

EPISODE 92

[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, 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 can connect with sources.

Did you know, we also have a brand-new video series, featuring guests from the podcast? Head to onepitch.co and look for the video page to learn more about subscribing. Our guest today is Katie Notopoulos, a Senior Technology Reporter for BuzzFeed News. Katie covers tech and internet culture, including topics such as privacy, news and investigations about Facebook, Twitter, Instagram, YouTube, personal tech, influencers in the FTC, social media trends and looking into the strange and wonderful characters that make up the Internet. During the episode, Katie talks more about her role and beat, her honest thoughts on pitches in her inbox, how she circles back to sources, and more. Let's hear from Katie now.

[INTERVIEW]

[0:01:27.5] BB: Welcome, everyone. This is Coffee with a Journalist. I'm Beck Bamberger. I have a company called OnePitch. That is what you're using and what you're here for. I also run BAM, which is an agency that works with all venture-backed technology companies. Lots of fun, always changing. What we're here for today, as always, is to interview, in a course, a little table swap, a wonderful journalist who's going to fill us in about their pitches and their inboxes and what they care about, and what also, the future of journalism looks like, because we always like to hear the answer to that.

With us today, as you heard on a little bit of the background is Katie Notopoulos, Senior Reporter in technology. Actually, Senior Tech Reporter of BuzzFeed. She's been there almost 10 years. Katie, as you said, that's like 70 years in media dog years. Welcome. Thank you for being here.

[0:02:22.0] KN: Well, thank you for having me.

[0:02:23.3] BB: This is exciting. First off, and this is not normally on my list of all my questions things, how does one hold a position at a media company for nearly a decade?

[0:02:38.0] KN: I guess, on one hand, it's inertia. Look, I working at BuzzFeed. I think, it's a great place to work. I like the people. I like what I get to do. The thing that I value the most about my job, and that I really love about it is I have a lot of freedom there to write about whatever I want, essentially.

[0:02:57.6] BB: That's awesome.

[0:02:59.7] KN: Whatever happens to interest me that day, that I'm like, "I really want to rant about that." As a result, some of my work is a little bit all over the place. Generally, about technology and Internet culture is my wheelhouse.

[0:03:13.0] BB: Yes. I love it. Everyone must, must look at Katie's deep trench of stories that are wide ranging from everything Facebook is messing up, to, I'm not even going to say more. Just go and look at her extensive author page. It is a fascinating dive into what's going on in the Internet. Katie, we're talking a little bit about this before we were doing some other segments. You were just talking about your inbox and how you get stuff for fashion and food and what a celebrity ate on Tuesday, or whatever. How is your inbox?

[0:03:44.6] KN: I am so happy that we get to talk about this, because as a technology reporter, I love talking about how people use their inbox and their email. I think, that we ignore email. I mean, as tech reporters, thinking about the ways that humans use different Internet services. I feel like email is such a like, "Oh, well. Everyone has email." You've had email since you were a child, or a teenager.

[0:04:10.0] BB: Yeah. Pretty much.

[0:04:10.6] KN: Before. Actually, it's fascinating. I find email fascinating. As a general concept, I think how someone manages their inbox says a lot about them. My inbox currently is, I have

described it as a little – Well, when I'm apologizing to someone for having missed an email, I say, "Oh, my God. I'm so sorry. My inbox is a warzone." In reality, I get a ton of email. I get a ton of PR pitches. I ignore most of them. Don't even open them. For the most part, the thing that makes the most difficult is it actually does make it hard to literally, visually see in my inbox when a real email is coming in, like something that is someone who is specifically trying to reach me about a specific topic that is not necessarily a PR email.

I use the tabbed Gmail inbox. So that, and I use that a lot — for that kind of stuff. I try. Although it's a warzone, I believe, it's actually not that bad. I have the filter. Basically, all sorts of internal email. BuzzFeed mainly runs on Slack. Most of my work-related messaging is happening on Slack. My emails with my editors, mostly with other colleagues, my team, that's rarely over email. Email's a little bit more for company-wide announcements or something, which I mostly use rarely, or super urgent that I need to read. That means that I'm not in my inbox all day long. I'm on Slack all day long. That's where I'm really doing the bulk of my in and out work day with my team, with my manager, with my editors.

[0:05:58.4] BB: Does that mean though, you said most of your inbox is just pitches you don't even open, you don't even do. Are you one of those masterly 47 that just came in in the last hour? Or do you save and use it as a search box? Or what's your way to manage the tsunami of pitches?

[0:06:17.6] KN: I do. I mean, I don't delete. Occasionally, I will, if I'm having trouble. The only time I will delete is sometime, I realized that I've fallen behind on finding emails that I actually needed to see, because I have so many new PR emails that have come in, that I'll go ahead and delete some just to visually clear it out, so that I can quickly look and find, "Oh, yes. Somebody emailed me about that thing that I have been meaning to hear back on, or something like that."

I honestly end up, I use my sent box more than my inbox for that, because for the most part, in the course of my reporting, I'm usually sending out emails and waiting for responses, more than I am sitting around, waiting for a new incoming email that using a response really nicely.

[0:07:11.7] BB: This is the first time I've heard someone using specifically, the sent box as a means. Because that implies –

[0:07:16.6] KN: Yes. Sometimes, I will go into my sent box, and I'll look to see, “Oh, has someone responded to that email that I sent yesterday asking about this thing?” Because it's easier for me to find their response by going to my sent box, than it is my inbox.

[0:07:31.6] BB: Yeah. Also, it's someone you want to engage with.

[0:07:34.4] KN: Right.

[0:07:34.9] BB: Right, so it cuts out that. Yeah.

[0:07:37.6] KN: Yeah. Just the nature of the work I'm doing is a little bit more of usually, me initiating a conversation and reaching out to people and asking for a response, or to talk to them, as opposed to getting an email from someone that I've never talked to before or something.

[0:07:57.4] BB: Wow. Interesting. Okay. When you're thinking of a story that you do, and you did mention, “Oh, I really pick and choose and it's pretty wide-ranging. I mean, I mentioned there's stuff on Facebook, Venmo, weird things that are in your glasses, horse feed, or whatever, horse the warmer happening on Amazon.” I mean, this it's wide-ranging, when you're covering the Internet and what's happening on there. How do you decipher a story you're going to do?

[0:08:24.7] KN: I get ideas from all sorts of places. A lot of it has to do with, I'm looking around on the Internet, on social media, and I notice a thing. That is often the genesis of a story for me. It is honestly fairly rare that I have written anything in response to a story that was pitched to me over email. The exception would be, if it is literally coming from a Fang company about their latest product and it's exclusive, or something like that. That's the news that we would cover, probably no matter what.

If Apple says, “We’re launching a space helmet. Do you want to review a unit?” I would probably write about that. I’m rarely writing about startups that I’ve heard about only through a pitch in my email.

[0:09:18.7] BB: Got it. That’s probably devastating for people to hear on this podcast, but okay. Got it. I think, that’s also in relation to, of course, the nature of what you’re covering.

[0:09:28.7] KN: Yeah, exactly.

[0:09:29.2] BB: You got to be looking around the Internet, scooping things up, going like, “Ooh, people are talking.” That makes more sense.

[0:09:34.8] KN: Right. I’m typically writing more about the ways that normal people are using technology, or using social media and tools, as opposed to writing about a new company, or a new app, or a new thing. I’m sometimes writing when those things come together, but I usually try to approach it from here’s a thing that people are doing, as opposed to, here’s a new thing.

[0:10:03.5] BB: Got it. I hope everyone’s taking notes on this. Please, don’t email Katie with crap that is not interesting or compelling. It’s probably not even going to work. Actually, Katie, what you’re saying is, “Don’t pitch me.”

[0:10:14.2] KN: Here’s the thing. I feel like, sometimes I hear from my colleagues, I’m like, “Ugh.” I get all these PR pitches. I’m like, **[inaudible 0:10:19.4]**. If you don’t want to write about it, don’t write about it. You’re under no obligation. That’s part of the deal.

[0:10:30.9] BB: That’s a good way to look at it. I agree.

[0:10:33.5] KN: It is typically not where I get my ideas for stories. That a little bit has to do with the nature of – the stories that I do at BuzzFeed. I would say, in general, the BuzzFeed tech team rarely writes about stories that are something that came in as a pitch. Partly, just because, we’re doing a little bit more – I would not say never. Typically, we cover a little bit less of here’s a cool new startup, here’s a cool new company, and a little bit more of accountability stories. We try to cover big companies, like Facebook, Amazon, that people already have heard of.

We ended up having a lot of our interactions with PR people end up being a little bit more adversarial, unfortunately. It's not to say that it never happens that we get a pitch. Although, we write a lot of stories that are like, "Facebook did a bad thing." We are looking for delightful stories and fun things and weird and wacky new things.

[0:11:43.0] BB: That's how I think of BuzzFeed. It's like, "Ooh, interesting weird things on the Internet and what's bubbling around."

[0:11:49.0] KN: Yeah, exactly. I will say, that some of the things that I do find useful that come in as pitches are, I do end up finding people – when people pitch a client as a subject matter expert, I may not be using them right then, but I may come back to them at some point in the future when I am writing something where I think they can be helpful. Sometimes, it's as simple as, let's say, you're pitching a company that's – it's about influencer marketing. I might not want to write about that company right then and there, but I might be reading a story about influencer marketing at some point in the future. I might need a quote from an expert source. In that case, I want to talk to the CEO and find out what they have to say about Kim Kardashian's latest product launch or whatever.

That kind of stuff sometimes is helpful. Sometimes, I do literally go back and search my inbox for like, "Oh, I want to talk to someone who is at a company that does this." There's a little bit of, if I am looking for someone who's a – I'm trying to quote as a subject matter expert, they actually better be an expert. Be better not be **[inaudible 0:13:06.5]** person. I do end up finding that helpful.

When I get a pitch about like, "Hey, if you ever need to talk to someone, I see you covered this topic. I work for the company and you might find the CEO really helpful to talk to for a story." I might not talk to them then. I may not write about the company. Sometimes, it's interesting to have a lead in that conversation, that might inform what I write about down the road.

[MESSAGE]

[0:13:32.2] 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]

[0:13:56.4] BB: That leads me perfectly to Katie, our fill-in-the-blank section, which starts with sources. I got a little phrase. I'll tee it up and then you fill in the blank, if that sounds good.

[0:14:06.3] KN: Mm-hmm.

[0:14:07.6] BB: The first one is, my favorite sources always –

[0:14:12.1] KN: My favorite sources always, are able to meet over Zoom.

[0:14:20.6] BB: Okay. Do they not? Do they not want to meet? Where do they want to meet?

[0:14:24.8] KN: I don't know. I guess, I'm realizing now that that – I guess, it's funny. It's like, I used to meet people in person.

[0:14:33.8] BB: Yes, yes.

[0:14:34.8] KN: Now I don't, because – I mean, the BuzzFeed offices aren't even open. I can't imagine wanting to go back to that.

[0:14:41.9] BB: Yeah. Right? My God.

[0:14:45.4] KN: I used to do a lot of, I would get a pitch of like, "Hey." Because I'm based in New York and a lot of tech companies are in San Francisco. I would always get the like, "Hey,

our executive is in town from San Francisco for the week. Do you want to meet them?” They'd be doing a press tour in New York, while they were there. A lot of times, I would take those meetings, because they were fairly low stakes. It would be interesting to hear, “Hey, what's going on with your company? What are you doing?” Not necessarily like, we have an idea for a story that would be cool. I would sometimes find those helpful. It would always be a little bit like, I can – for both people, I think it's – it would be more convenient to do those things over Zoom.

[0:15:26.2] BB: Yes. Well, efficient too. Okay, so that's how your favorite sources get you. My most annoying sources always. Don't get on Zoom?

[0:15:37.4] KN: Yeah. I guess, now it's not like anyone's knocking over Zoom. I guess, follow up three times when I haven't responded to the email at all. At some point, it's like, if I get them any follow-up, sometimes I will just write back like, “Sorry, this is a pass for me.” Because it usually means, I'm not interested. One follow-up, I think is totally reasonable, because like, look, remember **[inaudible 0:16:01.8]** the email, and you know what? Sometimes I need the follow-up. I think, three times is a little too much.

[0:16:07.3] BB: Three is a bit. Three is a bit. Okay. The best compliment I received about my work was?

[0:16:15.8] KN: I feel like, the best compliment I could receive about my work would be that someone read it, not in the context of having quickly looked at by what I had written right before they pitched me. Or if they were like, “Oh, I saw that thing that you –” If anyone had read a thing in the wild, sort of.

[0:16:35.6] BB: Oh. People saying, “Yeah, here's this piece.” Basically, they're already too late to the opportunity.

[0:16:42.7] KN: Yeah. It's funny. Sometimes I get pitches where it's like, I can tell that they have quickly gone to my author page and looked at the two most recent things I wrote right before they sent me the email and they're like, “I see that you write about dog leashes,” or two really good specific things that are odd. I feel like, I can always tell that. Which again, look, I'm pleased that they made the effort.

[0:17:10.6] **BB:** But try harder.

[0:17:11.4] **KN:** But it doesn't necessarily feel like a compliment, I guess.

[0:17:14.8] **BB:** Yes. My favorite stories to write are?

[0:17:18.0] **KN:** My favorite stories to write are ones that – I like to write something where there's something funny, I guess.

[0:17:27.9] **BB:** Kind of funny.

[0:17:28.5] **KN:** I like a really funny story.

[0:17:30.8] **BB:** Nice. You've got quite a collection, so great. Okay, totally little different twist here. My perfect Sunday is?

[0:17:39.9] **KN:** Oh. My perfect Sunday would be maybe watching a lot of television. That feels relaxing to me.

[0:17:48.5] **BB:** You know what, Katie? I love that. That is honest. I love it. Well, what type of TV? Let's get into that.

[0:17:54.8] **KN:** What I really want in life is to just watch TV a whole day.

[0:17:59.3] **BB:** Okay. What type of TV though?

[0:18:01.1] **KN:** I want to binge watch an entire season of something that I haven't had the chance to watch yet.

[0:18:06.7] **BB:** God. There's something so satisfying about that. I think, there needs to be a story about that, of who cracked the code on the joy of binge watching? It must be a

psychological something to that. Because you can't just stop halfway. You're like, "Wait. But I can do it all." I don't know. Anyway. Okay.

[0:18:24.6] KN: I have kids. On the weekends, I can't watch TV during the daytime. My TV, I get one hour a night after the kids are in bed. My dream is just sit there for 10 hours and just inhale a **[inaudible 0:18:38.5]** Sunday.

[0:18:41.7] BB: Mom dreams. Oh, I love it. My favorite hobby is?

[0:18:47.1] KN: I love birdwatching.

[0:18:48.6] BB: Really? I read an article on that saying that there's hundreds of thousands of people in America that are in this bird watching thing. Yes.

[0:18:58.5] KN: It's great. It's fun.

[0:18:59.8] BB: I'm looking at a cute little Hummingbird on my patio right now.

[0:19:03.1] KN: Oh, look at that. See, you're a bird watcher.

[0:19:05.5] BB: Yeah. There's two little hummingbirds that float by, and I could tell the distinction between them, because now I've had lots of –

[0:19:09.8] KN: There you go. That's it. You're a bird –

[0:19:11.0] BB: - ample time to tell – Yes, I am. Oh, my God. Katie. Oh, I am. Okay. The last song I listened to was?

[0:19:20.7] KN: Oh, gosh. I'm trying to think. I don't even know. It was probably the very short snippet of something that was on a TikTok meme. **[Inaudible 0:19:31.2]** is that, you know that TikTok meme that's been going around. It's like, oh, it's so heartbreaking. It's about a girl who is surprising her boyfriend, who she's in a long-distance relationship with in college. She's videotaping herself walking to his dorm room. When she walks in, he sat down on the couch

with two other girls and he's very like – It seems so clear that something's going on. I think, it's an Ellie Goulding song just playing in the background and it's become such a joke on TikTok. People are making all these parodies of walking in with this college boyfriend. It's like, hearing these Ellie Goulding song over and over and over again. That's probably the most recent song of actually, [inaudible 0:20:12.9] I watch a lot.

[0:20:15.6] **BB:** Okay. My favorite fall recipe, or food is?

[0:20:19.7] **KN:** You know what? I love, I love the Trader Joe's pumpkin bread/muffin.

[0:20:27.4] **BB:** Yes. People are such hardcore Trader Joe people. I think, there's a huge swell of fans of Trader Joe's that is not being widely discussed. Maybe this is a story for you, Katie, the joy of the underground Trader Joe community. You're not the first one I've heard say this.

[0:20:44.2] **KN:** It's great. I look forward to fall and I stock up on their boxed package pumpkin bread mix. It is great. I highly recommended it to anyone.

[0:20:53.8] **BB:** I love it. The best Halloween costume I wore was?

[0:21:00.3] **KN:** Ooh. I was a minion a couple years ago.

[0:21:03.2] **BB:** That sounds fun.

[0:21:04.2] **KN:** I enjoyed that, because it was at the height of when people had realized that minion memes were really cringy and stupid. They were the garbage that floats around Facebook with terrible mom memes. I was always joking about minions. I don't know. The minion costume, actually, I had some denim overalls and it made it work with a yellow shirt.

[0:21:34.2] **BB:** I love it. Okay, last one here for fill in the blank. Quarantine has taught me?

[0:21:40.2] **KN:** Quarantine has taught me that I miss my friends.

[0:21:43.9] **BB:** Have you gotten to see them now more at all?

[0:21:46.2] KN: Yeah, yeah. It made me appreciate them.

[0:21:49.7] BB: Yeah. That's nice. I agree with that. Okay, Katie, totally different thing. What are you reading, watching, listening to? Frankly, we will take anything, just so we can listen and understand what you like to watch story-wise, or listen to, or insert whatever.

[0:22:06.2] KN: I just last night watched the Britney versus Spears documentary.

[0:22:11.2] BB: How was it? I didn't see it yet.

[0:22:13.6] KN: Oh, it's so good. I've just become very invested in this Britney, conservativenesship story. I was aware of this free Britney movement that was happening for a couple years now. In general, I don't really care that much about Britney Spears. I only recently, I think so much information has come out just in the past few months about how messed up the situation actually is. Now, I feel extremely invested in it.

The Britney versus Spears documentary is really, really great. They got a lot of what makes it as a journalist, what made it so exciting, was they actually got their hands on all these court documents that had been previously sealed. I had watched the New York Times did a documentary about a year ago, and they did another one more recently, the last couple weeks about it. I thought, I understood the story. I had followed the headlines about it. This was a great documentary. Like, wow, they had the goods. They had all this stuff to reveal that hadn't been revealed before. They got Sam Lutfi and Adnan Ghalib, her old boyfriend who **[inaudible 0:23:35.0]**.

[0:23:36.2] BB: Wow. They dug deep.

[0:23:39.0] KN: As a journalist, I was like, "Oh, man. They got the documents. They got the sources." They got all these people who previously were unwilling to speak on the record. It's a great documentary, because it has a lot of – the journalism behind it is really good. It's a tragic and horrifying thing that's happening to this woman.

[0:24:02.6] BB: It is.

[0:24:03.5] KN: Highly recommend it.

[0:24:06.1] BB: Okay, I'm putting that on my – Well, it is already on my list, but I just finished the LulaRicher, LaLuRich, whatever that is.

[0:24:12.1] KN: Oh, yeah. I watched one too a night. I really enjoyed that.

[0:24:18.5] BB: Fantastic. I have a real, wonderful spot for documentary producers who go in, knowing what they're going for. You're like, I think it's going to go this way. Then, I think, you just get these all these surprises as you're filming, and you're seeing things tumble out of people's mouths, where you're just like, "Oh, my God." It's incredible. Well. I love it.

Well, Katie. As you have been 10 years almost at BuzzFeed, in dinosaur years, or dog years, or whatever you want to call it, is like 70. What do you think the future of journalism is?

[0:24:55.2] KN: A lot of the core stuff is going to be the same, right? People want to know the news and the facts. I think, what will happen with some of the media industry, I wish I knew if that was the case, I wouldn't be a reporter, I would be a mogul. I don't know. I do think that one thing that just thinking about – I mean, having been at BuzzFeed for 10 years, I look back on some of the stories that in 2012, when I started, the way we approached things and thought about things was different than now.

Seeing this Britney Spears documentary, where it's like, looking back at how the media covered Britney Spears in 2007. It's like, wow. That's awful. That's different. I am interested in things – The nature of how we cover subjects is different. Whether it's being more sensitive to thinking about like humans. Saying, this celebrity is obviously having a mental health crisis. Let's cover this in a different way than exploiting them. Or in business reporting. I think technology, there's a little bit of, there was a period in technology reporting where everything was like, wow, technology is going to be the most awesome thing ever. These gadgets, I saw at CES.

Then you were the era of the tech lash and saying like, all technology is evil. I think that the future is going to be somewhere in a like, this is more nuanced. Technology is not some siloed off topic. It's Facebook, Amazon. These companies are huge. They touch everyone's lives. There are politics and government story, just as much as technology. I think that it's constantly evolving what things are going to look like, especially in technology journalism, which I think is a – it's a really exciting place to be, I think.

[0:26:54.8] BB: Oh, yeah. My God. Great answer. I really like that. Well, now, Katie, we've come to the end of our Madlib section, which I love. I'm going to give you the word. Then, I will fill it all into my little thing here. I will read you back the whole phrase, or the whole, let's say, paragraph and we'll see if it's silly, accurate, weird. It can be all types of things. You never know. That's the fun part. The first word, an emotion. What is an emotion?

[0:27:26.1] KN: Angry.

[0:27:27.1] BB: Angry. Great. An adjective.

[0:27:30.5] KN: Smelly.

[0:27:31.9] BB: Smelly. Reminds me of the leggings that were smelly in the roofing or whatever. Okay, another adjective.

[0:27:39.1] KN: Forlorn.

[0:27:40.9] BB: Forlorn. I like it. A greeting.

[0:27:44.6] KN: Hiya.

[0:27:45.7] BB: Hiya. A verb.

[0:27:48.3] KN: Jogging.

[0:27:49.5] BB: Jogging. Got you.

[0:27:51.0] **KN:** Or to jog. Jog.

[0:27:52.7] **BB:** Yeah. Okay. We got it. We got it. A noun.

[0:27:58.2] **KN:** Pizza.

[0:27:59.2] **BB:** Pizza. Always good. An adjective.

[0:28:03.0] **KN:** Delicious.

[0:28:04.9] **BB:** Delicious. A cringe-worthy PR phrase, or term.

[0:28:09.7] **KN:** Rock star.

[0:28:12.0] **BB:** Oh. God, really? Okay, a part of a pitch.

[0:28:17.0] **KN:** Hi, XX,.

[0:28:22.5] **BB:** Hi, XX,. I'll write that down exactly as said. Okay. length of time.

[0:28:29.0] **KN:** Century.

[0:28:30.5] **BB:** Century. Excellent. Oh, the name of a real person.

[0:28:35.3] **KN:** Barack Obama.

[0:28:37.1] **BB:** You read my mind. Katie, I don't know why I was just thinking of him. I was actually thinking – I was reading ahead and I was like, "Well, if he did." Okay, you know what I'm thinking about. You'll hear this phrase. You'll hear the phrase. Okay. Then lastly, an emotion.

[0:28:52.6] **KN:** Sleepy.

[0:28:53.7] BB: Sleepy. All right, Katie. Here we go. When I think of the future of journalism, I feel angry. The pitches I received have gone from smelly to forlorn. If I receive a pitch that starts with 'Hiya', I jog away. When I write stories on pizza, I get delicious. My favorite pitches include rock star and hi XX,. I normally take around a century to respond to my emails, but if it's Barack Obama, I will respond immediately. If you do get a response back from me, you should know I feel very sleepy for you.

[0:29:28.4] KN: I stand by that.

[0:29:29.6] BB: I like it.

[0:29:31.1] KN: I'm going to set up my email to make that as an auto reply.

[0:29:36.1] BB: If you're not Barack Obama, please wait a century for my response. There you go. I think it'll go very well.

[0:29:43.0] KN: I recently changed my default when I've been on vacation. My autoresponder says, "If you are not from the Pulitzer committee alerting me that I've won, you will not be responded."

[0:29:56.3] BB: Oh, I love that. I got to steal something like that. Oh, man.

[0:30:00.1] KN: Because I feel like, it's always like – I'm like, "Oh, if you need to get in touch with someone, you can email my editor." I'm like, "No one ever does that."

[0:30:06.9] BB: No, no, no.

[0:30:08.8] KN: Yeah, someone super urgent.

[0:30:14.6] BB: That would be urgent.

[0:30:15.7] KN: Applying a different way to get an –

[0:30:18.4] BB: I mean, imagine it's Barack Obama giving you the Pulitzer. I mean, that's **[inaudible 0:30:21.7]** you don't want to miss.

[0:30:23.0] KN: You know what? Maybe one day, I will. Then, they can email the answer.

[0:30:27.3] BB: I am hoping that for you, Katie. It's going to happen. He has a job right now. I mean, hey. There you go. There you go. Well, Katie, thank you so much for being on our Coffee with a Journalist little podcast here. We so enjoyed it. I enjoyed it. Now, I can't wait to watch a documentary. I'm going to see it probably today.

[0:30:46.4] KN: I hope you do. Thank you so much for having me on. This was so much fun.

[END OF INTERVIEW]

[0:30:53.0] ANNOUNCER: Thanks for listening to this week's episode of Coffee with a Journalist, featuring Katie Notopoulos from BuzzFeed News. 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]