

EPISODE 79

[INTRODUCTION]

[00:00:09] ANNOUNCER: Welcome to this week's episode of Coffee with a Journalist brought to you by OnePitch. The guests on our show include some of the most notable journalists from the top US-based publications who cover topics including technology, lifestyle and 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.

Joining us on the show today is Dan Bova, an editorial director of digital content for Entrepreneur. Dan has worked for a number of news outlets and tv shows, including Maxim Magazine, Stuff Magazine, The Alec Baldwin Show and Jimmy Kimmel. He's also written a humor column that has appeared throughout the USA Today Network.

During the episode, Dan shares more about his role and responsibilities as editorial director of digital content, what types of pitches and content fit his outlets, audience best, why he appreciates any sort of positive feedback and more. Let's dive into the episode now.

[INTERVIEW]

[00:01:15] BB: Welcome, everybody. This is Coffee with a Journalist. I'm Beck Bamberger, founder of OnePitch, also of BAM, that works with all the wonderful, crazy startups that we have, venture-back. It's a good time. Today, oh, practically royalty Dan as we were talking about, not to inflate this conversation, but Dan Boca is here. He is the editorial director of Entrepreneur. You just heard how he has quite the career, colorful past. I love it. We are here for it. Dan, are you drinking any coffee?

[00:01:46] DB: I am. I normally will consume enough coffee to kill a small horse —

[00:01:52] BB: Wow! On the daily or just like today?

[00:01:56] DB: Every day, every minute, every hour.

[00:01:59] **BB:** Okay. It's rare, I have to say for us to get a hard-core coffee consumer on here, who then also is not even drinking coffee while we actually do this. How much is enough to kill of small horse?

[00:02:12] **DB:** Well, I'll go through 10, 15 cups of coffee?

[00:02:16] **BB:** Ten? Fifteen? Oh! You are serious.

[00:02:21] **DB:** Yeah. I'm not [inaudible 00:02:23]

[00:02:24] **BB:** You hold the record. You hold the record on this show.

[00:02:27] **DB:** You know, I'm good at one thing, I guess and that's drinking coffee.

[00:02:32] **BB:** My goodness!

[00:02:32] **DB:** [Inaudible 00:02:32] all day accolades.

[00:02:34] **BB:** My goodness! Wow! This has already gotten interesting. Okay. This is fantastic. First off, Dan, let's start with, for your role because usually, we go right into the inbox and "Oh! How crazy is your inbox?" and all that stuff. But would you for the sanctity of everybody's just knowledge describe what the editorial director does?

[00:02:54] **DB:** Sure. Well, ask yourself, "What does God do?" No! I'm kidding. Editorial director at Entrepreneur.com means that I basically oversee all of the digital content that we put up on a daily basis. For people who do come to our site, they would see that there is quite a lot of content that comes through, through our contributor program, through our staff writers, through third-parties that we have content partnerships with. It's kind of like a ringmaster kind of role, I guess. I do like to do writing when I can. I have a podcast that is a lot of fun to do, so I try to do a lot of different things. In terms of with publicist, I do get pitches, sometimes I take stuff on for myself. Often times, if I see something that's interesting, I'll pass it onto one of my staffers.

[00:03:51] BB: How often are you doing the pass off? You're kind of like air traffic control in that sense. How often does that happen?

[00:03:57] DB: It happens pretty regularly. We have a pretty robust contributor program, so we have — enough content is never a problem for us, so we have a lot coming to us. I don't forward every single thing that I get, but if there is something in there that's interesting that I haven't seen before or just peaks my interest for whatever reason, we're always happy to take your new ideas.

[00:04:25] BB: Does that mean, Dan, you're in control of this murky contributor network thing. Who says "yes" to potential contributor? PR people want to know.

[00:04:36] DB: A variety of editors. It's not one person who does it. Our staff, we all take a look at pending applications, we all get pitches. It's really a group effort. If someone is turned down from applying, we are happy to give feedback of, "Well, why not?"

[00:04:58] BB: You do?

[00:04:59] DB: You know, we do, because —

[00:05:01] BB: That's fantastic, I swear.

[00:05:04] DB: Most of us, including myself are people with — who come from a writing background and you know what it's like to be on the other side of it. Not to say that I'm a pleasant person or a nice person or anything like that, but sometimes, people just — they're just completely off the mark and then you go, "Well, this is actually what we're looking for." Then they go, "Oh!". Then they do give you something good, so it does happen.

[00:05:32] BB: Okay. That is helpful and I think it crystallizes for us as the role and the function that you play at Entrepreneur. Now into your inbox, do you have any way in which you keep it under control?

[00:05:45] DB: I wish to God I did.

[00:05:47] BB: No one has figured it out, Dan, it's okay.

[00:05:49] DB: My inbox is what give most people nightmares. If I told you how many unread emails I have in my inbox right now, all those inbox zero people out there would probably start throwing up so I'm not even going to mention it. Just [inaudible 00:06:04] six figures.

[00:06:06] BB: Oh! Wait! Wait! Wait! Wait! Six figures?

[00:06:10] DB: Yeah.

[00:06:11] BB: Is that what you said?

[00:06:12] DB: I did.

[00:06:13] BB: So like there's maybe 900 in there? No! You're talking six figures. Whoa! Wait a second. Wait a second. There's possibly like 350,000 emails and they're unread?

[00:06:24] DB: Yeah, possibly. I don't want to get into specifics here, but it's pretty —

[00:06:31] BB: That was gut-wrenching indeed.

[00:06:35] DB: Now, let me preface. That is not emails that I've ignored from people. There's a lot of automated things that I get whenever something [inaudible 00:06:44]

[00:06:45] BB: Yes, of course.

[00:06:46] DB: Maybe cut that in half, but it's still pretty massive.

[00:06:51] BB: Okay. So not only you are maybe the top consumer of coffee on this show yet, out of this 60+ episodes we've done. But I have also not heard, at least admittedly anyone that with that level of an inbox. Can you not delete?

[00:07:06] **DB:** You could, but I always —

[00:07:08] **BB:** But why?

[00:07:13] **DB:** I know people get [hesitations 00:07:15] when their number starts creeping up, but it really doesn't bother me.

[00:07:21] **BB:** Oh my God! Wow! I wonder if this is correlated at all to like the position, so you can kind of — I don't know. I think we just need to move on.

[00:07:33] **DB:** I'll also say, I'm not an ignorer of emails. I'm not. I swear I'm not, but I just get a lot. I could spend the next five months of my life deleting stuff, but I choose not to.

[00:07:47] **BB:** But why? In a way, it's very efficient.

[00:07:51] **DB:** Yeah. My complete inefficiency is very efficient.

[00:07:56] **BB:** Oh my God! Okay. Again, this might depend in the interesting position you have there for Entrepreneur. But the coaxing or the creation of the story, and I always like to ask people like, what is it that makes you go, "You know what, that's a story I want to pursue"? Like you have this one thing on Forrest Galante, it looks like, the fearless biologist getting a real job. You have something about — you kind of have all types of random stuff. You have Earth Day, inspiring travel. You've got all the tax time things. You got a rapper thing. You definitely have an array of things, Dan that you're covering, travel, success, get a real job. Do you have moments that struck you for inspiration or a way in which you get those story ideas?

[00:08:41] **DB:** For me personally, it usually starts with, I just love talking to people who do something very unique, or took a big risk, or just tried something that seems like slightly crazy and it worked out for them. I love at the core of all this, I love just the human story, telling someone's story. In a broader sense, for content on Entrepreneur for me or for any of the editors, we're always thinking like, "What is the reader going to get out of this? Is it an entertaining story? Is it an inspiring story? Or is it really going to teach you a lot and there's a lot of takeaways here?"

What we're not looking for is someone to say. "This is my company and all the great things we do." We're always looking at it from our readers perspective. We want content on our site that's either going to inspire, inform or entertain people. That's what we look for in the pitch, something that's unique, something I haven't heard before or something that's maybe it's not the most unique thing in it in the world, but it's really taught me a lot. That's what we're looking for.

[00:09:56] BB: Okay. You don't have necessarily like your inspiration process. Like, "Oh! I go on this, walk with my dog," you take a long shower. There's nothing kind of like that for you necessarily? You drink the coffee.

[00:10:10] DB: I drink 17 cups of coffee and then I run into a wall, and then I — no. It's part of the thing that I kind of love about Entrepreneur, is that so many different types of people doing so many types of different things. To me, it's more like the uniqueness of things that sort of float from outer space into my insane inbox and some of those things you just like feel compelled to click on and learn more. I feel like if I'm not interested in it, our readers probably are.

[00:10:43] BB: Could you tell us too for everyone's edification here. What is the Entrepreneur reader? It sounds obvious. It's of course entrepreneurs, but expand on that.

[00:10:53] DB: Yeah. It is a little bit broader than that. We certainly have readers who are entrepreneurs, small business owners who have been at it for quite a while. A lot of our audience are in a startup phase. A lot, a lot, a lot, particularly in the last past year are people who have a side hustle that they've just kind of getting off the ground. A lot of people are doing that. Then there's a huge part of our audience that are just, they're aspirational.

[00:11:22] BB: We call those wantpreneurs.

[00:11:24] DB: Okay. I'll give them a slightly nicer —

[00:11:27] BB: Yes, I know. In the founder community, that was like, "Oh! That was —".

[00:11:31] DB: So [inaudible 00:11:33], dreaming of doing this kind of stuff. Those stories of the person who gave up their corporate job, the first thing they did failed and they lived on their mom's couch for a year and it finally took off. People love those kinds of stories.

[00:11:49] BB: Mm-hmm. It is good to see those because you do need that inspiration, I would say as an entrepreneur founder quite often. Okay. That was helpful.

[BREAK]

[00:11:58] 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 RESUMED]

[00:12:22] BB: Dan, I have a fill in the blank section here. I'm going to give you the little phrase and then you could fill it in from there. Does that sound good?

[00:12:29] DB: Maybe.

[00:12:30] BB: Let's see. Let's see what happens. Okay. My favorite sources always —

[00:12:35] DB: My favorite sources always teach me something.

[00:12:38] BB: Okay. The most annoying sources always —

[00:12:41] DB: Give me their sales pitch.

[00:12:45] BB: In like a pitch specifically?

[00:12:47] DB: Some people that I talk to, whether it's just a phone interview or sometimes when we're trying to do a podcast, they just — they forget that they're having a conversation

and they kind of slip into their sales pitch mode and then they talk for 30 minutes straight. Which is a lot like I'm doing right now and you can't get in a word in edge wise and you just — your eyes start to glaze over.

[00:13:12] BB: Oh, the worst! The worst!

[00:13:15] DB: I can hear your eyes glazing over as I speak.

[00:13:19] BB: Yeah. Well, I think everyone knows that exactly. You've all heard a sales pitch and it's almost like — it's like a snapping into place. Someone's like, "Oh! I'm on" and so you're just listening to this kind of robotic thing, you're like, "Oh God! I've like lost them. I totally lost them."

[00:13:39] DB: Right. Exactly.

[00:13:43] BB: You'll get a response for me if —

[00:13:45] DB: If at first, your idea — if your subject line really jumps out at me or — and this is probably going to be a pretty — not many people will say this, but I do like people when they follow up, because as I noted earlier in the podcast, I have a disaster of an inbox, so I actually appreciate people just reconnecting and saying, "Hey! Just wanted to float this back to the top of your inbox." I actually appreciate that.

[00:14:13] BB: Well, okay. You'll never get a response from me if —

[00:14:19] DB: If you obviously copy and pasted a pitch that you sent to a million other people, and the only value it has is for the person you're pitching to have our site as like your platform and treating it like an advertisement.

[00:14:38] BB: So looping back to the follow-up, the next one is, you can follow up with me how many times?

[00:14:44] DB: I'm going to put it at two. I do look for that. I am promising that I get back to people that I'm interested in and I wish I was better about getting back to people with a no. But then that often becomes its own conversations. I'd like to get back to more people than I do, unfortunately. I don't have time to get back to everybody.

[00:15:09] BB: It would be a huge help if you —

[00:15:11] DB: If you would come to my house and walk my dog at 6 o'clock in the morning. That would be a massive help.

[00:15:19] BB: What's your dog's name?

[00:15:21] DB: My dog's name — I'm going to whisper it because he's sleeping, I don't — it's Clark.

[00:15:26] BB: Clark. That's a cute name.

[00:15:28] DB: His ears twitched, but it is currently like 100° here in New York, so he is in no rush to go outside, so that's a good one.

[00:15:40] BB: The best compliment I received about my work —

[00:15:43] DB: Huh! That's interesting. No, that's not the thing, but that's interesting question. I guess I loved when I've been able to infuse a little bit of my voice into a story, and trying to be funny and someone tells me that they read it and thought it was funny. That kind of feedback is all appreciated. Every once in a while, we'll hear from a reader who just really got inspired by a profile we did, or some kind of story that was very helpful to them. I'll take any kind of positive feedback. I have two teenage boys, so I'm dying for any kind of positive feedback in my life.

[00:16:27] BB: Oh God! They must be horrendous.

[00:16:30] DB: Yeah, the worst.

[00:16:33] BB: Yes. Ugh!

[00:16:38] DB: Anyone who has found a story to be hopeful or that got them fired up to try something new, like that's pretty cool.

[00:16:45] BB: Do they give you stuff like, "Dad, that's lame"?

[00:16:48] DB: On a good day, yes.

[00:16:53] BB: Oh, that's so rough.

[00:16:56] DB: They are a tough audience, I'll tell you that.

[00:16:58] BB: Yeah, man! Okay. One piece of advice for aspiring journalists is —

[00:17:05] DB: Write, write, write, write, write. I know that's probably a pat response and probably annoying, but there's so many platforms to write. I'm approximately 400 years old, so I came up in time where there wasn't a million free platforms that you could just publish your stuff that just didn't exist. Repetition will sharpen your skills and just keep at it, you'll get better with every story. After you write it, I know editing people don't like revising, it's pain in the ass, can I say?

[00:17:43] BB: Yeah, that's totally fine.

[00:17:45] DB: But go back to it. What I'm going to say is a cliché, but look for clichés. Because they sneak in there without you really realizing it in the moment. You don't have to tell people we live in unprecedented times. I think we've moved on —

[00:18:00] BB: I think we're done with that. But you know what? How crazy will that be 20 years from now when there will be like on t-shirts as like an early 2020 saying, unprecedented. Yeah.

[00:18:11] DB: Yeah. And I would say —

[00:18:12] **BB:** Protest.

[00:18:14] **DB:** — for specifically for our contributors or people who want to write for Entrepreneur, we don't need an opening paragraph describing like what a crazy year it's been.

[00:18:22] **BB:** No, we're done with that.

[00:18:24] **DB:** We are all aware.

[00:18:25] **BB:** Do people still do that though?

[00:18:27] **DB:** They do. Not everyone who is a contributor is a professional journalist. Some people need some editorial help, which we're happy to give always. But I would definitely put that out there.

[00:18:43] **BB:** Okay. The last best thing I ate or cooked was —

[00:18:47] **DB:** On Sunday, I grilled a fillet, and then it was gigantic. So then yesterday, I made kind of Bolognese sauce with the leftovers and some red wine, and we had some —

[00:19:00] **BB:** That sounds fabulous.

[00:19:02] **DB:** It was awesome. If I can brag for a minute, it was awesome.

[00:19:07] **BB:** Good for you. It sounds good. Quarantine has taught me —

[00:19:12] **DB:** Quarantine has taught me that a staff can be much more collaborative and efficient remotely than I would have ever dreamed.

[00:19:21] **BB:** Wow! Yeah. Isn't that great?

[00:19:23] **DB:** It is. It's great because, as I said, I've got kids. Everyone has things going on in their lives and to have the ability to just like stop what you're doing and take care of some

household thing for five minutes and then get back to work, it just makes your life less hectic. You don't always feel like you're — I know there's the separate — some people are really into like separating work, and life and stuff, but I've found that the way the things can meld together, it sort of like takes out the time pressure on both side of the equation.

[00:20:01] BB: Mm-hmm. That is good. My perfect Sunday is —

[00:20:05] DB: Making a fillet that will later become the most delicious Bolognese sauce you've ever made.

[00:20:11] BB: There you go. That is good. Dan, we always like to ask folks, what are you reading, listening to, watching, consuming? We'll take anything. Is there any other stories you're listening to or enjoying that you want to share?

[00:20:28] DB: I used to do this a lot when I was commuting into the city on the train, but I'm big audiobook guy.

[00:20:35] BB: Me too. What you've got?

[00:20:37] DB: Now that I got the dog out there, I'm big into that. Let me thing. I just finished the book about the making of goodfellows called *Made Men*, which was pretty awesome. I'm typically into — I listen to a lot of history, a lot of science-oriented things, little geeky in that regard. But I would say, primarily history books are the thing. I just finished Chernow's biography of Grant, which was pretty awesome.

[00:21:13] BB: Oh! Wait! Who wrote it?

[00:21:15] DB: Ron Chernow, the Hamilton guy.

[00:21:19] BB: Okay. Okay. Yes, yes, yes. Wow!

[00:21:23] DB: — biography of people.

[00:21:25] **BB**: First of all, I have to say, I always look at writeup on audible. Man, this one is 48 hours of audible. It is — but, may I also say, it has flawless five-star, about 10,000 reviews. Wow!

[00:21:38] **DB**: It's pretty great, but you got to put it on the double speed so you cut your time right there.

[00:21:45] **BB**: Yeah, got it. All right. I'm adding to the wish list. There we go. Perfect! I get all my recommendations from this show. It's wonderful. Okay, good. Is there anything you're like looking forward to read any history stuff coming up?

[00:21:56] **DB**: No, I'm done. I'm trying to think. I got to see what's on my — I can actually pull up my queue here, see what's on the old wait list. Let's see. This is going to be very not interesting listening as I scroll.

[00:22:13] **BB**: That's okay. We are here. It's a podcast, we got time.

[00:22:18] **DB**: I don't know if it's good, but I hope it's good. It's a book about Babe Ruth called *The Big Fella* by Jane. Both of my kids are baseball playing children. I shouldn't say children. One of them just graduated —

[00:22:32] **BB**: Teenagers.

[00:22:33] **DB**: But they're into baseball, so whether I am, I have to be. I'm looking forward to reading that one or listening to that one.

[00:22:41] **BB**: That's so — what that kids call? Nostalgic in a way.

[00:22:45] **DB**: It is, yeah.

[00:22:47] **BB**: That's a very traditional sport of sort. Do they play video games or anything? Are they anything like more modern?

[00:22:54] DB: Yeah. Well, my youngest is 14 and he is definitely of the glue to his phone variety. It's an interesting thing watching them not watch TV. They really don't watch TV at all anymore, which is wild. As a person who constantly got yelled at by my parents for watching too much TV, then I'm like, "Put down your phone, watch TV. Look at the big —"

[00:23:20] BB: Things always come around, don't they? Oh man! Well, Dan, what would you say, transitioning out to the, what do you like to read and what you're listening to and all that good stuff. What is the future of journalism to you?

[00:23:38] DB: The future of journalism to me is a big question mark, getting back to the whole idea that sort of anyone can publish anything on these platforms. Well, let me say what I hope it is now. Which is, I hope it doesn't continue to be every site looking for what's trending and then writing a sort of summary of what somebody else wrote. That is very prevalent out there. I'm hoping that it's more about people, boots on the ground, reporting what they're seeing and hearing and democratizing it a bit I guess is maybe the best way to say it. I don't know if that's going to be very profitable, but the consumer, I like to get stuff from a lot of different sources.

[00:24:30] BB: Would you advise, let's say your teenagers' friend, who's like, they're going into college, they're like, "Yeah! I'm going to study journalism." Would you say, "Yeah, do that"?

[00:24:41] DB: I would say do that if you're really — if that's your thing, if you're like really compelled a you have like a true love of digging around, and finding stories and writing about them, yes. I wouldn't recommend it if you want to one day own a Maserati and a mansion.

[00:25:02] BB: Yeah, not the path for you.

[00:25:03] DB: No, it doesn't typically go in that direction.

[00:25:07] BB: Yeah.

[00:25:08] DB: But it's pat advice, but I think you really do have to do something that you care about. Otherwise, it's just torture.

[00:25:17] BB: When you see mentioned that too, I wonder and it's not like I'm a social scientists on anything of the demographic changes of millennials and Gen Zs or whatever the hell, whatever we have here. But if there is such a focus of Gen Z to give back, be part of the world, be a global citizen and so forth. I wonder if there will be any increase in a focus on journalism, to tell you the truth. Will there be a spike in that from just a pure generational look?

[00:25:50] DB: Yeah, I could definitely see that. That's one of the cool things that I see a lot talking to different entrepreneurs and stuff, is how important that is to people to be doing something that at the end of the day, they do want to make some money, but they want to make a positive impact and it's pretty cool to see people putting that so first and foremost in their thinking, in their approach to what they're doing.

[00:26:18] BB: Interesting to see. I guess we'll see in 10 something plus years on what happens.

[00:26:22] DB: Yeah. I hope my children do something that makes them incredibly wealthy, so that me and my dog can retire.

[00:26:31] BB: You and Clark living the good life. That's right.

[00:26:33] DB: Exactly.

[00:26:34] BB: That's right. Well, we now have, Dan, this very fun mad libs, which I love to play. So I'm to give you a word and then eventually, I'm going to plug everything in and then read you back the paragraph. Sometimes they're just funny. Sometimes they're very accurate. I mean, it really spans the gamut. We will see. But the first one is an emotion.

[00:26:57] DB: Okay. Can't think. I can't overthink this.

[00:27:01] BB: No, no. You got to just go with it.

[00:27:02] DB: Happy.

[00:27:04] **BB**: Happy. Okay. An adjective?

[00:27:07] **DB**: Smelly.

[00:27:08] **BB**: Smelly. Another adjective?

[00:27:10] **DB**: Large.

[00:27:13] **BB**: Large. A greeting?

[00:27:15] **DB**: Sup?

[00:27:16] **BB**: No! Who tells you that today? Does a teenager say that?

[00:27:22] **DB**: No, I say that to my teenagers.

[00:27:25] **BB**: Oh! Just to bug them? Like dad joke?

[00:27:27] **DB**: Yeah, exactly.

[00:27:28] **BB**: All right. Okay. A verb?

[00:27:31] **DB**: Cut.

[00:27:32] **BB**: Cut. A noun?

[00:27:35] **DB**: Money.

[00:27:36] **BB**: Money. An adjective?

[00:27:39] **DB**: Broke.

[00:27:41] **BB:** This is going to be great. A cringe-worthy PR term or phrase, such as, “Just following up”?

[00:27:51] **DB:** Oh man! Shit! Oh, sorry.

[00:27:54] **BB:** That’s okay. We say all words here.

[00:27:57] **DB:** [inaudible 00:27:57] conversation in my office, but, “Friday junior.” I don’t know if you’ve heard this.

[00:28:02] **BB:** What?

[00:28:03] **DB:** People are trying to make Thursday, they keep referring it to as Friday junior.

[00:28:07] **BB:** No, no, no. Who’s doing that?

[00:28:11] **DB:** It’s happening.

[00:28:11] **BB:** Clearly not an unemployed person. Who else is doing this?

[00:28:16] **DB:** I’ve gotten several publicists say, “Happy Friday junior.”

[00:28:20] **BB:** No! Can we stop that?

[00:28:22] **DB:** I don’t know it that works in the phrasing of this —

[00:28:25] **BB:** That totally works, but God, I don’t know. I don’t like that.

[00:28:31] **DB:** That’s a tough one.

[00:28:32] **BB:** Okay. What is a part of a pitch?

[00:28:34] **DB:** What is a part of a pitch?

[00:28:36] **BB:** Yeah, just any part of a pitch.

[00:28:37] **DB:** The end.

[00:28:38] **BB:** The end. Okay. Then a length of time?

[00:28:43] **DB:** Thirty hours.

[00:28:44] **BB:** Thirty hours. The name of a real person preferably alive?

[00:28:50] **DB:** Why is that so hard for me to think. Shit! I do curse a lot.

[00:28:56] **BB:** That's fine.

[00:28:58] **DB:** I'm trying not to.

[00:28:58] **BB:** We embrace it.

[00:28:59] **DB:** Oprah Winfrey.

[00:29:00] **BB:** Okay, Oprah. Okay. An emotion? This is the last one.

[00:29:06] **DB:** Content.

[00:29:07] **BB:** Content. Okay, Dan. Here we go.

[00:29:10] **DB:** Oh boy!

[00:29:11] **BB:** When I think of the future of journalism, I feel happy. The pitches I receive have gone from smelly to large. If I receive a pitch that starts with "Sup?" I cut. My God! When I write stories on money, I get broke. My favorite pitches include "Friday Juniors" and very specific,

“The end.” I normally take around 30 hours to respond to my emails, but if it’s Oprah, I will respond immediately.

[00:29:43] DB: There you go.

[00:29:43] BB: If you do get a response back from me, you should know I am very content for you.

[00:29:48] DB: I like that.

[00:29:50] BB: Wow! I love it.

[00:29:52] DB: That almost made sense in some spot.

[00:29:55] BB: Right? It is a magical creation that we have on the show.

[00:29:57] DB: That’s pretty good.

[00:29:58] BB: It really has worked out.

[00:29:59] DB: That’s a fun thing that I could at least steal for my podcast.

[00:30:04] BB: Yeah. Write that one down, Dan. If I receive a pitch that starts with “Sup?” I cut. Wow! This has gone real dark. Dan, this has been such a delight. We have learned so much. Thank you for being here and thanks for chugging that coffee. Just wonderful.

[00:30:24] DB: Thank you for having me and for anyone who’s listened, thanks for listening. I appreciate it.

[00:30:30] BB: Thank you.

[END OF INTERVIEW]

[00:30:32] ANNOUNCER: Thanks for listening to this week's episode of Coffee with a Journalist, featuring Dan Bova from Entrepreneur. 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. To learn more about the latest tools on OnePitch and to subscribe to our weekly podcast newsletter, head to our website at onepitch.co. We'll see you all next week with a brand-new guest and even more insights about the journalists you want to learn more about. Until then, start great stories.

[END]