year before April, I would say.

[00:03:26] BB: Tell us why awful. Just bad pitches? Too many pitches?

[00:03:30] JB: Just so many. The inbox is always crowded, and healthcare was already really having a moment leading into the pandemic, especially like biotech, and then the floodgates just

really opened with Coronavirus. So now, anything in the lexicon of healthcare will end up in my inbox.

For example, today, not covering it, but I got one that was like, are millennials dealing with their stress well? And all I could physically respond with was like, “This one, no. Maybe other ones are, but not me.”

[00:04:04] BB: Yeah. What makes you respond to a pitch?

[00:04:08] JB: I think when the pitcher has done a decent amount of research. I wouldn't expect them to know every single thing I'm covering and like, the most minute detail. But I've never written about medical devices for the most part, and I get so many medical device pitches all the time. Luckily, we have like a sister publication that does that. I just sort of like kick them over to them. I get so many all the time.

[00:04:37] BB: I have to say, you have, according to this, your website, your author page, 1,188 articles. So, if it's not clear what you write about, I don't know what would help people.

[00:04:50] JB: Only like three of us are good, but there's that –

[00:04:53] BB: That's not true, Jacob.

[00:04:54] JB: Well, there's enough evidence to sort of go off. Is this going to work for him? Probably not, we'll send it anyway. I just don't respond. There are not enough hours in the day.

[00:05:05] BB: Yeah. Okay, so now, here's another question with your inbox. Do you do the mass delete? Do you like let the unread ride? Do you have the inbox of 47,000 unread emails? Or what?

[00:05:17] JB: I'm a big zero unread at the end of the day.

[00:05:21] BB: Me too.

[00:05:22] JB: I have to otherwise it's just, it's a downhill trajectory for me. But what I will say is that, if I have a working relationship with someone, it's unlikely that we're going to write about it, but I know the kind of thing that person sends me. I'll open up and read it. But beyond that, I get enough in a day where I kind of have to go off the subject line to a degree. That way, I am like a big like, check, check, check, delete, type of person. If they're resistant, they'll follow up three or four more times.

[00:05:55] BB: How do you like to follow ups? No or yes?

[00:05:58] JB: I can respect the second one, because I understand everyone has their job to do and if they didn't hear back from me, maybe it did get lost in the inbox. It's definitely happened before. But after three or four, I'm kind of like, "I just don't see it happening." I just let them ride.

[00:06:16] BB: Just let them ride. Yeah. What does get your attention in the subject line?

[00:06:20] JB: I think, again, knowing the trends in the space and where your pitch fits in, or explaining to me why your pitch is different than the other ones. Because I think most people register that if you're working with a startup that hits a milestone, there are many other startups who are also hitting that milestone right now. So, tell me why yours might be different. I'm willing to listen. But most of the time, I sort of give the heads up of, when we talk about drug companies, for example, everyone has data, and I get that this data might be the biggest thing that's ever happened to your company. But every company has the data, that's been the biggest and most important thing that's ever happened to them.

[00:07:04] BB: Yeah. Okay. So, that's an interesting point, in the sense of having data, because I feel like you'll hear from journalists, "Well, you got to have data. You have to have something. You got to be able to show me something." But you're almost saying it sounds like that, well, since everyone has it, that's not the distinguishing thing.

[00:07:24] JB: Right. The thing about data is like, this isn't just we surveyed people, and here's the responses. That's data that I feel like you can look at and be like, "Alright. Are there stories we can pull from this?" When we talk about like clinical trial data, it can be pretty complicated. And so, I'm thinking about like, "Alright. Do I have time for this story? How long will it take me to

really analyze what this company is saying they found?" So, it's a little bit more of something to chew on for a while. I don't always have the time.

[00:08:00] BB: The time, yeah.

[00:08:01] JB: Break everyone's first inhuman study read out.

[00:08:07] BB: Yeah. This is a complicated arena to cover, given that amount of time. I'm like, looking at some of your articles on just, you got to be up to speed with the FDA and what are they saying about an Alzheimer's drug? And what about Pfizer and what it's doing on its negative committee vote? I'm looking at one of your things. What are the five FDA approval decisions to watch in the second quarter? It's research intensive. How do you then come up with the stories you're going to do?

[00:08:33] JB: Sure. I think that there's kind of the two routes that it goes down, most days. It's either breaking news happens, and you cover it as like spot news, and then sometimes it might be meaty enough or complicated enough, where you say, "Let's do like a second day thing where we break it down." We break one component of it down into even more analysis.

The other version of that is like doing medium to long term pieces about something that is in one of the beats that I cover. That, it's hard to explain what catches my eye, it largely just comes from covering it for a certain amount of time, where you just sort of know the weather of the room, what's going on there and what is actually needle moving, and what is just kind of like an incremental update. So, it's just kind of like – it's hard to explain. It's just kind of a feeling in the air that I should write about this. I should maybe put that one on the back burner until something substantial happens.

[00:09:37] BB: Do you ever – well, I think I know the answer, but I will ask. Do you ever write stories from pitches?

[00:09:45] JB: Much more in that daily spot news realm of things, I would say. There will be often people who will email me and say, "Hey, we have a startup launching or we have again, clinical data that's coming up and we'd love to offer you it under embargo and like have a CEO

interview to talk about what this new startup is doing.” In that way, I do those a decent amount. When it comes to like the more feature things, it's harder because you have to dive into those pretty deeply, and usually whoever's pitching it to you is pitching where a client fits into a trend that might not necessarily be like the most interesting trend right now, or we're not saying anything new by writing about it again, to just sort of feature that client.

So, I would say that I definitely will write more stories based off of sort of spot news and pitches and who they're able to put me in touch with for sourcing for those daily ones, then for big feature trends pieces.

[00:10:53] BB: Let's talk about the sourcing thing for a quick second, because this has come up in other discussions and stuff I have, and I've been emphasizing this, but I'd like your gut check on this. In terms of, hey, here's who I have to speak with you about, you, the reporter. Do you like that like bulleted out in the pitch, like I got this person, this person, this person? How do you like publicists just tell you, “Hey, I have these people ready?” Is there any format you prefer?

[00:11:21] JB: I would prefer it bulleted out just because you see it quicker. But that being said, you always have to be careful with the sources that are being offered up to you, because most times there is some level of like vested interest. It's not the PR contact went out, found an expert that has no relation to like the company that they're pitching, and is offering that person up, because that's kind of what I would do anyway. So, it's usually someone who has some sort of stake in it all, and then you have to weigh how valuable is what they are saying with maybe some level of conflict of interest, which doesn't mean they can't be in the story. It just means that if you're offering up a doctor who consults with this company, I'm probably also going to find one that doesn't.

[00:12:08] BB: Exactly. Interesting. Good to hear on the bullet list, though. I like that.

[00:12:15] JB: I like it bulleted. It gets to the point.

[00:12:15] BB: Me too. It's just clear. I don't need to like spend too much eyeballs on sussing it out. That's my preference.

[MESSAGE]

[00:12:24] ANNOUNCER: Today's interview will continue after this brief message brought to you by OnePitch.

Are you curious to see the unique ways OnePitch helps PR professionals and marketers pitch journalists? Head to onepitch.co to learn about our new OnePitch score and see how easy it is to find the right journalist to pitch your news to. Sign up for your free account today.

Now, back to today's episode.

[INTERVIEW CONTINUED]

[00:12:47] BB: Okay, Jacob, let's do a little finish the sentence.

[00:12:51] JB: Oh, I'm so nervous.

[00:12:54] BB: Don't be. Okay, my favorite sources always –

[00:13:00] JB: – give me a whole picture view of what I'm asking them about.

[00:13:05] BB: The most annoying sources always –

[00:13:09] JB: – ask if they can look at the quotes, before they go in.

[00:13:14] BB: God people still do that?

[00:13:15] JB: All the time.

[00:13:18] BB: Really?

[00:13:18] JB: Actually, I would say that it's gotten much more common in the last two years.

[00:13:25] BB: Wow.

[00:13:25] JB: And I've been doing this that long. But yeah, the last two years.

[00:13:30] BB: Wow. I'm a little surprised by that. I heard that on like one episode super, super early, but wow. Okay. You will get a response from me if –

[00:13:39] JB: – I would normally cover the news, and you got my name right in the pitch.

[00:13:45] JB: Gosh, the basics.

[00:13:48] BB: I like to think I'm not hard to like please or to get a response from, but I got one recently they call me Jenny.

[00:13:55] BB: No!

[00:13:58] JB: It was just hard at that point.

[00:14:00] BB: I was going to say, you don't even have like an uncommon word. Name spelling or something that's a different – a rare name, necessarily. I don't know what to tell you.

[00:14:11] JB: I don't either.

[00:14:13] BB: Okay, you'll never get a response from me if, you call me Jenny, I guess.

[00:14:19] JB: That one, but I think mostly if you get mad that your pitch that has nothing to do with my beat did not get picked up by me.

[00:14:30] BB: Get mad? What does that even mean? Do they write you back and are like, “Jacob, you did not respond to me.”

[00:14:36] JB: Exactly. And can be pretty aggressive. It's very much per my last email but like amplified a little bit.

[00:14:45] BB: No.

[00:14:47] JB: It has nothing to do with anything I cover. So, I don't know what to tell you, and often, my best response is like no response because I feel like that says a lot.

[00:14:55] BB: It does say a lot. Yeah. Okay. You can follow up with me if –

[00:15:01] JB: – if we've worked together before, and I didn't respond to your first one, because I get so many emails a day that it's very fair to think that I just like, saw yours, meant to respond and didn't.

[00:15:13] BB: It would be a huge help if you –

[00:15:16] JB: – explain why your pitching is different than a similar pitch from someone else.

[00:15:22] BB: The best compliment I ever received about my work was –

[00:15:27] JB: I think, and this doesn't happen a lot. But I think when people feel like I told their story in a fair way, and I get that feedback. I appreciate that, because that's like what I'm aiming for.

[00:15:41] BB: That's nice. My favorite stories to write about are –

[00:15:47] JB: – ones that show the human side of business and science.

[00:15:53] BB: One piece of advice for aspiring journalists is –

[00:15:58] JB: – be kind first.

[00:16:01] BB: Yes, kindness.

[00:16:03] JB: And to also like, advocate for yourself. I think journalists spend a lot of time thinking about, making sure that they're giving a voice to other people. But it's important to also stick up for yourself when you think that it's fair.

[00:16:18] BB: Yeah, the last best thing I ate or cooked was –

[00:16:21] JB: Well, I'm like a Panda Express person. So, I just had that for lunch today. So, we're just going to say Panda Express.

[00:16:27] BB: Great. What's your favorite order a Panda Express?

[00:16:32] JB: You have to do orange chicken, and you have to do it over white rice, because the white rice soaks up the like sugar sauce that they just put on it. It's literally gotten me through the last year.

[00:16:45] BB: Wow. That is good. I was going to say I think it is very sugary. That's why it's so good, right?

[00:16:52] JB: Oh, yeah.

[00:16:54] BB: Yeah. Okay. Quarantine has taught me –

[00:16:58] JB: – that I can keep a plant alive.

[00:17:00] BB: Hey, what type of plant do you have?

[00:17:02] JB: I have so many now.

[00:17:03] BB: You have many? You're a plant parent now?

[00:17:06] JB: Yes. I'm very much.

[00:17:06] BB: That's what they're calling it.

[00:17:09] **JB:** People are now a little stressed out because like they'll see just this rain forest behind me, in calls and I'll be like, "It's all right." They're like, "Are you sure you're okay?" I'm like, "I'm doing about as good as one could be."

[00:17:22] **BB:** Yes. My perfect Sunday is –

[00:17:26] **JB:** – at this point hanging out with friends in tight spaces, which hopefully isn't too far off.

[00:17:33] **BB:** Yeah. in tight spaces. The little things.

[00:17:36] **JB:** Yeah. I want someone to talk like really close to me.

[00:17:40] **BB:** Right or touch your arm. Yes. Are you vaccinated yet?

[00:17:50] **JB:** I have my first one.

[00:17:50] **BB:** Okay. You're getting there.

[00:17:51] **JB:** Yeah. I'm excited.

[00:17:52] **BB:** You're almost there. Good. Okay, Jacob, what are you reading but we'll also take listening, watching, consuming? Tell us. This is where I get all my book recommendations.

[00:18:06] **JB:** Okay. So, here's one thing is that for a very long time in my life, I assumed I did not like reading for pleasure. Because I would get home from college classes or my job right now and be like, the last thing I want to do is read more. But in quarantine, I actually found out that I do like reading.

So, the last book I finished was *She Said*, which was the book about the New York Times reporters uncovering like the –

[00:18:34] **BB:** I love that.

[00:18:35] **JB:** Yeah. So, that was the last book I finished and then it's so funny, you had a guest recently mentioned that the *Night Circus* is one of their favorite ones.

[00:18:44] **BB:** Yeah. Who was that?

[00:18:46] **JB:** It was Heather from Wall Street Journal, I believe.

[00:18:48] **BB:** Oh, yes.

[00:18:50] **JB:** It was so funny. I was then talking about books with another friend of mine who was like, "Oh, yeah, my favorite book is about this circus." And I was like, "It's not the *Night Circus* is it?" She's like, "That's it." So now, I literally just started it yesterday.

[00:19:03] **BB:** Nice. Do you like it so far?

[00:19:06] **JB:** It's got a lot of good adjectives. So, it really like sets the scene for you. So, I mentioned that because I don't even have the mental bandwidth to set scenes anymore. I really need someone to deliver it to me on a platter.

[00:19:20] **BB:** Yes. That one's in my – I'm looking at my audible. Yep, it's in my library. Okay, I got to get there. I'm having a crisis of content, though. There's too much. How lovely and wonderful is it that there is too much, but I feel you on the reading for pleasure. It is so good when you get a book that you love to read leisurely.

[00:19:43] **JB:** Yeah. If you're able to sneak a week off of work and do nothing. I did it last year and I read *The Nickel Boys*. It was a great book.

[00:19:54] **BB:** Yes. That's what Bill Gates does. He does this once a year. Apparently, I don't know what he's doing now. But not like I know the guy, but locks himself in like a cabin somewhere remotely just reads. That's it. I love it.

[00:20:08] **JB:** I mean, that sounds very nice.

[00:20:10] **BB:** Does that sound dreamy?

[00:20:10] **JB:** Yeah.

[00:20:12] **BB:** I'm getting a sense of like, that's pretty dreamy. Yes. Okay, do you have a memorable pitch Jacob, like one pitch where you're like, Oh, my God, that really was dead on?

[00:20:25] **JB:** Oh, that was dead on.

[00:20:28] **BB:** You like frame that thing.

[00:20:30] **JB:** I don't, but only because everything kind of blurs together at this point. I'll say that there are ones that sort of have a consistent theme with them, which is like, "Hey, I know you've covered these two things that actually do relate to the thing I'm about to pitch you, and I'm giving you this piece of news from what I can tell, as part of like a small group of people that will know about this." Which I appreciate a little bit more than like a blanket idea of like, "Hey, do you know this happens in healthcare?" Because sometimes I'm at a loss. I don't know what to do with that.

[00:21:07] **BB:** Yeah, it's not specific. Is there anything you wish you wrote that someone else wrote instead?

[00:21:14] **JB:** All the time. Well, I think, there's several people that I just kind of read it religiously, because I love how they write or I love what they write about, like, Carolyn Chen over at ProPublica had a story that came out today that I've already booked mark that I want to read later. Eric Boodman over at Stat, he writes – remember I said like, my favorite stories are the people behind business and science?

[00:21:40] **BB:** Yes.

[00:21:41] JB: He writes the stories that to me are what I aspire to do in that space. And then, Ed Young at the Atlantic is so good. So, anything that they've ever written, I'm probably very envious of and wish I had the skills myself.

[00:21:55] BB: So, let me ask you, I have not asked this of anyone on this show, but I'm like, "Oh, I should start." Do you ever ping them directly? Do you ever like drop them a little note? Like, "Hey, fellow journalists here just loving", do you ever fanboy or fangirl of anything like that to another journalist?

[00:22:12] JB: I'm like, the most ultimate rare occasion. Yes. I don't know. I'm like, not very online like that. I don't like pinging people, but I will retweet people. That's kind of like my little hat tip. Not that you care, but I really like your stuff.

[00:22:31] BB: Yeah. Retweet it, nice. That's a good point. By the way, I'm on your Twitter page right now. The little photo there is the ET dressed up in the closet with the pink hair thing going on. Just tell us about that. I personally love it.

[00:22:49] JB: It really resonated with me. I felt like if I were to try to describe who I am, to someone who had never seen me, that's arguably the best photo you could send over any photo that I actually have.

[00:23:06] BB: It's very charming.

[00:23:07] JB: Yeah, they dress up ET to get him out of the house. I mean, that movie is why I still like Reese's Pieces. It's like a whole thing.

[00:23:14] BB: I know. You must be an '80s child. Are you an '80s child?

[00:23:16] JB: I was a '90s kid, which is why I love Diet Coke. We're very much like a Diet Coke family growing up.

[00:23:24] BB: Me too. I feel like they really made their effort. In similar to Diet Coke, also, I don't know if this resonates with you because I was from Southern California, but Vegas really

pushed hard in the '90s. Do you remember this? For like family friendly come to phase. Do you remember this? Do you know about this?

[00:23:42] JB: No. Now, I'm intrigued though.

[00:23:45] BB: You were an East coaster. Now, I see that. I feel like the '90s was when it was like Vegas is for all families and it was the era of Excalibur and Treasure Island. I went to Vegas so many times growing up. I can't even tell you. I did that horrendous six-hour drive from San Diego to Las Vegas in the car. Oh my god. This was all before the campaign that turned to what happens in Vegas stays in Vegas. Then they went full like adult. I think they hit the Oh's and they're like, "Forget kids. They don't make money for us. Let's hit the adults." Anyway, I thought that you would know that but –

[00:24:22] JB: Oh, sorry. So, it was just me and my mom growing up. So, we were very much like Disney people, because we're East coast. So, we did Disney like once a year forever. I'm not like a Disney adult. But it's so funny when you know other kids who were Disney kids. You instantly start talking about like the customer service. We're like adults talking about eight years old getting off the plane with a balloon. And we're like, "Oh, the customer service at Disney is amazing."

[00:24:52] BB: The balloon.

[00:24:56] JB: It's true, though.

[00:24:56] BB: I know what you're talking about.

[00:24:58] JB: Back in the day, you would get off your airplane and they would basically put you on that like little magical bus and then you go to everyone's hotel. They drop you off, and like, literally, they would do anything you asked.

[00:25:09] BB: It was magical.

[00:25:09] JB: And then you got back on the plane, and you go back to, like, I'm from Maryland, but we would fly into DC and you're like, "Oh, everyone's mean again."

[00:25:20] BB: Okay, maybe that note, I don't know, what is the future of journalism look like to you, Jacob?

[00:25:29] JB: I'm hopeful, honestly. I would say that I'm really hopeful when you, I mean, not that I'm – I just turned 27. So not like, I have grandfather Sage wisdom or anything like that. But I look at a lot of the younger people getting into it right now. I feel like they're getting into it for such the right reasons and they're very interested in giving voices to people and holding powerful people accountable. That makes me happy and hopeful.

[00:26:03] BB: Yeah.

[00:26:03] JB: But it's also a scary time to be a journalist. So, I'm trying to focus on the positive.

[00:26:12] BB: Now, what's interesting with your background here briefly, you got an in journalism and biology. Did you have – not that we need to get until this whole thing. But did you have that idea of like, "Okay, yeah, I'm going to be a journalist that writes about biotech or biology." Was that always the plan?

[00:26:29] JB: Kind of. So, when I went into college, I didn't know what I wanted to do. So, I just decided to major in the two things that were my favorite high school classes, which were Journalism, and AP Bio. I was like, I'll go with both of them until I obviously like one more, and then I'll route that way. Obviously, journalism one, but my big thing, like literally in college, I was like, "I want to graduate. I want to go work for Nat Geo, I want them to like send me to the middle of a country to talk about how climate change is impacting farming communities there." That's what I want. I didn't. Obviously, it's not like what you get at 22. But I kind of just fell into writing about the business of drug companies and biotech through a convoluted path of internships and people that I know. And then when the parent company to BioPharma Dive, when the industry dive, I saw that they had like an opening, a friend of mine had already worked, and she was like, "You should apply. It's built for someone with your background."

It's been five years. So, I didn't plan on it, but I'm not unhappy to be writing about it. It's a very, cool, challenging area to cover.

[00:27:46] BB: I would say and always evolving. Okay, well, Jacob, we have come to the mad libs part, which I know you listened about from some other episodes. So, hopefully you forgotten all the words that we asked you to fill in.

[00:27:59] JB: I literally cannot think of a single word right now. So, perfect moment to do it.

[00:28:04] BB: Perfect. Perfect. Okay, so I'll give you the word and then I'm going to write it out and then we'll read back our little paragraph. See if it makes any sense. Sometimes it's very truthful. We will see. Okay, first, what's an emotion?

[00:28:18] JB: Optimism. Is that emotion?

[00:28:22] BB: Yeah. Optimistic.

[00:28:23] JB: Yeah, there we go.

[00:28:25] BB: Okay, there we go. Okay, an adjective.

[00:28:28] JB: Cerulean.

[00:28:32] BB: What? Wait, say it again.

[00:28:36] JB: Cerulean. It's like fancy blue.

[00:28:38] BB: Cerulean. I've learned something. I've never heard that word before. Okay. Cerulean. Nice. Okay. What's another adjective?

[00:28:51] JB: Shiny.

[00:28:52] BB: Shiny. What is a greeting? Any type of greeting?

[00:28:58] **JB**: Hey, yeah.

[00:29:02] **BB**: Hey, yeah. Okay. And then a verb.

[00:29:05] **JB**: Swimming.

[00:29:06] **BB**: Swimming. A noun.

[00:29:10] **JB**: Soda.

[00:29:12] **BB**: An adjective?

[00:29:14] **JB**: Bubbly.

[00:29:17] **BB**: Bubble. A cringeworthy PR term.

[00:29:22] **JB**: I'm going to go with ASAP.

[00:29:25] **BB**: Oh, gosh. ASAP. And then a part of a pitch.

[00:29:32] **JB**: Dear Jetty.

[00:29:39] **BB**: A period of time or a length of time?

[00:29:42] **JB**: A millennia.

[00:29:45] **BB**: And then a person, ideally alive.

[00:29:50] **JB**: A person alive?

[00:29:52] **BB**: Yeah.

[00:29:53] **JB:** Okay. Nicole Byer. I just listened to her podcast.

[00:29:57] **BB:** Yes, I am such a fan of her. Her laugh is so contagious. I could just listen to a track of her laughing.

[00:30:08] **JB:** Follow her on Instagram.

[00:30:10] **BB:** I do.

[00:30:10] **JB:** Oh yeah, it's the one way to make like a day better.

[00:30:13] **BB:** It's just incredible. We should send her this as a little homage to her. Okay. Then emotion.

[00:30:21] **JB:** I'll just go simple, happy.

[00:30:24] **BB:** Happy. Great. Alright, Jacob, here we go. When I think of the future of journalism, I feel optimistic. The pitches I receive have gone from – insert insert your weird blue word. What was it?

[00:30:39] **JB:** Cerulean.

[00:30:40] **BB:** Cerulean. I need to look this up – to shiny. If I receive a pitch that starts with “Hey”, I swim. When I write stories on photos, I get bubbly. My favorite pitches include ASAP and a very specific, Dear Jenny. I normally take around a millennia to respond to my emails, but if it's Nicole Byer, I will respond immediately.

[00:31:04] **JB:** Wow, that is perfect.

[00:31:06] **BB:** Yes. If you do get a response back from me, you should know I'm very happy for you.

[00:31:11] **JB:** Honestly, I'm not mad. It all checks out.

[00:31:17] **BB:** I think it's great. It's on point, Jacob. Okay, we're going to send this to Nicole. Once this thing is posted. You can send it to her. This is like the thing we just talked about. Do you ever like say hi to other journalists or like say like, "Oh, yeah, I like your work." So, as podcasters here, we could send and be like, "Hey, we like your podcast over there. We mentioned doing ours. Check it out."

[00:31:39] **JB:** Hundred percent. That I'm down for.

[00:31:42] **BB:** I'm down. That's our deal. Jacob, thank you for being on today. Such a treat.

[00:31:48] **JB:** Thank you. It was like the most fun I've had in a while.

[00:31:53] **BB:** What a compliment, Jacob. I love it. I hope you get more good pitches too, not bad pitches.

[00:31:58] **JB:** Thank you. Don't we all.

[00:31:59] **BB:** Good speed.

[END OF INTERVIEW]

[00:32:04] **ANNOUNCER:** Thanks for listening in to this week's episode of Coffee with a Journalist, featuring Jacob Bell from BioPharma Dive. 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]