

Jered Martin [00:00:09]:

Welcome to this week's episode of Coffee with the Journalist, brought to you by One Pitch. Are you curious how One Pitch can help you find relevant journalists to pitch, including some of the guests on this podcast, head to our website at onepitch.co to learn more. Our guest today on Coffee with a Journalist is Emily Relax. Emily is a senior news writer at Entrepreneur, writing about feature stories, business, tech and lifestyle. During the episode, Emily shares two examples of pitches that captured her attention, the most effective ways to build and foster a working relationship, how to position exclusives and embargoes, and more. Let's hear from Emily now.

Beck Bamberger [00:00:56]:

Welcome, everyone. This is coffee with a journalist. I'm Beck Bamberger. We're here to talk about journalists and what they like about publicists, hopefully what they also don't like. Sometimes that happens too. All good today. With us is Emily Relish. She's the senior news writer at Entrepreneur. Very excited to chat with you today, Emily. Live from Florida. Apparently. I love it. How are you?

Emily Rella [00:01:21]:

As of 12 hours ago, I am great. I'm excited to be here.

Beck Bamberger [00:01:24]:

Yes. When we were on video there for a minute, it looked like you were outside enjoying life, having a great time.

Emily Rella [00:01:32]:

Hiding in the palm trees.

Beck Bamberger [00:01:34]:

Hiding in the palm trees. That's good. Emily, let's start off with an overview of, in case it's not obvious for anybody, Entrepreneur and then specifically what you're focused in on.

Emily Rella [00:01:46]:

Totally. So, Entrepreneur we have a print publication and then a digital website. And so I write in the news section for Entrepreneur.com kind of as a company overview, obviously within the name, but we cover anything sort of within the business sector that could vary from speaking to specific business owners to covering major corporation news that might be happening or trending might also be something along the lines of speaking to an expert and saying, here are four things that a CEO learned on his rise to the top and giving advice to budding business people and entrepreneurs. So we kind of run the gamut there from more evergreen content to more trending and of the moment content to more like people

that are figureheads in the industry, depending on what part of the website we're on.

Beck Bamberger [00:02:36]:

Yes. What's your favorite type of story to write? Because your coverage is broad.

Emily Rella [00:02:41]:

Yes, it's very broad. So I do predominantly now, my workflow is a lot of trending news stories and obviously that kind of coverage can vary in what specifically I'm covering. But I kind of love, as I know most people do, like any sort of good news story, especially when it pertains to business. So maybe a business goes viral on TikTok and then all of a sudden they're selling out of their top selling item and it's changed the store owner's life. And then getting to talk to them for a little bit, kind of showing the power of social media through that lens or any kind of story where it's uplifting. Because I think the news cycle obviously can be so the opposite. Opposite, yeah. And especially with this news, it can run very dry. So I think it's like trying to find things that keep people interested while still staying within the subject realm that's appropriate.

Beck Bamberger [00:03:33]:

And how is your inbox?

Emily Rella [00:03:36]:

It is I don't even want to read the number. I'm like one of those. No, some people have to clear their inbox. I don't think I've ever I have like hundreds of texts at any given time. I just don't open everything because I'm getting inundated with stuff. But it's very full as my coverage is very broad. So I have a big mix of things on here and by very full.

Beck Bamberger [00:03:57]:

Are you a let it ride type of person? Like do you have 97,000 emails in there?

Emily Rella [00:04:01]:

Yeah, they add up. But again, that's the importance of a good subject line because if it's going to entice me to click on it it will not. Indeed.

Beck Bamberger [00:04:11]:

Indeed. Okay, so it sounds like you keep all the emails you get. Do you then discern what to open by subject line, as you were just mentioning?

Emily Rella [00:04:21]:

Yeah, I will usually that's like my first indicator of how to do it. Of course, if I recognize the name of a publicist or a company that I've worked with prior, that will also get priority for me to open. Building relationships in that regard has been super important to me. But I kind of just scan the subject lines and see what not. Again, like for example, if I have something in my inbox and it's new makeup, palette, release, whatever, I'm probably not going to open that because we don't cover beauty. I'll just look for keywords as well and just kind of see what pops out as I go through.

Beck Bamberger [00:04:55]:

Okay then. Well actually since you are in your inbox and I know we talked about this, is there an email that you want to do a little shout out for or be like, oh, this is one I opened because how great the subject line tell us.

Emily Rella [00:05:09]:

Totally. So for me when I'm looking at a subject line, it's kind of like when I'm writing a headline, that's how I look at it. It's basically the same thing. It's like you have maybe 3 seconds to capture the person's attention and the most important parts of what's going to be within that email have to be in that subject line, but also in an engaging way. So what I always say is if someone's pitching an interview instead of saying maybe the name of a CEO or business owner that no one's ever heard of, if I just see interview within that name and I don't recognize it, I'm not going to open it. Yeah, but if it says meet the entrepreneur who funded X, Y and Z, millions of dollars saving children from X, Y and Z roller, something like that.

Beck Bamberger [00:05:48]:

Something a little bit more descriptive. Yeah.

Emily Rella [00:05:50]:

So this, I just got one and it says Interview op colon, which is great. So now I know right away, okay, this is for an interview, orange Theory Fitness's, Ellen Latham. So I know who it is and I know the company, and I'm familiar with the company name, thinks Mother's Day should be two days. And you kind of read that and you're like, what? So I'm like, all right, I'm going to click into that and read about it. It gives you the company name. Say this would have just said Interview with Ellen. I might not recognize it, but I know what Orange Theory is. Now I know her name associated with it. And now I know this interesting hook is thinks Mother's Day should be two days. So it's like, it makes me want to click in and read. And I think, again, it's a very interesting way. Instead of saying, would you like to interview our right. So now I know why it's worth my time.

Beck Bamberger [00:06:39]:

I like that tip because it's timely. It's a little distinct. You're like, why two days? I don't understand. And then it's incorporating then who the speaker is. Because so often I feel people are just like, oh, but I have someone who just generally could speak about anything right. That doesn't get the open like you were just describing. Emily exactly. Is there another one you want to share?

Emily Rella [00:07:00]:

So this one is more broad, but so this is an example of if people research before pitching or before sending an email, like the kind of coverage that you typically cover, it's going to make it so much easier for them to be able to send an email that they know you're going to open. So again, like I was saying, if I don't cover makeup or I don't cover beauty and I never have, it doesn't really make sense to send me those kinds of emails. But a lot of the things we cover is real estate. And that could be anything from, say, it's like celebrity real estate or like this crazy house sold for whatever. This listing had a story behind it. But we do a lot of the changing in the market, especially with inflation. This one is very simple, and it says, New York is one of the cheapest states in the US. To buy a house, according to new research. Which again, it kind of has that shock factor because I'm living in city, it's definitely not the cheapest. So then it broadens it. And then it says, according to new research. So now I know there's going to be a study and research attached to this email that I can reference back to when I'm creating this story. So that got a really quick open for me. And it's something that I can easily scan, see the data, and it's something that's relevant to what my readers want to read about as well.

Beck Bamberger [00:08:13]:

Okay. Now let me ask you, though, was that a gotcha type of pitch?

Emily Rella [00:08:17]:

So some of them are.

Beck Bamberger [00:08:19]:

I will admit that, yes. Can we talk about that for just a second? Because I feel like people are perhaps like, oh, well, let me just finagle the subject line, but make it so silly and stupid that it in fact isn't what the actual pitch is. And then I think that's just bamboozlement. But yes. Have you been seeing that as well?

Emily Rella [00:08:38]:

I have been seeing that. I find that a lot. And this is something that really I don't want to say, it does bother me, but if you're pitching something so say a celebrity is backing a vodka brand and the subject line would say, I'm making this up, but interview like question mark, Oprah's new vodka brand hitting shelves, whatever, may 15. So then I'm like, oh, my God. Interview Oprah. Like liquor, I've covered all of this. I'm going to click on it. And then it's offering you an interview with an

executive somewhere that's not even maybe CEO or CMO. So it's like they trick you into being like, oh, yeah, well, Oprah actually only invested X amount of money in it. It's not actually her company and you're not actually getting time with her. So that kind of bamboozlement.

Beck Bamberger [00:09:22]:

Yeah, don't bamboozle out there in the world. No bamboozlement. Okay.

Jered Martin [00:09:31]:

Today's interview will continue after this brief message brought to you by One Pitch. Are you curious to see the unique ways One Pitch helps PR professionals and marketers pitch journalists? Head to Onepitch Co to learn about our new One Pitch score and see how easy it is to find the right journalist to pitch your news to sign up for your free account today. Now, back to today's episode.

Beck Bamberger [00:09:55]:

Emily, if someone does not have a relationship with you, how would they go about building one?

Emily Rella [00:10:02]:

So a lot of times I'm private on all social media except for Twitter. And so a lot of times what will happen to me, and it always makes me laugh, is someone will send me an email or in the subject line. It'll be like a joke about something I tweeted about or I posted on Twitter or let's say, I'd love to introduce myself. Just want to let you know I saw your tweet about X, Y and Z and I was laughing. I also love that show. Whatever. Something to show, like a commonality. And I think in any other industry, you'd be like, what? That's so invasive. But in this industry, that's kind of how you have to do it, because everything is so open and public facing. That's like how we make relationships with people in journalist. So that's always funny to me, like something relatable. But I think a lot of times people will pitch, like going for coffee, going to grab a drink. And for me, I love to do that. I've made so many connections with publicist but it'll be sometimes it's like, let me know if you're free anytime in the next three weeks and we can grab like, drinks, dinner or coffee. And it's like, that's so overwhelming to me because there's no specificity with it. So a lot of times what I appreciate is if someone will be like, wanted to introduce myself. I work with X, Y and Z companies at my agency. I would love to get dinner with you next Thursday in this area of the city. If you're available, we can talk about that, but just get to know each other and meet up. That is so much like an informal, formal meeting, getting FaceTime with publicists and stuff. It's really good to put a face to a name for me because then it makes it much more easier to work with moving forward.

Beck Bamberger [00:11:30]:

Good. So dinner, coffee, happy hours, high tea. Are you open for all?

Emily Rella [00:11:36]:

Oh, my God. High tea. Yes. Bring me to high tea.

Beck Bamberger [00:11:40]:

I'm finding one in London right now. I was like, how much more London can I get? Oh, I know a high tea. That's going to be great. Yes. Okay. That's so great to hear. I love it. Okay, are there any pet peeves, Emily, that you wish to disclose about public trust here? This is a safe space.

Emily Rella [00:12:01]:

This is a safe space.

Beck Bamberger [00:12:02]:

Okay.

Emily Rella [00:12:03]:

Should go without saying, but you would be surprised how often this happens. Do not find my cell phone number. If we have never met, call me and say, I sent you an email, can you please open it?

Beck Bamberger [00:12:18]:

No.

Emily Rella [00:12:19]:

It happens so much more often than you would think. And my thing too, is I totally understand there's publicists I have that have my phone number that we've worked with in the past, or if it's something quick, that's different. But I'll get literally and I don't even know how people find my cell phone number.

Beck Bamberger [00:12:33]:

I was just going to say, where is it?

Emily Rella [00:12:35]:

Out there, literally, who knows? It's probably somewhere in the dark web. Yeah. And people will be like, hey, this is so and so from whatever agency. Like, I sent you an email regarding this. Would love for you to open it and get the chance to, whatever. And it's like automatically that turns me off. And now I'm like, I don't want to work with you. So that is definitely my biggest pet peeve. And again, I'm saying that because it happens very often, like once a week.

Beck Bamberger [00:13:02]:

Do you get a call?

Emily Rella [00:13:03]:

I would say once every two, yeah.

Beck Bamberger [00:13:05]:

Oh, wow. Oh, I'm shocked by that.

Emily Rella [00:13:08]:

No, I know, it's wild. I mean, that's definitely my biggest one. My other one, which is kind of similar, just not on the phone, is like following up twice in one day or like every single day, even if it's a pitch. Yeah. So the quick follow up, there's an art to it, but every day or multiple times a day is probably not the art.

Beck Bamberger [00:13:29]:

Not the art. What would you say is the art for the follow up?

Emily Rella [00:13:33]:

I would say if it's a pitch and I haven't responded in maybe like three days, if it's not timely, like three to five days, making sure you wanted to resurface it, whatever. And then if there's no response after the second time, usually that's it. But I would say if it's like something and then there's rapport back and forth like a few days. But I don't think there's anything that's unless it's timely, which again, this goes back to subject lines, but if it's indicated in the subject line, like very timely or all capital letters timely, then that's definitely a way to be like, okay, this is something that we need to get the ball rolling on. So I think in that sense it's okay to follow up quicker. But if it's something that's either evergreen or not really on a tight deadline, I don't think every single day is necessary.

Beck Bamberger [00:14:16]:

Yeah, I don't think so either. Every day. Okay, how about exclusives or embargoes? Where do you fall on that?

Emily Rella [00:14:25]:

I love exclusives and embargoes.

Beck Bamberger [00:14:27]:

Okay.

Emily Rella [00:14:28]:

I will say is if you are pitching something as an exclusive, please have it actually be an exclusive.

Beck Bamberger [00:14:34]:

Yes. Let's define that. I'm sorry there's so much controversy apparently.

Emily Rella [00:14:37]:

Around this, but how would you describe that for me? It says exclusive interview with I don't want to keep using Oprah. If she ever listens to this, she's going to let her ears maybe she'll call you.

Beck Bamberger [00:14:50]:

So, hey, I would take it.

Emily Rella [00:14:51]:

Yeah. Noah, I'm trying to think of someone that's like non controversial, but say it's like exclusive interview michelle Obama.

Beck Bamberger [00:14:58]:

There you go.

Emily Rella [00:14:58]:

Yeah, with Michelle Obama. Timely for entrepreneur.com. Then I'm like, okay, and if it's defined in the pitch, you will be the only person interviewing her for X, Y and Z, then absolutely great. I would take it. But a lot of times it'll say, like, exclusive with, I don't know, Jill Biden. And then now I'm going to political something with her. And then it'll say exclusive information on her new campaign with whatever clothing company we can get you quotes from Jill. And then that's where it gets dicey because it's like if you're just sending me quote, unquote, exclusive quotes, but you're saying I have access to this exclusive information, it's very easy to either give similar information or similar quotes to other outlets and then it's not really defined. Is the access to the talent exclusive? Is the information exclusive? It just has to be clearly, clearly defined. So for me, if someone says, I'm giving you the exclusive, it means I'm the only person. The only person.

Beck Bamberger [00:15:58]:

The only yes. Got you. Okay. How early do you want an embargo, by the way?

Emily Rella [00:16:04]:

It depends if it's something like a fast food new menu item or something like a video campaign or like a big product launch. Usually takes longer but I think a week is pretty fair. Okay, as long as it's a quick turnaround. But if it's like a big embargo with something like crazy major, like a major shake up with a CEO or something like that, maybe like two weeks, just so there's adequate time to do research and make sure there's extra information there for the reader. But usually

embargoes, I mean, at least the ones that I get are pretty quick turnarounds.

Beck Bamberger [00:16:36]:

Okay, quick turnarounds for you. Okay, good to know. Just for everybody else. One last area for us to talk about, Emily. Is this rapid fire question session or portion? Yes. So I have a little list of questions, and you just rapidly answer the first thing on your mind. Does that sound good?

Emily Rella [00:16:55]:

Sounds great.

Beck Bamberger [00:16:56]:

Okay, here we go. Video or phone interview?

Emily Rella [00:17:00]:

Video.

Beck Bamberger [00:17:01]:

Bullet points or paragraphs?

Emily Rella [00:17:04]:

Bullet points.

Beck Bamberger [00:17:05]:

Short or long pitches. How short or how long?

Emily Rella [00:17:09]:

Short, but with an like can I say medium? Is that the compound? Medium? Like short paragraph, but I'd rather have one or two sentence paragraphs, but maybe like four or five paragraphs in the email rather than one long essay looking thing that I probably won't read.

Beck Bamberger [00:17:28]:

Images attached or dropbox zip file attached pitches in the morning or at night.

Emily Rella [00:17:35]:

I'm weird in that regard, but at night?

Beck Bamberger [00:17:38]:

At night. Okay, good.

Emily Rella [00:17:41]:

Yes. I look at my inbox. I'm usually off around like, five, maybe later, but even randomly through the night, especially if it's during the week, I might just pop on my email and just check to make sure I didn't miss anything. And a lot of the pictures I get that I actually sit and open and read, I usually get later in the day because I feel like a lot of people are in that ten to 11:00 a.m. Time spot and they're just all coming at once. But if you get it at night, I'm someone who will check on my email, so I'll always see it.

Beck Bamberger [00:18:07]:

Okay, good to know. Email or Twitter DM.

Emily Rella [00:18:11]:

Twitter DM.

Beck Bamberger [00:18:13]:

Okay, that's noted for everybody. This is why we ask. And then you already alluded to this a bit, but one follow up or multiple?

Emily Rella [00:18:21]:

Usually one, unless it's something that really would warrant multiple, but usually by the time there's multiple, there's probably already been a conversation.

Beck Bamberger [00:18:29]:

Direct or creative subject lines?

Emily Rella [00:18:31]:

Creative. Creative. I keep, like, hiding.

Beck Bamberger [00:18:35]:

But real.

Emily Rella [00:18:36]:

Yes, exactly. Creative but factual.

Beck Bamberger [00:18:39]:

Factual. There you go. Press release or media kits?

Emily Rella [00:18:42]:

Media kits. That makes it so much easier.

Beck Bamberger [00:18:45]:

Okay, excellent. Emily, is there anything we can promote here talk about regarding your great work?

Emily Rella [00:18:52]:

Nothing other than just if you have any interesting business stories, good news stories you want to send my way. I'm a big fan of interviewing any sort of talent or celeb that might be like working on a new business venture and wanting to talk kind of about that part of their career versus just what people might know them for regularly, so you got a good hook. Send them my way.

Beck Bamberger [00:19:14]:

Okay, Miss Emily. Well, thank you, Emily, for being here today. Everyone. She wants to go to dinner and high tea. Find her in New York City. Senior news writer from entrepreneur Emily Rella. Thank you so much, Emily. You enjoy florida.

Emily Rella [00:19:30]:

Thank you so much. So excited to be here.

Jered Martin [00:19:33]:

Thanks for listening to this week's episode of Copy with the Journalist, featuring Emily Rella at entrepreneur. For more exclusive insights about the journalist on this podcast, subscribe to our weekly podcast newsletter at onepitch codcast. We'll see you next week with even more insights about the journalists you want to learn more about. Until then, start grade stories.