

EPISODE 72**[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 and how they connect with sources. Today, we're sitting down with Sandra Gutierrez, a DIY assistant editor for Popular Science.

Sandra began her career at Rolling Stone Chile as a reporter-writer and prior to Popular Science Sandra was an in-house PR executive at Google. During today's episode, Sandra shares more about her obsession with keeping her inbox organized her past experience as a PR professional, and how that ties into her current role. The concept of a DIY team and how they craft stories, and born. Let's hear from Sandra now.

[INTERVIEW]

[00:01:16] BB: Hi, everyone. Welcome to Coffee with the Journalist. I'm not drinking coffee, but I'm drinking some sparkling water here today. I'm Beck Bamberger. You guys have heard me here. Founder over at Bam, which is an agency that works with all these crazy startups. Then also OnePitch, which is the producer of this show. As you guys also heard today, very exciting. We just talked about Chile for the last I don't know, 10 minutes. Sandra Gutierrez. She's the DIY assistant editor over at PopSci also known Popular Science. Welcome.

[00:01:51] SG: Thank you so much for having me.

[00:01:52] BB: Thank you for being here. Tell us are you drinking coffee? What are you doing?

[00:01:55] SG: I am not because I do not drink coffee. I drink tea I am currently having a very large mug of green tea. That's my jam. I actually decided I was going to quit coffee when I was

17 because I just thought that if I was going to go into coffee, I just want to go big into coffee and that wrecked my guts, basically.

[00:02:16] BB: Wow.

[00:02:18] SG: Yeah, I've been doing green tea for years now. It really works for me though. I have to say sometimes if I have a rough night if I can, go to sleep earlier now if I'm a very big sleeper in that regard. I do need sometimes a cup of coffee because you need sometimes a little bit of that.

[00:02:34] BB: Fascinating. You tried it but it couldn't your gut just couldn't take it.

[00:02:41] SG: I mean, the thing is I have family in Italy, and they've passed down the tradition of having the mocha machine the very heavy Italian coffee. That's what we had – it is delicious, yes. That's what we had at my parent's house when I was growing up there. When I was 16, 17 I really like that coffee but whenever I went to school, I was putting two or three cups of that very heavy coffee to my tumbler and just going to class like that. I mean, good coffee is good coffee, but if you drink too much of it. Your body is going to resent it. Yeah, so I just switched to green tea. Mint green tea is my favorite. I recommend you do it is amazing.

[00:03:27] BB: Excellent. Add that to my list. We'll Sandra, first tell us about your inbox. How crazy is it in there? Do you get a lot of pitches, etc.

[00:03:36] SG: I do get a lot of pitches, but it's not as crazy as it should be. Do with this information what you want. I am a person who's Moon and Sun is in Virgo. I don't know – if I should tell this to you. I am a controlling. I need to have my space very neat and tidy. My inbox is no exception. I am a zero inbox person. I do not deal well with those red dots on the screen of my smartphone. I just have to get rid of those out it will drive me crazy.

Yeah, I do every morning. I do a very big filter of things that I don't need to read. Most of those are not pitches, mostly they're newsletters and press releases that I absolutely know that have nothing to do with whatever I do. Then I go into "Okay," opening some email saying this. Okay, I'll snooze this. I'll keep this and then I just go over and over it until I take it back to zero. That's how I am.

[00:04:40] **BB:** Okay, I get it now, are we talking unread zero? Inbox? Are we talking? Okay.

[00:04:48] **SG:** Yeah. I'm red zero. I feel it visually, just the very empty inbox is just now for me, but I need to have it all unread right now if I'm going to check. Right now, I just have three emails unread with. Yeah. I'm proud of that.

[00:05:06] **BB:** That's amazing.

[00:05:06] **SG:** I know. It's an obsession of mine.

[00:05:10] **BB:** Clearly. Okay, so then pitches that you receive? Are you responding to each one? Are you filing them away? Are you just mass deleting? How are we doing all that?

[00:05:18] **SG:** You may not know this about me, but I actually spent three years working as a PR person.

[00:05:25] **BB:** Yeah, you're on the other side.

[00:05:27] **SG:** I was on the other side. Yes, I wasn't behind enemy lines. I do have a very deep knowledge of what it entails to send a pitch, to be following up with lots of journalists and basically all the effort that takes to build those relationships with a journalists. I am very appreciative of the work of PR people. I try as much as I can to respond to every email, even if it's just with a "Thank you for reaching out." It's not for me best of luck by but I try to do it as much as I can. Some of them I will definitely not even skim because, I'm this is just not for me.

This is just a press release copied into the body of an email. This person didn't even bother writing my name in the first line. I'm Okay, bye. Most of the time, I do get another say specialized email. They basically email that was sent to me, particularly, specifically. That's the thing, I most of the times I do read it. I'm mostly good at responding.

[00:06:30] **BB:** That is fantastic to know. We definitely don't see that across the board here. Glad to hear it.

[00:06:36] SG: Yeah. When you get the taste of working in PR, I guess that you're more appreciative of that. Because I've had this conversation with other workmates of mine. They're "Oh, no." I'm just mass delete emails. I get that.

[00:06:52] BB: Yeah, they do.

[00:06:53] SG: Yeah. When you've been on the other side and you've been sometimes even biting your nails thinking, I need a response from this journalist. You have a strategic plan of where you want your client to be. Sometimes having journalist not respond to you can be very stressful. I'm, if I have to pass, I mean, the time it takes me to say, "Thank you for reaching out. It's not for me. Bye." It's not that much. Gmail has this autocomplete feature, it takes you even less time.

[00:07:24] BB: I know, it's like a white – it is so – on that feature I'm "Oh, Google go." I'm going greater. Okay, so for the stories you do, this recent one you did on How to make oat milk with Science. By the way, you're a pill away from the perfect oat milk is the subtitle, which I'm "Oh, I haven't read the whole thing I need to." Okay. How do you think of the stories you want to do?

[00:07:47] SG: Well, first of all, I think I'm just coming up with the ideas of what to write about. I feel that is, if not the biggest part of writing a story. It's the most difficult part, at least for me, I struggle with that on the daily. Sometimes I will have, post it's full with ideas that I haven't gotten around to do. Sometimes my editor would be so, "What are you writing this week?" I were "Can you just give me a couple of hours to figure it out."

It comes and goes, but most of the time, it's just being very aware of your inner babbling of whatever it is that you're thinking. Sometimes you're writing in the subway and you're just wondering things you see and add, you see some ways, "Oh, I wonder about blah, blah, blah. It's really weird, because those are the kinds of ideas that sometimes can be turned into stories. I had to learn the skill of being very aware of that inner train of thought.

It's really also very interesting, because John Kennedy, who is the DIY editor of PopSci, we have this really cool relationship. Both of us are really versed in internet lingo. We communicate a lot through chips and memes.

[00:08:59] BB: I love it. How fun is your slide.

[00:09:01] SG: I know. I don't know if you ever intend this meme of this anime a guy with a butterfly. It's this you can fill in the blanks, but we have a version of data. Is this content? I would come up with an idea and run it by John. I'd be "John, is this content? Sometimes I would even make the meme for him or we would just laugh. I have meme generator in my bookmarks.

[00:09:30] BB: Oh my god, I love it, while you are on top of it. Okay, so it doesn't sound you have a special place or routine, I do my evening walks and that's where I brainstorm?

[00:09:42] SG: No, yeah it keeps coming. I try to be organized in terms of remembering to write down those ideas. Because sometimes I'd be just thinking about it. I'd be "Oh my God, this could be a great story." Then a fleeting moment would go by and I'm "Okay, now it's gone." I have to be very careful about writing those ideas down and distill them into actual stories.

Whenever I don't have a backlog of ideas to fall back on. I tried to look just browse through the internet. I feel surfing the internet and surfing, Twitter and just I don't know, sometimes that that works even sometimes I even go to Tumblr just scrolling away trying to see something flex.

[00:10:29] BB: Even Tumblr. Wow.

[00:10:30] SG: Yeah, I'm a big believer in Tumblr. I know that it's not a cool place to be at right now on the internet, but I love Tumblr and TikTok. I mean, oh my god. I partially live on TikTok. I could buy a beach house on TikTok. Yes.

[00:10:44] BB: Really? That could buy a beach house.

[00:10:45] SG: No. I mean, yes. Second home TikTok, I'm down. Yes.

[00:10:50] BB: It keeps you going. That's the thing. They've really figured out how to continue up with stuff. Okay, it's but here's a question. Do you ever get pitches that convert to stories?

[00:11:01] SG: Yes, I do. Both from writers and also from PR people most of the time, though, I feel I've had this experience. I hope I'm not. I hope this doesn't happen to a lot of people. I feel most of the time, people who pitch me especially from PR agencies, don't understand what we do at DIY. I'm not even talking about what I do as a journalist, because DIY is very - especially how we treat it at PopSci. DIY is a very tricky concept.

DIY in Popular Science is this very magical, weird place in which service journalism, meets science, meets projects, meets School and sometimes just weird stuff. I feel that is a concept that is not that easy to grasp. In my experience, most of the times whenever a pitch doesn't work for me, it's mostly because people just haven't spent enough time reading our stories and going through our sections and trying to figure out what we do. Which is why whenever I do get a pitch from someone who has done their due diligence, and done all that work, I'm "Oh, my God, I love you. I don't even care about your idea. Let's just work together."

[00:12:17] BB: Well, and also I have to say Sandra, your stuff is so broad. Here's a complete guide on how to safely take send and store nudes. Okay.

[00:12:27] SG: I am so proud of that one. You can't even know. You don't even know.

[00:12:31] BB: How accurate just about anything on your bike. I mean, there's a lot of practical stuff here.

[00:12:37] SG: Yeah, well, those –

[00:12:40] BB: Claim your jewelry with science. Your old tea and coffee stains off your mugs. I mean, there's man, you must be quite the expert on all types of things now.

[00:12:45] SG: Those are the kinds of things that I just wonder. The whole idea about the mug stains princess, it was because I drink a lot of tea, and sometimes I go to friends' houses, and they are, "Do you want a cup of tea?" I looked at their mugs, and I'm "Oh, my God. No. Thank you." Can just give me a little bit of bleach because you're just not taking care of your article. Yeah, absolutely. It's really broad. That's why I think it's really hard sometimes for people to grasp while we do, and its fine.

I don't expect everyone to know exactly what we do. Because to be totally honest with you, sometimes I even have a hard time with some stories with some ideas to see, is this story of Popular Science DIY story. This is why we got that meme with John is this content or not? We have that discussion on the daily with different ideas. I don't blame people who don't do it. I would very much appreciate or I just appreciate when people are just asking questions. If you're pitching something to me, and you're not entirely sure this falls into the thing that we do. I really appreciate it when people say, "I've seen this story and this other story that you've covered in the past whatever months" and I think this could be good for you. I'm not entirely sure that do you care to give me your feedback. Is this something that you could go for? I usually whenever I get that email, I will usually take the time to just say, "Yes, you're on the right track but maybe we could take it from this other perspective and this angle, we could just tweak it and spin it." I don't know. Yeah, I feel the interest in just knowing what we do is what makes me appreciate a pitch.

[00:14:31] BB: So cool you come from the other side to, to understand that and understand the thrill of getting a response from the other person, even when it's sometimes not the response you want but at least you got a response. That's cool.

[00:14:42] SG: Yeah, I feel it's just easier to move on.

[00:14:44] BB: Yes, exactly.

[00:14:45] SG: When I was working in PR, I was just really hated when I had my communications plan laid out in front of me. I just couldn't go to the next stage because I just didn't receive a response. It's really hard sometimes to reach out to people say "Hey, did you just read my email?" Sometimes they'll be "Yes," and most people say no responses and enough of a response.

In my honest opinion, I may be alone in this, but I don't think it is, I appreciated even when people were "Thank you. No. Bye" which is not very polite email, but at the same time, it's just a response and that just allows me to go on and go to the next stage. Go to my other alternative in my communications plans. It's just about being a good human being and making people's lives easier. It's just it's not hard to do.

[00:15:37] BB: It's not hard to do, Sandra exactly. Okay. We have a little fill in the blank part up, and **[Inaudible 00:15:43]** you give me your answer. Okay, first one, my favorite sources always?

[00:15:50] SG: Have read what have written. Know what I do.

[00:15:53] BB: The most annoying sources always?

[00:15:57] SG: Follow up three or four times, even after I haven't responded. This is an exception to what I was talking about before because of course, I'm human. Sometimes things get lost in my inbox. Sometimes, I don't respond to people, and most of the time I will respond to a follow up. When things just get caught in the web, and I haven't responded to you three or four times, let it go. Come on.

[00:16:24] BB: Exactly three or four. Okay, that's it actually okay. You'll get a response from me if?

[00:16:31] SG: 99% of the time. It's not even an if, you're just going to get a response.

[00:16:36] BB: That's amazing. Sandra, I want to send you an email just to see that you respond. This is fantastic. I think if we had to have a war, it's who responds to most, you'd be, "Oh, maybe that's an idea for us." The most responsive -

[00:16:49] SG: Yeah, it could rubric. I mean, it may take a while, because sometimes they get caught up on things. I need to be totally honest with you in the afternoons, I'm just so deep into work, that my email is just priority number 18 on my list. Sometimes if you write to me a three, or four or whatever, maybe I'm just very caught up in writing or editing. I'm not going to I'm not going to check my inbox at that moment.

If it takes 48 hours, or three days, or whatever, most of the time, I will respond to you. If however, you insert a meme into your email, I will most definitely come back to you. It has to be a good one, though.

[00:17:29] BB: Has to be good one. Make a quality. Make it a quality one. Excellent. Okay. It would be a huge help if you?

[00:17:38] SG: Just be concise. I've had people try to be, what's the word I'm looking, it's not funny, but tricky sometimes, laying out a scene before they even pitch me, "Hi, Sandra, has it ever happened to you that blah, blah, blah, blah, blah." I'm man you're going to make me read two paragraphs or of your makeup scene, and then I'm going to get the pitch. Sometimes that works. I won't lie to you. Most of the times it has to be done in a very specific way. Just being concise, and it makes it easier for me to say "Oh, this is the thing that" even if the pitch is not exactly right, maybe we could spin it around. Or this is just exactly what I don't need. I just caught can go on with my day.

[00:18:25] BB: The best compliment I ever received about my work was?

[00:18:29] SG: Oh, my God, okay, I had to write this down. I actually got that I wrote this question down from the episodes that had I read, because recently, I got this comment from one of our readers on the Oat milk story. It was so nice, because it actually sounds a review from variety on a movie or something that. This is quote. It says the wit, the humor, the information, so concise, so fun, so useful and on the spot. I'm okay, I don't need anything else in my side.

[00:19:05] BB: Five star, rotten tomatoes.

[00:19:07] SG: Exactly, exactly that's exactly. It was John shared this with me. I was, "Oh my god, this is amazing. I love this. I'm going to put this down on my resume on my Twitter profile, I'm going to share with my mom." It's amazing.

[00:19:20] BB: That it's joyous. Nothing like a good heartfelt compliment.

[MESSAGE]

[00:19:25] 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 journalists to pitch your news to. Sign up for your free account today. Now, back to today's episode.

[INTERVIEW CONTINUED]

[00:19:50] BB: Okay, my favorite stories to write about are?

[00:19:53] SG: Okay. My favorite stories to write about are the ones that are surprisingly complicated, but at the same time have this element of wonder. I know that is a very convoluted answer to a very simple question. When you're working in science journalism, sometimes you would go into a story. You just don't realize where you're getting into until you actually do some little bit of digging and some researching and you talk to an actual researcher. Then you're "Oh my God, this story tells me understanding the principles of thermodynamics, and I absolutely don't know nothing about that."

Sometimes that can be a little bit intimidating but at the same time, it's really fun. It allows you the privilege and I really do appreciate this about my own job. It allows you the privilege to pick up the phone, call a top scientist of the world, a person who has been studying something for most of their lives. You're just "I just want to understand how bread is made, could you just explain it to me I'm five." Most of the time, people will just, they love to explain those things to you.

It's a very humbling position at the same time, it's just joyous, because you learn. I really sound like a nerd about it. I am really amazed by science all of the time. It's all around us. Sometimes we you just look at the things that you deal with on a day to day basis and you understand a little bit about what's the science behind them. Not only your technology, but I mean, how you clean your silver jewelry? Or how you take what are those little stains in your mugs or whatever. It's really cool. I don't know, I just think it's so amazingly cool. That is my job. I mean, I just feel I'm very lucky.

[00:21:46] BB: That is great. The one thing, I think people should know more about is, besides obviously, sending you a good high quality meme?

[00:21:55] SG: Right. Well, I am obsessed with Pop Culture. I always try to plug pop culture references into my stories. Not all of them make it into a final copy. I mean, pop culture is the reason why I became a journalist in the first place. I am obsessed with that any pop culture reference, you can plug into an email that will make me smile and making someone smile. It's always a good way to start a relationship. Even if it's just through email. I don't guarantee that a good pop culture reference will get your pitch in, but it will certainly get your response and an emoji. That's good for everyone.

[00:22:36] BB: It is. What about the last best thing I ate or cooked was?

[00:22:41] SG: Okay, so the last thing I cooked and it's just sitting beside me uneaten is the smarty rice with some ground beef and caramelized onions. It's not the fanciest thing, but it's what I had. Yeah, I feel the last good thing I had is a grilled cheese sandwiches. I just loved grilled cheese sandwiches. They're so perfect and simple.

[00:23:02] BB: That sounds so good.

[00:23:04] SG: I know, right?

[00:23:06] SG: I want one. Okay. Quarantine has taught me?

[00:23:10] SG: I am way more resilient than I thought I was.

[00:23:15] BB: How about my perfect Sunday is?

[00:23:18] SG: Long, very long. Do you ever get the Sunday blues? Sunday evening, around seven or eight and you're trying to mentalize, put your mindset into "I have to work tomorrow, the weekend is over." All that mind setting, I just go a little bit blue. I'm "Oh, my God, I have to go to work tomorrow" which again, I was just raving about how much I love my work. Now I'm telling you, I'm depressed on Sunday night. I know that I caught me there it's different.

Yeah, but whenever I get to that point, and it just I look back and say, "Oh, this is actually been a productive day or be a very fun day." I'm just going to walk like this is been great. This has been a Sunday worthy of the name.

[00:24:04] BB: I think we can all relate to that. Even me, I own where I work. I've selected every single person here. Still, it can be a lot.

[00:24:13] SG: I know. Yeah. It's a reality and it's just doing it all over again. Exactly. It's okay. I think it's absolutely okay. Especially in quarantine, I feel we've lost our sense of time and routine and everything is routine. Just having a weekend. It's just so valuable and what that ends it's a bummer.

[00:24:35] BB: I know. Nothing's more joyous though than the Monday off when you know "Okay, Memorial Day. Okay, great. Because on your Sunday it's like the Sat. are off so good.

[00:24:46] SG: I know. Especially when you don't actually registered in your mind. You're surprised with that. I mean, the few times that has happened to me is finding \$20 in an old code. Yeah, it's the same feelings.

[00:25:00] BB: It's just joy. Seriously.

[00:25:01] SG: Exactly. Yes.

[00:25:02] BB: Okay. Well, Sandra, we'd love to know what you are reading, listening to consuming, watching will take anything so what you got?

[00:25:12] SG: I made it a habit of mine to read two books at the same time. Always one of them is going to be nonfiction and the other one is going to be fiction. Right now, my fiction book is Dune by Frank Herbert the classic joke.

[00:25:28] BB: Classic.

[00:25:29] SG: Yeah. I've never gotten around to read it and now this –

[00:25:30] BB: That's a dense one.

[00:25:35] SG: It's dense and it's slow. To be honest. It takes 100 pages for something to happen, which is "Okay." It's such an interesting world construction, world building, and the movies coming out. I'm really excited about it. I was just I need to read this book. That's what I'm doing to be completely honest with you, if it's taken me a long time. I've not picked it up in a while. It's there, it's in my nightstand. It's going to be read eventually.

My non-fiction book right now is actually an investigation, a journalistic investigation by Chilean journalist, Juan Cristóbal Peña. It's called *Los Fusileros*. It's a really interesting investigation he did about the story of the arm branch of the Chilean Communist Party in the 80s. It was called Frente Patriotico Manuel Rodriguez and how they planned an assassination attempt against the dictator, Augusto Pinochet, and how they failed and how they tried over and over again.

It's just this very interesting chapter of Chilean history. Just the way in which **[Inaudible 00:26:44]** goes about it. Just the depth of that investigation is amazing. I'm not entirely sure this book is translated into English, but if it is, I totally recommend people reading it, because it's not only an historic investigation, but it's also a very interesting human story on how people just choose to put their lives on the line for things they believe. Even when that entails losing their family and losing just whatever we call a normal life. It's very interesting and very refreshing.

[00:27:17] BB: Nice. What's it called?

[00:27:18] SG: *Los Fusileros*.

[00:27:20] BB: Okay, I don't know if that's on Audible. I'm looking. I don't see it yet.

[00:27:23] SG: I think it's an Amazon. I again, I don't know if it's translated into English. If you speak Spanish, then you absolutely need to read it.

[00:27:31] Excellent. Okay, that was helpful. What do you think is the future of journalism?

[00:27:39] SG: Oh, gosh, that's a heavy question. I am very hopeful of the future of journalism, especially for science journalism, I think what the pandemic has taught us all is how important science is in our lives and how understanding it and getting informed about it, just affects our

day to day. It's not something that crazy people in lab coats are doing somewhere. Or it's not something that only people with, 100 degrees can understand, academic degrees can understand.

I feel there's so much more space right now, to be a science journalist. I'm just so proud that I got to live through this. I mean, it's awful living through epidemic has not been easy for anyone. I mean, if there was a time to be a science journalist, it was this one. I'm just feel very lucky to have had the opportunity to write the stories that I wrote. On the other hand, and this is more a general take on journalism. I am worried of individual journalists, like a personal level, I feel the ongoing battle between the business side of media and the quality and the investigative journalism, the quality of the stories that we read, it's always been a very tense front.

I feel a lot of people have understood that quality stories or quality journalism entails, maybe even creating your own media outlet, your own newsletter, your own website, and having platforms such as Patreon, giving you that direct link between your audience and what you're writing. I think that's very interesting. I feel it's amazing and the people who are doing it are just creating this very amazing curated content that appeals to not maybe not everyone, but the people that appeals to that content. It's just amazing.

I'm just really worried about what will that look in the future in terms of job security in terms of benefits in terms of how these people are going to be able to sustain themselves in this model. I don't know how that is going to work. I really hope that we figure it out.

[00:29:52] BB: Much to be figured out still on that front. Did you Sandra, just looking back at your history, and you came from you. You were once at Rolling Stone, you were at MSN, you're doing all types of stuff. You had a science journalism background, but then you got the journalists background. Would you do it again?

[00:30:13] SG: I would do it again. Maybe I would change some stuff, but not many. I had my day in the sun with Rolling Stone when I was fresh out of college. –

[00:30:24] BB: Is it my day in the sun?

[00:30:26] SG: It was just so much fun. You cannot even imagine. It was very fun. I was going to shows people were paying me to review albums and watch movies. I was “Okay, this is amazing. This is the dream.” I had coming for me, I learned a lot working in PR. It was amazing not only, a personal level of how flexible I can be as a professional and how fast I can learn, but also how you can understand that sometimes a circle comes to an end. I can you come full circle with some things. That's what I mean. Yeah, no, I think I've had a very interesting trajectory in journalism. I have absolutely no idea what the future has for me, but I've just having a lot of fun. I don't know, we'll see what happens in the next five years. I don't know.

[00:31:22] BB: We'll see. Okay, well, now Sandra. We've come to probably the most fun time of this whole chat, which is our Mad Libs. I know you're ready. I know you did your homework. Let's see what we get here. Okay, so I'm going to give you the word and then you give me your response. Then we will read it back. Are you ready?

[00:31:42] SG: I am ready. I was born ready.

[00:31:45] BB: I love it. First thing is an emotion.

[00:31:47] SG: Perplexity.

[00:31:51] BB: An adjective.

[00:31:52] SG: pretty. Okay.

[00:31:55] BB: Another adjective.

[00:31:57] SG: Lonely.

[00:31:59] BB: A greeting. Any type of greeting.

[00:32:01] SG: Hi, comma, blank.

[00:32:05] Hi, comma blank. Oh God. Yeah, someone forgot to fill that in.

[00:32:09] **SG:** Oh my god so many people.

[00:32:11] **BB:** A verb.

[00:32:13] **SG:** Run.

[00:32:15] **BB:** A Noun.

[00:32:16] **SG:** A car.

[00:32:19] **BB:** Another adjective.

[00:32:20] **SG:** I'm going to think about this one. An adjective, convoluted. I really that word.

[00:32:26] **BB:** I do like that one. It's a good one. A cringe worthy PR term or phrase.

[00:32:32] **SG:** Oh, just any iteration of innovation. I hated.

[00:32:37] **BB:** A part of a pitch.

[00:32:40] Oh, the scene at the beginning.

[00:32:42] **BB:** The scene?

[00:32:44] **SG:** Yeah, the scene whenever they "Have you ever noticed when this happens? Blah, blah, blah, blah, blah, blah, blah. Exactly. The have you ever.

[00:32:49] Yeah. Have you ever. Okay. An amount of time?

[00:32:55] **SG:** Is it an Eon a singular thing? Okay, so an Eon.

[00:33:00] **BB:** What is and Eon? What is that?

[00:33:04] SG: I mean, I know that people say Eon.

[00:33:07] BB: An indefinite and very long period of time. Often appeared exaggerated for humorous or rhetorical effect. That's perfect for this situation. Okay, perfect. Eon. Okay, a person who ideally is a life?

[00:33:21] SG: Oh, okay. I'm not even going to go with one person. I'm going to go with an entity. I'm going to go with Bennifer with Jennifer Lopez and Ben Affleck or back at it again. I am in denial but Bennifer, Yes. I'm going to go with that.

[00:33:38] BB: Okay, Okay, wait a second. We have to have a dovetail about that. How orchestrated do you think that is?

[00:33:45] SG: I don't know. I'm just in denial. I just cannot believe that, I mean, first, they took away my skinny jeans. Now we're going back to bell bottoms. Now Bennifer is back. We're talking about Britney Spears again. I don't know happening.

[00:33:59] BB: What is happening?

[00:33:59] SG: I don't know what is happening. I mean, just the other day, I was having this conversation with friends in a group chat. One of them was "You know what, do how sometimes just go back to your ads to just have a good time? Maybe that's what it is." I'm, if that is the case, then good for her. Dude have a great time have a blast and - Yes, yes, absolutely. I want, I wish all the best to Jennifer Lopez. I don't know sometimes going back to your ex is not the soundest idea. I'm just crossing my fingers and hoping that this is all for the best.

[00:34:34] BB: I just always wonder from the again, PR perspective of how orchestrated is it, it has to be. I mean, this is a very savvy woman.

[00:34:44] SG: For sure.

[00:34:45] BB: I don't know about Ben. I don't know him, not like I know Jennifer Lopez. That is a media maven. Who knows what the heck's happening? I just wonder where they're "Okay,

well, we're going to go out to dinner here and make sure we got this and make sure you tip off the paparazzi. I mean, you have to be aware, you have to.

[00:35:02] SG: At the same time, you wonder so my first question is always, what is she gaining out of all of this? I mean.

[00:35:10] BB: That's what I'm saying.

[00:35:11] SG: JLo is big enough as it is. She doesn't need to go back to Ben Affleck.

[00:35:15] BB: That's exactly true.

[00:35:16] SG: I feel Ben Affleck needs her more than she needs him. How does this make sense? I don't know. Maybe we'll see. Maybe this is – we'll see the result of this. Yes. Maybe it's a strategy and we're just not even, we haven't even seen half of it.

[00:35:31] BB: Well, okay. All right. That was our concluding conversation. All right. Last thing. What's an emotion?

[00:35:36] SG: Thrilled.

[00:35:39] BB: Thrilled. Oh, that's a great one. Okay. Here we go from the top Sandra. When I think of the future of journalism, I feel perplexed, the pitches I received have gone from pretty too lonely. If I receive a pitch that starts with high, comma, blank, I run. When I write stories on cars, I get a little convoluted. My favorite pitches include innovation and are very specific with "Have you ever dot dot dot." I normally take an Eon to respond to my emails, but if it's Bennifer for I will respond immediately. If you do get a response from me, you should know I'm very thrilled for you.

[00:36:18] SG: I mean, if this one is Bennifer reached out to me, I will say "Where do I sign?" I mean, what story do you want me to write for you? I would definitely be, yes, onboard.

[00:36:32] **BB:** Yeah, I feel the same. I love it. Oh, Sandra, this has been such a delay. Such a delay.

[00:36:39] **SG:** I've had a great time.

[00:36:40] **BB:** I'm so happy you've been here and joined us and you just keep drinking that team, cleaning those cups out, and I can't wait to see the next piece. Maybe it's going to be on Almond milk. I don't even know. I can't wait.

[00:36:54] **SG:** You know what? I don't either, but I can't wait too.

[00:36:57] **BB:** I will be teeing up the emoji's or memes not emoji's, but many memes and emoji's. Okay, maybe that.

[00:37:04] **SG:** I mean, jibs, emoji's, anything. I'll fall for it, absolutely. Thank you so much for having me. I had a blast. Great.

[00:37:12] **BB:** Thank you.

[END OF INTERVIEW]

[00:37:13] **ANNOUNCER:** Thanks for listening to this week's episode of Coffee with the Journalist featuring Sandra Gutierrez from Popular Science. 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 in today's guests. To learn more about the latest tools on OnePitch, and subscribe to our weekly podcast newsletter. Head to our website at onepitch.co. We'll see you all next week with a brand new guests and even more insights about the journalists you want to learn more about. Until then start great stories.

[END]

