

EPISODE 94

[INTRODUCTION]

[00:00:11] ANNOUNCER: Welcome to this week's episode of Coffee with a Journalist, brought to you by OnePitch. The guests on our summer show includes 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 discussed their role, the types of stories they cover, what their inbox looks like, and how they 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 Angela Moscaritolo, smart home and wearables analyst for PC Magazine. She reviews fitness trackers, smartwatches, robot vacuums, connected exercise equipment, and more. During the episode, Angela tells us all about the products she gets to unbox and review the components of a pitch she looks for most, her love for yoga, and more. Let's hear from Angela now.

[INTERVIEW]

[00:01:17] BB: Welcome everyone, this is Coffee With a Journalist. It is fall. It is fun. It doesn't feel like 85 degrees outside. And I'm sitting in San Diego. So I am very happy. I'm Beck Bamberger. I run an agency called BAM. We represent all venture-backed technology companies. And then I also started OnePitch, as you all know, at this point. Hopefully you know this is produced by OnePitch. And we're helping publicists solve and get better efficient media lists to journalists. And that's why we do this show. So you can hear from journalists directly how their inboxes are, what the future of journalism looks like, what really ticks them off with all things publicists, all the good stuff. So, happy you are here, and thank you for listening.

Today, ooh, coming from PC Magazine. I honestly haven't read PC Magazine in a while. So it's been a hot second because I'm usually an Apple Mac person. That's okay. We're going to get into it because you cover, Angela, smart home wearables. You're an analyst. Angela, let me make sure I get this fabulous last name, Moscaritolo. Did I get it Angela?

[00:02:23] AM: Correct. Thank you.

[00:02:24] BB: Yes. Fabulous name. I love some fabulous Italian names. Welcome. Thank you for being here. How's it going?

[00:02:33] AM: Thank you for having me. I'm great. It's sunny here in Florida as well. We're both in the summer still, but coming into fall.

[00:02:42] BB: I love it. Now, as we just heard, you've been at PC Mag since March of 2020. What a time to start. But you were also a reporter at PC Mag. So you've now been the smart home wearable analyst since March where that whole pandemic started and such. Tell us a little bit just, for people listening. We don't usually see or hear necessarily people on here that are analysts. So can you describe a little bit about the distinction between analyst versus reporter?

[00:03:09] AM: Right. So I was a reporter for PC Mag for about seven or eight years before I came into my current role as an analyst. And I was covering news for about 10 years before that, at least, for newspapers, and then various tech publications, most of the time at PC Mag. From a news standpoint, what I was doing was covering everything related to any Facebook updates or controversies they might have had.

[00:03:41] BB: Every day.

[00:03:43] AM: Oh, yeah. Anything online, new product launches, things like that. As an analyst now, I'm handling products. I'm working with the vendors to send me the products and review them. So I actually unbox them. I set them up. I write about the whole experience. Yeah. So it's a completely different roll. The stories are much longer now, whereas before it was news. And I was working with sources. Now, I'm mostly working with vendors.

[00:04:16] BB: Got it. Ooh, so your house must be piled with things.

[00:04:21] AM: Oh my gosh!

[00:04:22] BB: How do you keep it straight?

[00:04:24] AM: Yeah. I have to reorganize, like, once a month all my inventory. But it just depends. I have inventory shelves and I have things on there. I have what we call a rainy day products that aren't really that high of a priority. And I sort of don't accept many of them unless they seem really, really cool because I can limited space. But then I have my hot products, which are things that I get and then I unbox and I test right away. But yeah, tons of stuff. I mean, my inventory is like overflowing.

[00:04:59] BB: So, okay, okay. What do you do? Do you have a system to like, "Oh, it's Thursday. Thursday's my shipping things back day." What do you do?

[00:05:08] AM: Not necessarily weekly. But we have a really good inventory coordinator who will send me FedEx labels if I need to send things back. And then some of the stuff I send back to the office for storage, or I'll send it directly back to the vendors. But I'm always receiving products. It's funny. It's like every day is Christmas here. And I'm sort of very spoiled when it comes to like watches, because I review a lot smart watches.

[00:05:36] BB: Oh, I like watching.

[00:05:37] AM: Yeah. Most of what I do is smartwatches, fitness trackers, and then a lot of big fitness equipment.

[00:05:45] BB: Oh! Like Tonal, the Mirros. Yup. Yup.

[00:05:47] AM: Yup, Tonal. Yes. Yep, exactly. I have a Tonal on my wall right now.

[00:05:53] BB: There you go.

[00:05:54] AM: And I have the NordicTrack Vault is one that I'm testing currently. And the Stride Bike, which is a smart bike. Everything, it has to be smart. So with PC Mag, that's our angle. Like if it's not app connected, if it doesn't have a screen, or at least connect with your phone, I'm not covering it. So I'm doing like a top of the line stuff. Yes, so it's a lot of fun. So the

smartwatches, fitness trackers, fitness equipment, which is my main interest, and then a lot of smart home stuff too.

So a lot of robot vacuums, even things like smart displays. I love to review smart air purifiers as well. Even the stick vacuums from Dyson and other companies. We're getting a little bit more into the stick vacuums. I pushed it into air purifiers as well just because that's sort of my interest. It kind of aligns with the health stuff. So I'm either cleaning my house or working out.

[00:06:53] BB: I know. You just did one on robot vacuums for pet hair. Yes. Robot mops. Oh, I got to look at this. I didn't even know – Oh, those are in mop form now. That's good to know. Fitness trackers, wow! Now that we got that scheme, what about your inbox? How absurd is it in there?

[00:07:13] AM: So I was reviewing the Apple Watch Series 5 recently, which is one of the biggest things of the year for me. It's like when Peloton comes out with something new, or when Apple comes out with a new fitness or smartwatch thing, it's like, "Okay, drop everything. And that's your focus." But I sort of ignored my inbox for maybe like three days. I almost just like checked for like important messages from like if there was anything like that I needed to address. And then I went back to it yesterday after I finished the project. And I have like 500 in there, which is like, "Oh my gosh!" Yeah, I get a lot. And most of them are not relevant. Because I used to cover news, so I'm getting a lot of like people that are still thinking that I cover news. Or even before I covered general consumer tech news, which is what I did for PC Mag, I worked for a magazine called SC Mag. It stands for Secure Computing. It's all about hackers and things. So I still get a lot of like security pitches. And I'm like, "Yeah, I don't cover security at all anymore."

Most of what was in there this morning, I have cleared out. But I go look at my sent folder. And this morning I was emailing with iRobot, which makes the Roomba robot vacuum, and then also Roborock. They're two PR people who I have relationships with. And the reason being is that we're coming up on Black Friday in a couple of weeks from now.

[00:08:41] BB: Yes, we are. Which must be like your Super Bowl.

[00:08:45] AM: Oh my God! Yeah, it used to, because I used to cover deals a lot more. But even so, general consumer tech. Yes, absolutely. And robot vacuums are always superhot. And there're so many deals on Black Friday on robot vacuums. So we're like, "Okay, we need to focus for the next month." Sort of prioritize those robot vac reviews. So my robot just came out with a new model. So I'm like trying to get them to send it to me. And I'm like, "Hey, if you send me your robot. I've been asking them for like a month." And they're like – What had they said? Actually, they said they were experiencing shipping delays due to high-demand. Yeah. And I said, "Well, if you send it to me, I'll push it to the top of my list. And I really want to cover it by Black Friday." Because they're another one that people are really interested in the Roombas. So we'd like to get those reviews of those products that people want to read about.

[00:09:39] BB: Of course. Now, with those 500 emails you've got, though, do you have a system of filing? Are you one of the master leaders? Or you got a flag system? Or is there any method to the madness?

[00:09:50] AM: Yeah, I mean, I never understand people that delete email. That's just **[inaudible 00:09:55]**.

[00:09:55] BB: I know. That's silly. You might miss something.

[00:09:58] AM: Yeah, right? Or you might need to reference it later. But I have like folders that I'll do like air purifiers, Apple, different – CES 22, Consumer Electronics Show. We're already getting pitches for that. Dog tech, or different companies that are like my main companies like that I work with like Fitbit, Garmin. I mentioned iRobot. And some of the fitness companies like NordicTrack and Peloton. So I have folders for them. Samsung. So I'll file them away if I knew that. But I know I can always search my inbox if I need to reference something. Most of this stuff, if I don't like address it right away and I'll file it into like my smart home folder for like ideas later, usually I never get to it. But that's like some of the stuff that's promising. But, yeah.

[00:10:52] BB: Okay. So of all the roundups and things you do, like the dog hair vacuum and robot – Okay. And you did talk about your fitness trackers. Do you have a way in which you create these stories? Or do they come from pitches? Or do you also know, "Well, these are the

things I do. So I always do smartwatches. I always do fitness trackers. I always do gym.” Is there an inspiration center for you for stories?

[00:11:18] AM: We had some existing coverage areas when I came into the role. We had been covering robot vacuums, fitness trackers, smartwatches, heart rate monitors, things like that. But what my boss said was, “I want you to make this into your own and focus on what you're interested in.”

So for me, that really meant going more in the way of the smart home gym equipment, the things like the Peloton. So what we do is we – And it goes both ways. Like there are certain ones where I reach out to them directly and I'll say, “Hey, we really want to get this in.” And I don't have a relationship with that company at all. And then I'll reach out to them. Or sometimes they'll reach out to me and say, “Hey, we have this new fitness thing.” And I'll say, “Hey –” Like I'll look in their pitch, like does it have app connectivity? If it doesn't say that in the pitch, I'll email them back and be like, “Is this smart in any way? Does it have a screen? Does it connect with an app?” So I do that thing.

And then once we get like, five, six, like very good reviews, four star products or more in one certain category, then we'll make a round up, the best smart home gym equipment. And then we'll link all of our highly rated reviews in that category. So I've done one of them for smart home gym, and then smart air purifiers. And now we're starting to break it out where we have enough for even like the smart stationary bikes, and then the smart rowing machines. So we start going from there. You get the big ones in the category. And then you go into the smaller companies. But yeah, it really goes both ways in terms of people pitching me and then me reaching out to them directly.

And then once you have the relationship with the company, then you can go back to them again and again and say, “Hey, can I get this new product?” So we always try to keep those relationships up. And if the company has briefings or anything like that, we usually always take the briefings for our companies that we work with a lot.

[00:13:20] BB: Hmm, there we go. I'm going to go into a kind of a fill in the blank because it's going to probably tell us this. Okay, so Angela, I'm going to give you a phrase and you could just fill it in with whatever your answer is. The first one is my favorite sources always –

[00:13:36] AM: My favorite sources? I'll say the companies that I work with. I love Peloton. I mean, I love to work with NordicTrack. I mean, their products are great. I love to work with Tonal. So these are my sources now. Yeah, because I used to work with – When I was doing news, I would have said some of these analysts from like Gartner and other companies. But now it's like I'm the analyst. So I work directly with the companies. I love apple. I work with them a lot. So yeah, those are my sources now.

[00:14:08] BB: Okay. Okay. The most annoying sources always – You don't have to name names, but what do they do?

[00:14:15] AM: So the worst thing that they do is they'll write the wrong name, or they'll batch send me. I'm sure this is like so like 101 no. But it's still happening.

[00:14:24] BB: Very amateur hour. Yeah.

[00:14:27] AM: I know. It still happens all the time where they'll be like, “Hello, Jim.” And I'm like, “Okay. Not even close.” Or what they'll do is they'll send a pitch that's so off-base that it's not even something that like I would cover like not even within my beat. And then they'll like follow-up over and over and over and then get like passive aggressive with it.

[00:14:52] BB: Oh! How is it come off as passive aggressive? Like just following up?

[00:14:55] AM: We really like your stories, but it doesn't seem like you want to work with us, and we really want to – Just incessant follow-ups when it's sort of like get the hint. Not to be mean or anything. Once there are five emails out to a given person with no follow-up – from their end. It's like I don't think they're interested.

[00:15:18] BB: Yeah, yeah. You'll get a response from me if –

[00:15:23] **AM:** If it is relevant to my beat and an interesting product.

[00:15:29] **BB:** There you go. You'll never get a response from me if –

[00:15:33] **AM:** You have the wrong name, and the dear so and so line. Or it's not relevant to my beat.

[00:15:44] **BB:** Yeah, yeah. You can follow up with me if –

[00:15:49] **AM:** Maybe follow up with me two or three times and then move on to a new pitch, or if I have responded and you haven't heard back in a little while.

[00:16:02] **BB:** Yes. The best compliment I received about my work was –

[00:16:07] **AM:** I love reader emails that are grateful for the information that I share, because I try to really cover everything, the pros, the cons, the setup experience, the who is this for and who is this not for in my reviews, because a lot of the products that I review are not inexpensive. And my goal is to help inform people and make those purchase decisions easier for them. And sometimes it's like a little bit of information overload, but I'd rather give them more information than leave them wondering. So I love it when I get reader emails. And it's so new for me, because – Or positive reader emails. Because when I was doing news for so long, you get a lot of hate from readers as a news person. And I think a lot of people don't realize that the majority of people that write news really want to be unbiased and want to tell the truth. And that was always my goal. And it's like, “Okay, don't blame the messenger here.” You know what I mean? I'm just writing the story to give you the information on it. And then people get so mad at news people. But now I get a lot of like, positive emails from readers, which is new and nice, I'll say.

[00:17:29] **BB:** There you go. It always strikes me as odd. Just the wild world of the Internet of just nasty people who spend the time to send something to you, who they do not know, to say whatever shitty thing they're saying. Doesn't it strike you? I always think about these people. It's like, “Wow, you must have an array of time that I don't know where this time comes from. But for you to spend that time.” Maybe it's a good thing. I don't know. I really wonder.

[00:18:00] AM: Yeah, right? Like, “Wow! That's a lot of energy.” But I do a lot of YouTube videos now. On the hot products, we usually do these videos called one cool thing, where we talk about the product. I don't even read the comments because it's like I don't want to see a comment from somebody about my appearance on a video that it's like not even totally like related at all to my appearance. And you just have to – So I don't even read the comments on like the YouTube videos just because I have before. And it's like, “No, I'm good on that.”

[00:18:44] ANNOUNCER: Today's interview will continue after this brief message brought to you by OnePitch. Are you curious to see the unique ways one pitch helps PR professionals and marketers pitch journalists? Head to onepitch.co 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.

[00:19:03] BB: Okay, my perfect Sunday is –

[00:19:07] AM: Just relaxing. I live by the beach. I love to go to the beach or ride my bike. I test e-bikes. I like to go on an e-bike. For e-bikes, they have to have, like I said, a tech angle. If I try to cover every e-bike, it'd be like **[inaudible 00:19:22]**. But go on a bike ride. Or I'm a yogi. I teach yoga and I practice yoga. Maybe do yoga, eat some food, some vegan food.

[00:19:32] BB: There you go. I like it. Okay.

[00:19:34] AM: Usually on the weekend I'm setting up products also though. It sort of bleeds into your – It definitely bleeds into your personal life when you're covering the type of products that I do. It's sort of fun for me. Like if I don't have anything to do, I'll set up a product.

[00:19:49] BB: Oh, there you go. Nice.

[00:19:51] AM: Yeah.

[00:19:52] BB: My favorite hobby is –

[00:19:54] AM: Yoga, for sure.

[00:19:56] **BB:** There you go.

[00:19:57] **AM:** Yeah, it's more of a lifestyle, I'd say, than a hobby.

[00:19:59] **BB:** Yeah, it kind of is. Yeah, yeah. You did that professionally. You were a yoga instructor, right?

[00:20:05] **AM:** I still am. Yeah, I teach one time a week. I have a class that I teach. And then I do some private lessons. I work with a couple of people. I love it. It doesn't pay the bills. Writing pays the bills. But I teach yoga because I love it and it's fun for me, and it makes me busy. I'm constantly going over those sequences in my head. It's very rewarding to help people. Also, I think it gives me a little bit more credibility as like a fitness "expert". You know what I mean?

[00:20:40] **BB:** Yeah, it kind of does. Yeah. Ties in.

[00:20:44] **AM:** Yeah, ties in with that. And so it's good. It's good for that as well.

[00:20:49] **BB:** Good. The last song I listened to was –

[00:20:53] **AM:** Yoga music. Here, let me go to my –

[00:20:55] **BB:** Oh, yeah. Tell us. What you got?

[00:20:58] **AM:** There's just like so many. I love Trevor Hall. Yoga music. Yeah, he's really good. Or this guy, Garth Stephenson. He's amazing too. There's also Beautiful Chorus.

[00:21:14] **BB:** Beautiful Chorus? Wait, is that the name of the song or is a group?

[00:21:19] **AM:** That's the group. They're really good. So I'm listening to like chill yoga music most of the time. And then if I'm like working out, then I like to listen to like – I don't know. I love Ed Sheeran or The Weeknd, or the new Olivia Rodrigo song. Or some of the more like upbeat stuff. Lil Wayne is good too. I like – Yeah, I like all kinds of music.

[00:21:48] BB: Okay. And now just for the fall, since this is running now, my favorite fall recipe or food is –

[00:21:56] AM: Pumpkin spice latte. Duh?

[00:21:58] BB: Yeah, yeah. Okay, great. And then during the holidays, I look forward to –

[00:22:04] AM: Seeing my family. I live in Florida and they're up in – Most of them are in New Jersey or Pennsylvania. My parents are like coming down next week. I'm excited. I'll be able to take some time off. And fall is actually the time for us in tech, consumer tech, where everything gets really, really busy at the beginning of the fall. And then by the time, like you said, we have the Super Bowl, which is Black Friday. And then everything between like Thanksgiving and Christmas is like super slow again. And then we get into January when we have the Consumer Electronics Show. And then everything picks up. So we have these like seasons were beginning of fall crazy. We had the new Peloton, I had the Apple Watch for me, and then tons of other products that my colleagues worked on. But then now that the Apple Watch is done, I can breathe a little bit.

[00:22:56] BB: Yeah. Oh my gosh! You must be like, “Thank God! Please don't issue another product in the next two nights.”

[00:23:01] AM: Well, I was happy. This year they only had one model. Last year they had two. So I had to do the two reviews. But the Apple reviews are easy because the product works. It's always hard on me when a product doesn't work well. And I'm like, “Oh my gosh! Now I have to write this. Now I have to take these glitches into consideration in my review.” But if something was just working like correctly, it makes it easy.

[00:23:35] BB: That's nice. Quarantine has taught me –

[00:23:38] AM: To value time spent with others more. Being able to go out there and even teach yoga. Because I work from home, so I'm sort of a loner anyway and cool being on my own, but then even not being able to go out. Before Covid, I would, every day after work, have to leave

right away because I was inside the house all day working. And when you're not able to do that, to go anywhere, then I guess you sort of value it more when you are able to again. So going back to yoga studio and just being with my people, like it's something that I've always loved, but it's even better after a period when you're not able to do that.

[00:24:29] BB: Yeah, nice. Well let's shift a little bit, Angela, into – We talked a little bit with the songs, but now we want to know what are you reading, watching, listening to? Basically any form of story, we will take. Anything you got that you love right now?

[00:24:46] AM: I really got really into this one YouTube channel –

[00:24:46] BB: What?

[00:24:52] AM: It's so really like random.

[00:24:55] BB: Wait. I'm looking it up. What is it? What is it?

[00:24:57] AM: It's called JCS Criminal Psychology. And they have – Criminal psychology. They do videos really well. And they're like long. They're like documentaries. They'll do like hour long or 45 minutes.

[00:25:11] BB: Oh my God! Yes.

[00:25:13] AM: I've seen them all.

[00:25:14] BB: Oh, wow! There're 4.5 million subscribers.

[00:25:18] AM: Yeah, I think it's fairly new too. And you know what? I was actually talking to somebody and then I was like, “Oh yeah, like telling them.” And they're like, “Oh my God! I watched all of them too.” I was like, “Oh my God ! Really? Like I thought it was the only one.” You know how YouTube put things into your feed that are like so left field, but then you end up liking it? It's that algorithm.

[00:25:35] BB: Okay. Wait a second. Wait a second. The one that's the last posted one, which was four months ago, so it's not even that new, has 51 million views. What pretending to be crazy looks like?

[00:25:46] AM: Yeah, that one's really good.

[00:25:47] BB: The hell is this?

[00:25:49] AM: What he does is they show the interrogation tapes of these famous crimes. And so that one, what pretending to be crazy looks like, is the Parkland School shooter. And they get the actual interrogation tapes from that investigation. And then he breaks it down from a criminal psychology perspective. He'll stop the tape and be like, "This is what's happening. This is what the interrogator is doing. And this is what the alleged criminal is doing."

So for that one, it was very interesting because they compared the behavior of this kid to that of somebody who actually was found to be criminally insane and the behaviors that they displayed. Like they didn't change their behavior at all throughout the interrogation. Whereas this Parkland guy, he changed his behavior a lot, and they sort of break it down. It's just interesting to see what they do.

[00:26:53] BB: Angela, this is one of the weirdest and randomness ones I've heard on this question, I have to say.

[00:27:01] AM: I know. I know.

[00:27:02] BB: No one has given a YouTube channel before. So points to you. Wow! Okay, anything else? Fascinating. I mean – Oh, I'm like obsessed with this. I need to watch – Oh, God, there's like 20. Oh, God!

[00:27:25] AM: They did the Jodi Arias. They did –

[00:27:28] BB: Oh, yeah. That's the next one, The Wrath of Jodi. Wow!

[00:27:31] AM: **[inaudible 00:27:32]** They did, oh, the Stephen McDaniel, which is very strange. Jon Koppenhaver. Like all these like big cases, they're like breaking it down from criminal psychology perspective. Really interesting, random things too. I mean, normally, I feel like I sort of missed my calling as a cop. And it's sort of ties in with this pursuit of truth, I think, as a journalist. It's something that all journalists are sort of obsessed with is finding the truth and learning about the gray area, because there's always a gray area of like life. It's not always black and white, and sort of understanding things.

[00:28:18] BB: God! It's so crazy.

[00:28:19] AM: So sometimes I think like, "Oh, like I should –" But I wouldn't want to be like somebody out there on the streets. Like I don't want to be like somebody like one of these people trying to understand criminals — allegedly.

[00:28:33] BB: Wow. Wow! That's a great answer. And we don't need more than that. That is phenomenal. Okay, speaking of journalism, storytelling, where do you think the future of journalism is headed?

[00:28:44] AM: I have a positive outlook on it. With the world shifting and embracing remote work, it just opens up so many opportunities for journalists to get in here and get jobs. And I'm speaking to the type of work that I do, writing online. We're always going to need local reporters for newspapers who are on the ground and things like that, or TV reporters who are in the studio. But for people that write, there's this idea of like, "Oh, my gosh! Robots or AI is going to replace us." I don't think that that's going to happen. I mean, have you guys seen any of the stories AI writes? They're not very good.

But the world is always going to need people who can write. So for the younger generation, people who are aspiring journalists, I'd say go for it. If this is something that you feel passionate about, hone your skills. Become a better writer and learn how to do it. And feel comfortable talking to sources, and work on that. And then also, there's this movement now within – I don't know if it's just the New York shops, but to unionize.

[00:30:01] BB: What do you think of that?

[00:30:03] AM: Yeah, it's giving us writers and journalists more protections than we've ever had, and making it a better career path financially. Because everybody knows like you don't necessarily go into journalism for the big bucks, right? Like you go into it because you love stories, and you love to write, or you love to learn.

And so we've sort of been historically like across the board underpaid. And now with the movement to union – And I think that's why so many – I mean, everybody knows. That's why so many good writers go over to PR so they can make more money. And something that in the past I've considered as well, I think all people who are struggling in their journalism careers consider it. But with the movement to unionize, that's sort of getting those salary floors where these companies are agreeing to pay living wages. And it's all good, I think. So I have a positive outlook for the future of journalism. There're a lot of reasons to be negative about it. But I choose to look at the positive side.

[00:31:24] BB: Yes. I like the positive outlook. We've had a lot of people in the last couple months too, have much more of a positive outlook. That hasn't always been the case on this little podcast.

[00:31:35] AM: Really?

[00:31:36] BB: Yeah. Yeah, some are more dire. It also depends, I think, a bit on where the person is in their career. It's different from someone I talked to who's maybe two years in versus someone who's 20 years in and there's different perspectives of experience in history. I think that gives different views. So always interesting. That's why we like to ask.

[00:31:55] AM: You have to grind. For me, I spent a lot of years grinding, and it's not always easy. And journalists, we talk about pay your dues. You have to get those clips. When I started, I was writing for a local newspaper. I was a stringer. And all I wanted was to just get to a staff position at a local newspaper. Like that was my dream job. And they kept telling me, “Okay, next time there's an opening, next time there's an opening it's yours. It's yours.”

[00:32:23] BB: Did that happen?

[00:32:24] AM: It did happen, but I had already signed a lease to leave the state, which is a good thing, because then I started my career in New York in magazines. But they'd send me off an hour away to go cover like a school board meeting or a city council meeting, and I make like \$30 for the job. And that went on for a little while. And then you get into the staff position at a newspaper. And then you maybe can get into a magazine and make a little more. And then you spend a little while. So, definitely, you have to love it. You have to love it and want to do it. It's not always easy. But for me, I always love to write. And I'm like I was always grateful to have my words out there and to inform people. That was my thing. I just wanted to find out the truth and inform people about it.

[00:33:14] BB: Yeah, I think if you've got that burning desire, that's going to keep the lights on.

[00:33:18] AM: Yes. And it keeps your life interesting too, because then you're always –

[00:33:24] BB: Oh, I'm sure. Yeah.

[00:33:26] AM: You have to love to learn.

[00:33:27] BB: Yeah, you need to. Or I think it'll be passed up, for sure.

[00:33:31] AM: Yep.

[00:33:32] BB: Now, Ms. Angela, we're going to play our favorite little part, our little madlib. So I'm going to give you a word and then you're going to give me the word for it. And then I'll read back our whole statement. And sometimes they're just silly, and sometimes they're very accurate. So you never know what you're going to get. Sometimes they're just pure hilarious. We will see. Are you ready, first of all?

[00:33:51] AM: I'm ready.

[00:33:52] BB: Okay, first one, an emotion.

[00:33:54] **AM:** Love.

[00:33:55] **BB:** Love. No one has ever said that before. Isn't that crazy?

[00:34:00] **AM:** An emotion.

[00:34:01] **BB:** It's like pissed, mad, all these things.

[00:34:05] **AM:** In love. In love.

[00:34:06] **BB:** Okay. Yes. Okay, an adjective.

[00:34:09] **AM:** Awesome.

[00:34:11] **BB:** What's another adjective?

[00:34:12] **AM:** Red.

[00:34:15] **BB:** Red. Great. A greeting of any kind.

[00:34:19] **AM:** Cheers.

[00:34:20] **BB:** Cheers. And then a verb.

[00:34:25] **AM:** Running.

[00:34:26] **BB:** Run. A noun.

[00:34:29] **AM:** Pitbull.

[00:34:31] **BB:** An adjective.

[00:34:33] **AM:** Little.

[00:34:33] **BB:** Little. Great. Then, cringe-worthy PR phrase or term.

[00:34:40] **AM:** Just following up for the hundredth time.

[00:34:43] **BB:** For the hundredth time. Let's add that in. Yup. And then part of a pitch.

[00:34:49] **AM:** They're a great interview. That's another cringe-worthy when you say, "Oh, they're a great interview." Okay.

[00:34:56] **BB:** What does that even mean?

[00:34:57] **AM:** I don't know.

[00:34:58] **BB:** I don't know.

[00:35:00] **AM:** That they're animated or they have something to say.

[00:35:04] **BB:** An amount of time.

[00:35:06] **AM:** 5 days.

[00:35:07] **BB:** 5 days. Name of a person, preferably alive.

[00:35:11] **AM:** Britney Spears.

[00:35:13] **BB:** Oh! Yes. I hope to live in her life.

[00:35:17] **AM:** I know. Brave Britney.

[00:35:19] **BB:** There you go. An emotion.

[00:35:21] **AM:** Mad.

[00:35:23] BB: Great. Okay. Here we go, Angela. When I think of the future of journalism, I feel love. The pitches I receive have gone from awesome to red. If I receive a pitch that starts with cheers, I run. When I write stories on pitbulls, I get little. My favorite pitches include just following up for the hundredth time and they're a really great interview. I normally take five days to respond to my emails, but if it's Britney Spears, I will respond immediately.

[00:35:53] AM: Oh yeah!

[00:35:53] BB: Yes. If you do get a response back from me, you should know that I'm very mad for you. I kind of like it. I kind of like it.

[00:36:01] AM: Britney, I always write a story about you. I'll do a story about the technology Britney has in her home gym. I mean –

[00:36:09] BB: Oh my gosh! Yeah. You know what to do is working out with her and wearing all your goodies there so you can have like celebrity co-review happening.

[00:36:19] AM: See? That's like definitely like the mind of a PR.

[00:36:25] BB: There you go. I just upped it.

[00:36:27] AM: Yes. I love that. That could be a series. I should do that.

[00:36:32] BB: Yeah. And then you like – You slip all your stuff to their mansion, wherever. And yeah, I love it.

[00:36:39] AM: It would be like Cribbs, but just their gym.

[00:36:43] BB: Just their gym. I think everyone would like that, because no one wants to see the tour. No. We don't want to see that. We want to see how do you sweat? What machine are you using? Which are the rower? What are the things? Pitch that your editor.

[00:36:56] AM: Let's do it.

[00:36:57] BB: Can't wait to see it.

[00:36:58] AM: Yes.

[00:36:59] BB: Angela, this has been an absolute delight. Thank you for joining us today. I know you have probably 300 things to unpack right now. So we appreciate it. It's been great.

[00:37:10] AM: Thank you. It's been a lot of fun. I always like to talk about journalism, and I appreciate it.

[00:37:17] BB: Yes. Excellent. Well, have a great one, Angela. Talk to you soon.

[00:37:20] AM: You too. Thanks.

[OUTRO]

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[END]

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