

EPISODE 83

[INTRODUCTION]

[00:00:10]: ANNOUNCER: Welcome to this week's 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, 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.

Today on Coffee with a Journalist, we're joined by Shannen Balogh a reporter at Insider. Shannen covers payments in FinTech on the finance team at Insider. She's interested in the future of how we pay and get paid, the role that startups and incumbents play in payments innovation. She started at Insider as an Editorial Fellow in September of 2019, before becoming a junior reporter in March of 2020. On the episode today, Shannen shares more about using labels in her inbox, where she gets inspiration for her stories, the percentage of relevant pitches she receives, and more. Let's listen to Shannen's episode now.

[INTERVIEW]

[00:01:17] BB: Welcome everyone. This is Coffee with a Journalist, as you heard. Today, oh, some New York talk, finance, drinking way too much coffee, but not anymore. Shannen Balogh is here with us. She's the finance reporter over at Insider, formerly known as Business Insider, but the domain is still businessinsider.com, by the way. As you guys just all heard, she covers quite a bit, from point of sale financing, cryptocurrencies, on-demand pay, even QR codes, which we still use today, especially in this post-COVID time with menus and stuff, I keep seeing those pop up. Shannen, thank you for being here.

[00:01:54] SB: Yeah. Thank you for having me.

[00:01:56] BB: Yes, you were saying Shannen, you're not drinking coffee now, we're both in New York. It's a little bit late in the day, but do you used to have rather a consumption issue?

[00:02:04] SB: Oh, my goodness. Yeah, we were saying before, I think I was drinking 60 ounces a day. No one told me that that could be bad for your physical and mental health. I started feeling really anxious. I'm like, "Why on earth am I feeling that?" I cut the coffee and things got a lot better. I'm a big water person.

[00:02:24] BB: Was there a pressure like, Goldman Sachs, that's where you were before you got into the journalism stuff more. That that was a culture? Was that part of it?

[00:02:33] SB: It was definitely yes, like to stay awake. I think it's hard, sitting on a computer for those many hours. There was also, it's always nice to have an excuse to get up from the computer. It was pretty routine like, first thing before I came in, everyday with lunch and then at 3:00 when you start to get that slump.

[00:02:50] BB: Oh, wow. You were definitely like a drip. Okay, first in, lunchtime, 3:00 lull. Oh, wow. Yeah.

[00:02:59] SB: To be fair. I was atypical. No one else on my team was drinking as much coffee. It was a **[inaudible 00:03:04]**.

[00:03:05] BB: You were leading the pack. Wow. Yeah, that's hardcore consumption there. Well, let's talk about your inbox. We usually start off with that. How is your inbox? How do you keep it straight?

[00:03:17] SB: Yeah. It's pretty good. I'm very type A. I keep a very clean inbox. Only thing that sits in my inbox are things I have to do. I basically go through everything.

[00:03:27] BB: Does that mean, every single email?

[00:03:30] SB: For the most part, unless the subject line is clearly ridiculous, or it's a newsletter that I didn't read in the morning and is no longer relevant.

[00:03:39] BB: When you missed it, yep.

[00:03:41] **SB:** But yeah, I was getting everything. I label everything. I have like 200 labels.

[00:03:46] **BB:** Wait, stop. This is absurd. I've never heard that before. 200? How do you keep track? This is unprecedented from a journalist.

[00:03:59] **SB:** I can't not. I have a label for every company I cover, for a couple of themes. It just means that like later, it's all in the right place. I can find the emails. I find Gmail search like actually not that great, funnily. The labels are very helpful. Yeah. I'm not very discerning with it. If I get a pitch from a new company that I think would be worthwhile later, I create a new label.

[00:04:21] **BB:** Wow, wait a second. Do you have a little color code system chart thing to keep these labels?

[00:04:29] **SB:** I wish I could do colors.

[00:04:31] **BB:** Oh, because you know how you can change it. Well, at least depends if you're on Gmail or whatever, but you could pick your little colors and coded and all that crap.

[00:04:37] **SB:** Yeah, that would probably make me happy, but maybe not efficient enough.

[00:04:40] **BB:** Okay, yes probably not.

[00:04:45] **BB:** Wow, okay. How many of those would you say in your daily emails that you get, what percentage would be pitches?

[00:04:55] **SB:** Like 60% rather, maybe more.

[00:04:59] **BB:** That's a lot. Yeah.

[00:04:59] **SB:** Yeah, that's mostly what it is. It's newsletters and pitches for the most part.

[00:05:02] **BB:** Got it, with your fabulous system, are you responding to a fraction of those pitches? Are you mostly filing, coding? How would you get a response?

[00:05:16] SB: I'll file everything. I used to respond to everyone when I was young and naive, I guess. It just got, I just can't, but I'll respond if it's someone I know, if it's a company that I cover a lot. I'll usually get back to that person. If it's not someone I know, or it's like totally out of the blue, and it's not going to come into coverage, I probably won't respond. Yeah.

[00:05:39] BB: How critical would you say subject lines are then?

[00:05:41] SB: Pretty big, to be honest.

[00:05:43] BB: Yeah.

[00:05:42] SB: For me, at least. Then, I really don't like long pitches. I like when people bold the important stuff, all of that is helpful to me, but subject line is pretty big.

[00:05:53] BB: Yeah, it's helping you get the open. Okay. Wow. Truly, Shannen, you win the award. If we had awards here, you would win the award for most organized. Does this also mean like you have zero unread? You get zero?

[00:06:09] SB: Yes. Oh, my God. Yeah, I have to. I can't.

[00:06:12] BB: Wow, wow. Also rare. You should maybe lead a workshop to our journalists on like how to organize your inbox, everybody. I've spoken to people who are like, "I have 40,000 emails unread." I'm like, I don't know what to say to you. I don't know how you function.

[00:06:28] SB: Like my personal email, a whole another story, that's like tens of thousands of emails that I will never open or look at. But for work, no way. That would be crazy.

[00:06:37] BB: Yeah, that kills me. Okay, Shannen when you are thinking of a story to do, so for example, I'm looking at one you did on pitch decks for Fintechs. Now, I know Insider likes to do the pitch decks and what it looks like and all that stuff, but you did seven, for example. Or you were looking at this banking piece, that's about banks earning billions of dollars in charging overdraft fees, so this is like quite the burden for people who even shouldn't be paying overdraft fees. How do you assess and come up with the story you want to do?

[00:07:11] SB: A lot of it comes just brainstorming with my editor and I. It's because, I write three or four times a week. We plan things out on a monthly basis. It's really like a 70% of it is just my ideas, seeing what's out there in the world and what I want to contribute to, and then the other part comes from pitches, so like big news in the industry. If I get eight pitches on one particular theme in a week, that's usually a nod to maybe do something about that theme.

[00:07:38] BB: Got it, yeah.

[00:07:39] SB: Yeah. It's a lot of collaboration with editors at the end of the day.

[00:07:42] BB: How often are you, you said once a week you meet with them?

[00:07:46] SB: Yeah, yeah. I mean, we talk all the time.

[00:07:49] BB: Yeah, talk all the time.

[00:07:50] SB: It's basically, yeah, once a week, we set pace and the tone and I think that might be a little unique for us, because I write principally behind the pay wall, so I'm not writing multiple times a day. If I were, maybe it would be a daily meeting, but yeah.

[00:08:03] BB: Do you have some way, I know people do, so I like to ask them, a routine perhaps. Like, "Okay, let me do a stroll through Brooklyn and with my coffee." One coffee or whatever that helps inspire stories for you?

[00:08:17] SB: Yeah, I would say a lot of it finally comes from like ads I see on the subway.

[00:08:21] BB: Really? There you go.

[00:08:23] SB: Things like that. FinTech has grown so much in the last year.

[00:08:27] BB: Absolutely.

[00:08:28] SB: A lot of my ideas are like, “Hey, I saw this weird thing advertised on my commute, like what is that?” It does come from there. Then otherwise, actually, I find Twitter to be a great resource. In the morning, I scroll Twitter. That's always very inspiring, just seeing what people in the industry are talking about.

[00:08:44] BB: God, I would never think that that's a perfect New York thing of what's in the subway. Okay, readers tell me and then I go, “Okay, something to investigate.”

[00:08:50] SB: Legitimate, like it's happened so many times.

[00:08:53] BB: Really? What's the last one who – or less brands someone mentioned?

[00:08:58] SB: Google Pay is advertising a lot right now.

[00:09:00] BB: Really?

[00:09:02] SB: In their cars, on the other side of the subway car, there's always an ad for current, which I think is a digital bank. I didn't actually write about them. I think I flagged them to our consumer banking reporter, because I was seeing them every single day, like with Google pay during the whole thing, but even like a coverage of buy now, pay later, looking at corona ads out in New York has been inspired that a while ago.

[00:09:25] BB: I saw an ad for current and So'o Hair and they were like, banks or chewy, or whatever the Gen Z word for update is and I'm like, “Oh I don't think you should be using that.” Okay.

[00:09:35] SB: No, right? Okay, bank.

[00:09:39] BB: Okay, well Shannen, we have an audience ask. This is coming from Rachel, let's say Gustavo. She's accredited PR person and she is from her own firm. It looks like the Gustavo Coalition. Her question is a very direct one here. Do journalists need /care for press kits anymore?

[00:09:59] SB: I love them. If you put your founder headshot on your website, would save me so much time. Logos, if we're going to do a graphic, like companies that have their logos out there was great. Even if there were a fact sheet, if you're a private if you're a startup, total raise, investors, founders, CEO like all of that on a PDF, I would love that.

[00:10:22] BB: Do you really get them?

[00:10:23] SB: Yeah, I really got them. I get a lot of press releases, but it's mostly, I need a lot of headshots for our stories. I'm always emailing for them. It's always a back and forth.

[00:10:31] BB: If you just got those up front, here's the link to our Google Drive with everything much easier.

[00:10:35] SB: Yeah, it would be super helpful.

[00:10:36] BB: Nice. Okay, good to know. Hope that answers your question, Rachel. I like that nice, direct question. Well, Shannen, I have a fill in the blank section here. I'm going to tee up the phrase and then you could fill it in with whatever you think. First one is, my favorite source is always?

[00:10:55] SB: Bring me new information.

[00:10:58] BB: New information succinctly though, right? Because you said you like to short pitch. How short by the way? Oh, actually, here's the question. How short of a pitch did you receive that actually converted to a story?

[00:11:11] SB: Honestly, if it's someone I know one sentence, "Hey, Shannen. Have a story. Are you cool with taking a look at this?" Will usually get a response from me.

[00:11:19] BB: There you go.

[00:11:20] SB: If it's cold, like one or two paragraphs, like, tell me who your client is and tell me what's happening, done.

[00:11:28] **BB:** Then there you go. The most annoying sources always?

[00:11:31] **SB:** Send me irrelevant things.

[00:11:35] **BB:** Does that happen – Of the percentage of your pitches do you get? Would you say 90%?

[00:11:40] **SB:** I don't get them that much.

[00:11:41] **BB:** Not, really? Okay, people are [inaudible 00:11:43]

[00:11:44] **SB:** I'm pretty lucky. I think part of that is the pay wall, actually. I think that protects me a little.

[00:11:47] **BB:** Yes, because I go, "Oh, no one wants that. Our client doesn't want that."

[00:11:51] **SB:** Right. Or my name isn't out there as much. You know what I do notice? If I write a story in front of the pay wall, or work a weekend shift and just do straight news, the next week, I'm flooded with irrelevant like, pitches for DTC, like shower products.

[00:12:09] **BB:** Oh, no. Oh, no.

[00:12:10] **SB:** I would say, like 90% of the pitches I get are relevant to my beef, which I really appreciate.

[00:12:14] **BB:** That's fantastic. Good job PR people. All right, you'll get a response for me if?

[00:12:19] **SB:** If you address it to me and write succinctly and share something that's like absolutely relevant that isn't already out there.

[00:12:30] **BB:** Do you like exclusives by the way?

[00:12:32] SB: Yeah, I think that can be really helpful. We especially with any announcement, an exclusive is usually something that we'll ask for. Part of that is because at the end of the day, if a bunch of other papers are going to have the same story out, it doesn't make much sense for us to have it, especially behind the pay wall. Yeah.

[MESSAGE]

[00:12:53] ANNONCER: 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]

[00:13:18] BB: You'll never get a response from me if?

[00:13:21] SB: You don't address the email to me. Like if you don't say, "Hi, Shannen." Which I think is a pretty easy thing to do. Then maybe that's picky.

[00:13:30] BB: That is so easy. But do they misspell your name? You could tell there's just mass blasting happening at all?

[00:13:37] SB: Yeah, it's when you can tell it's mass blasting. I don't mind if people misspell my name or anything. Though I have, I've gotten someone who's sent me something, misspelled the name. It was irrelevant. I didn't respond. In the follow up, they'll be like, "Just following up to apologize for misspelling your name, also are you interested?"

[00:13:52] BB: Okay. That's good. Okay.

[00:13:56] SB: I'm not saying anyone should do that on purpose, but maybe that's a tactic.

[00:13:59] BB: Maybe, yeah. Speaking of, you can follow up with me if?

[00:14:06] SB: You haven't heard from me in two days, and you're really certain that it's relevant to my beat.

[00:14:13] BB: Certain underscore. Got it. Okay. The best compliment I received about my work was?

[00:14:22] SB: Whenever someone tells me that's spot on, or like, "You nailed that," I really like to hear that.

[00:14:27] BB: That's nice. My favorite stories to write about are?

[00:14:31] SB: Usually ones that surprised me. Also ones about people like, if I can figure out who is leading X, Y and Z project and really learn about that person or team, that makes me more excited.

[00:14:43] BB: One thing I think people should know more about me is?

[00:14:47] SB: I'm a very technical person. I actually really appreciate when founders and sources like go into the nitty-gritty. I think a lot of times, people coach folks to not get into the crude details. Funnily, I actually really appreciate it like, it will never make it into the story, but it's really helpful for me to have that understanding.

[00:15:07] BB: Yeah, that's a rare answer. You usually do not hear that. Good to know, from an analyst, former analyst, of course. One piece of advice for aspiring journalists is?

[00:15:21] SB: I don't want to say work hard. Be like the bold. You have to be so bold. It's hard if you're an introverted person, like I'm semi-introverted, and I find it very challenging, but you just got to be out there.

[00:15:34] BB: By out there, you mean prolific with your story writings and publishing, or are out there like, "Okay, you got to be in this event, this bar, this thing, this all?"

[00:15:43] **SB:** More like with sources, like you're going to annoy people, or you might feel you're being annoying, but it's your job. Like just do it.

[00:15:49] **BB:** Yeah, get it.

[00:15:50] **SB:** Call everyone, ping everyone, because that's how you get good stories.

[00:15:54] **BB:** The last best thing I ate or cooked was?

[00:15:58] **SB:** For the weekend, I went out to a place called Kings County Imperial in Brooklyn that I love. It's some of my favorite Americanized Chinese food. That was delicious.

[00:16:06] **BB:** Oh, that sounds fabulous. Where was that? I'm in LA or Valley, in New York this week?

[00:16:13] **SB:** Oh, so they have one in the Lower East Side. Then they have one in Williamsburg. It's phenomenal. It's absolutely, top 10 my favorite restaurants in the city.

[00:16:22] **BB:** What's the name again?

[00:16:22] **SB:** Kings County Imperial.

[00:16:24] **BB:** Kings County Imperial. Okay, that's why I love doing these, because I get all the advice of all the things. Okay, quarantine has taught me?

[00:16:34] **SB:** Patience.

[00:16:35] **BB:** My perfect Sunday is?

[00:16:39] **SB:** A very long walk and dinner out.

[00:16:44] **BB:** Simple. Shannen, so simple. I love it. It's easy to please you. Lots and analytics and long walks, there you go.

[00:16:51] **SB:** Yep. I'll take the call walking and you can walk me through a –

[00:16:56] **BB:** I love walking calls. I do a lot of those. Okay, Shannen, what are you reading, consuming, watching, podcasting, whatever we will hear it all, because this is where we get all of our best recommendations for stories.

[00:17:09] **SB:** Yeah, watching. I mostly watch things, HBO is my most used app. All of their original series, I generally love. I'm watching a lot of those. In terms of reading, I've actually decided in the last few months. I'm trying to get back into fiction, which I haven't been since I was forced to in high school.

[00:17:27] **BB:** Yes, I hear you. By the way with the HBO thing, there's a new show. I was like, "Oh, I wonder if you've seen it." Here it is, *The White Lotus*. Did you watch that yet?

[00:17:37] **SB:** Oh, no.

[00:17:39] **BB:** Oh, it was all written up in the *New York Times* and stuff. It's about – It says, the *White Lotus* falls the staff and privilege guest of at a luxury resort.

[00:17:47] **SB:** Hmm, that's cool.

[00:17:48] **BB:** Interesting anyway, I saw it on *New York Times* this weekend.

[00:17:51] **SB:** I'll check it out.

[00:17:53] **BB:** Okay, there we go. Okay, you were saying?

[00:17:55] **SB:** Yeah, I'm trying to get back into fiction. I just finished a Sally Rooney book that I loved and we will see where I go from there.

[00:18:02] **BB:** What was the title of that?

[00:18:04] **SB:** It's called, *Conversations with Friends*, really good.

[00:18:07] **BB:** Yes, wait. I think I just read that too –

[00:18:10] **SB:** It was really sweet.

[00:18:14] **BB:** Yes. No, but if you liked it, I will get it too. Perfect

[00:18:17] **SB:** Yeah, I recommend.

[00:18:18] **BB:** Okay, adding to wish lists, perfect. Anything else?

[00:18:22] **SB:** I used to be big into podcasts and then I stopped commuting. Now, sometimes like I put them on when we're making dinner. I love The Daily. I love This American Life.

[00:18:31] **BB:** This American Life.

[00:18:31] **SB:** I love the Journals. The Wall Street Journal's podcast is great.

[00:18:34] **BB:** They do the job. This American Life, freaking fantastic.

[00:18:38] **SB:** I know.

[00:18:39] **BB:** They keep hitting the top 10 and all that good stuff. Yeah, great job over there. Okay, Shannen, we touched on it a little bit earlier in the fill in the blank about your advice for journalists, future journalists. What do you think overall, though, is the future of journalism?

[00:18:56] **SB:** Far be it for me, but I don't know. I think, I'm a big fan of pay walls. I think subscriptions are going to continue rising. I think what's happening with Substack is very interesting, though at the end of the day, I don't think you can replace the trust that a full organization can give. I don't think news organizations are going away. I do wonder, and I don't know if this is good or bad for media, micropayments and solving the too many subscriptions problem.

[00:19:22] BB: Yes.

[00:19:23] SB: I wonder if that's where we're going –

[00:19:24] BB: Are you going to pay \$560 a month, right?

[00:19:29] SB: Exactly. So, that I don't know again, that might not be great for news, but it's definitely something consumers want. Like I hear that a lot from even my friends that they wish that they could pay two cents to read the article and move on.

[00:19:41] BB: Right, yeah. Because you would do it then a la carte, because frankly, you got to be really into some outlet specifically, and be using it on at least a regular basis of some sort to warrant the \$17 ,or even \$7 a month type of thing. Otherwise you're like, "Eh."

[00:19:57] SB: Yeah, yeah for sure. I mean, even like personally, I think I have three or four subscriptions. I don't visit those all daily.

[00:20:04] BB: Exactly, and you're a journalist. Imagine they're regular people, right? Okay. Would you going back in time, tell yourself to get into media?

[00:20:19] SB: Absolutely. I wish I had done it sooner, frankly. Like, I loved my time at Goldman. It was a great couple of years. I learned so much, but –

[00:20:26] SB: I was going to say, you have a journalism and political science degree, but then you start in the finance stuff.

[00:20:31] SB: Yeah, it was one of those things where you intern, and then they offer you a job going into your senior year college. Yeah. Right.

[00:20:39] BB: Like, yes. Pay me.

[00:20:41] SB: No job. Thank you. Like I just felt I had to and then I was in and it was great, but then I don't know, I just got to a point where it felt like I had hit a fork and it was time to make the choice, because I had always talked about going into journalism eventually.

[00:20:57] BB: I love your pivot. Look at that. You're like, "Well, yeah, now I've done the finance analyst thing at one of the big ones big shops, and now I write about FinTech."

[00:21:04] SB: Yeah, yeah, that's basically pretending like, I'm trying to be Matt Levine.

[00:21:08] BB: Yes, perfect. I like it. I think that gives hope for people who are like, "Oh, I've been doing – I've been in a supply chain startup forever" Whatever. It's like, "Hey, well pivot, you can pivot that knowledge into reporting on it, perhaps?"

[00:21:24] SB: Absolutely. I would recommend that to anyone even just try it out.

[00:21:27] BB: Try it out.

[00:21:28] SB: It's cool. In Insider, we have so many folks on my team who have come from various industries into news. Insider is a place that will give someone a chance to make that switch if they want to. I would recommend trying.

[00:21:41] BB: That's cool. Good to know. You guys have been hiring a lot, by the way. God, every other day, it's like, oh, new report – Cheers to you guys.

[00:21:48] SB: Yeah, that's awesome.

[00:21:49] BB: Fantastic.

[00:21:49] SB: Half our finance team was hired remotely. We all had like our first in-person happy hour, couple months ago. It was just weird. We know each other, but I still felt I had to introduce myself.

[00:22:01] **BB:** Okay, Shannen, I had a similar experience going to DC with my PhD cohort. You've seen these people in their little tiny box for a year. I'm glad you validated that, because I was talking to other students of like – this was also a couple days later. I was like, “Wasn't weird seeing people for the first hour?” You're like, “Oh, I didn't know you were that big and tall.”

[00:22:27] **SB:** Yeah, yeah. It's just bizarre.

[00:22:28] **BB:** It throws you off.

[00:22:30] **SB:** But, I love it.

[00:22:31] **BB:** Me too. I'd rather have it. It's just, now I know I could be thrown for a loop because it's just weird. Yeah. Okay. Well, Shannen, we've come to our madlibs part, which is so fun. Sometimes they're quite accurate and sometimes it's just plain silly, but it doesn't matter. We're going to have a good time. First, what is an emotion?

[00:22:50] **SB:** Joy.

[00:22:51] **BB:** Joy. An adjective?

[00:22:54] **SB:** Green.

[00:22:55] **BB:** Green. Another adjective?

[00:22:58] **SB:** Squishy.

[00:23:01] **BB:** Squishy, up the new one. A greeting of any kind?

[00:23:05] **SB:** Howdy.

[00:23:07] **BB:** Howdy. A verb?

[00:23:10] **SB:** Jump.

[00:23:11] **BB**: Jump. A noun?

[00:23:14] **SB**: Hot sauce.

[00:23:16] **BB**: Good one.

[00:23:17] **SB**: Staring around my kitchen area. That was a good one.

[00:23:20] **BB**: An adjective?

[00:23:21] **SB**: Cheery.

[00:23:22] **BB**: Cheery. A cringe worthy PR term or phrase, such as just following up.

[00:23:31] **SB**: Leading or like, one and only or only company doing X, Y, and Z when that's not true.

[00:23:35] **BB**: One and only companies, yes. Then part of a pitch?

[00:23:45] **SB**: The subject line.

[00:23:46] **BB**: Subject line. Okay, an amount of time?

[00:23:50] **SB**: Two days.

[00:23:50] **BB**: Two days. Okay, I like it. Name of a real person, preferably alive.

[00:23:59] **SB**: Anthony Fauci.

[00:24:00] **BB**: Anthony Fauci, hell yeah. Okay, and then an emotion.

[00:24:07] **SB**: Surprise.

[00:24:08] BB: Perfect. Okay, here we go, Shannen. Let's see what we got. When I think of the future of journalism, I feel joy. The pitches I receive have gone from green to squishy. If I receive a pitch that starts with howdy, I jump. When I write stories on hot sauce, I get cheery. My favorite pitches include the one and only anything startups companies and very specific subject lines. I normally take around two days to respond to my emails, but if it's Anthony Fauci, I will ever respond immediately. If you do get a response back from me, you should know I'm very surprised for you. Kind of one point?

[00:24:48] SB: Kind of, yeah. I would respond to Fauci.

[00:24:50] BB: I like it. There you go. Oh, I love it. Shannen, thank you so much for hopping on here today. We loved our chat. I love you took that finance job and you got into media. Look at that. Everyone else who's listening. If you want to do the same, look at Shannen, there you go.

[00:25:07] SB: Feel free to reach out. My Twitter DMs are open.

[00:25:10] BB: Shannen, that is the most gracious thing anyone on the show has ever said, by the way. No one has ever and I've done all these episodes said, feel free to reach out. Hallelujah, everybody. You just heard from Shannen herself. Shannen, thank you again. This is a lot of fun.

[00:25:26] SB: Yeah, thank you so much.

[END OF INTERVIEW]

[00:25:31] ANNOUNCER: Thanks for tuning in to this week's episode of Coffee with a Journalist featuring Shannen Balogh from Insider. 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]