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Beck Bamberger: We're hopefully recording. Yes, we are. So I'm going to be tracking this and then I have a whole sheet up, Jacob. So I have all your stuff.

Jacob Kroll: Awesome, and all my info? Nice.

Beck Bamberger: Yes. So you're going to see it. Okay.

Jacob Kroll joining us today on Coffee with a Journalist. We're not having coffee, but that's okay. Just got water, just came over from Hudson Yards?

Jacob Kroll: Yes, right from Hudson Yards and I've had plenty of coffee this morning. So we're doing pretty, I had two iced coffees, so am loaded up.

Beck Bamberger: Oh, you're loaded up. Okay, excellent.

Well you are currently the associate tech writer over at CNN and you're an additional Springsteen fan. Is this what I understand?

Jacob Kroll: Very big Springsteen fan to say the least, huge, huge Springsteen fan I'd say.

Beck Bamberger: Also quote "expert on all things tech" which corresponds to your job. That's excellent. And then previously you were at Mashable, you did a bunch of internships I saw on CNN and Fox News, all that good stuff. But we're going to jump right in on what it takes in your role. What your inbox looks like, et cetera. So first off, let's talk about how you make a great story. What does it actually take from the initial idea or a pitch or wherever it comes from, to then produce it and make it actually go live on your page?

Jacob Kroll: Got it. So it can be long or it can be short depending on it. I do try to rely on pitches a lot because I feel like in my role I try to keep an eye on all things tech, which is a large industry. So if we get a really cool pitch, if we forgot about the anniversary of something, like an App Store anniversary or like 10 years of the iPhone, let's say, it's nice to kind of segment it off of there.

But it's also great with a lot of stuff we do at tech is we get to play with gadgets a lot. If we get pitched and I see we got four different pitches about new earbuds, maybe it's time to go update the best true wireless earbuds. But we get it from pitches, story ideas. I work with a wonderful team over at Underscore or from SEO we do a lot with. But I'd say from there with the product testing we call a lot of it in. So I get the wonderful job of opening a hundred or a lot of cardboard boxes if you get a lot of stuff.

Beck Bamberger: Hundreds? Did you say hundreds? A week, a month, what?

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Jacob Kroll: I'd say a month. We get a lot of stuff around the holidays with the gift guide because for recommending stuff we want to make sure we test it to make sure it's good if we want to recommend somebody to go spend money on it. So it's a lot of unboxing, which I still like because I used to do those videos way back when.

Beck Bamberger: Oh you were one of the original ones then?

Jacob Kroll: Not like the original-original. When I ran my blog that I did a lot of the unboxing videos and all that kind of stuff. But it's really good because we get to take the time to select what we want to see and vet and then we get to play with it. And then we get to write it. We did one this morning, Amazon announced the Mickey Mouse edition Echo wall clock, which is \$20 more than the original.

Beck Bamberger: Yeah. Interesting. Okay. What are your thoughts on that?

Jacob Kroll: It's kind of cool. I mean I like Disney as much as anybody else. I'm a big fan, I like the parks, so it's cool but it's a lot more money. But we had some fun with the headline on it. Like that one we did super quick. We got the pitch, we saw it leaked out from FCC guidelines a couple weeks back, FDC I should say. But we were able to get that up in like 30 minutes. It went through a quick edit, we workshopped the headline on that quite a bit, but it ended up working out and we got it up super fast. I was really fortunate we got to reviews the iPhones this year, which was like big.

Beck Bamberger: Oh, wow. And?

Jacob Kroll: They're awesome. Definitely recommend them. But like with that review that was massive. I think it was originally like 4,000 words and we cut it down to 2000 and then 12. But it's always about kind of a scene underscored, finding that consumer voice really trying to be like, well yeah it has a retina display, but what is that going to do for you? So like awesome selfies, great dog portrait mode photos, which I love taking but, but yeah, it kind of ranges. But I, I definitely enjoy the pitches. I think it kind of helps to get the ideas flowing. Cause sometimes you can get so segmented and just like one area, like if I'm reviewing like four phones at once, I'm only going to be thinking about phones. But it's important to think about accessories for phones, ear buds, and then laptops. So

Beck Bamberger: I think you were the first person who has said quote, I enjoy the pitches. Yeah, let that go on record. My God.

Jacob Kroll: Well weird, right? A little weird. But they help you know, and if they spelled my name right, that that helps a lot. And if it's on point, but I think because it's kind

of all tech and I don't really like I'm not just phones, I'm kind of everything. It's nice to kind of see what's going on.

Beck Bamberger: Well that is on record now Jacob. So I'm [crosstalk 00:04:36] Okay. Well talk a little bit about how you like then a pitch. Is it just strong subject line? Is it three bullet points? What would you say for folks who are listening? Yeah,

Jacob Kroll: I like it when they do their homework so they know what I've covered recently. I will say a lot of people try to tie in the Springsteen love. I think I get some of those, some people like really go hard on the lyrics and stuff. I think the biggest thing for me is that it's, it's on point. If it's like a deadline sensitive thing or if it's an embargo to make that clear and then to spell my name right. Make sure you know the organization. I get some, where it's like you don't even know where it's CNN or. it might be pitching me somewhere else, but I definitely use my work email more than one the time, my website.

But you know, just call out like the big points about it. What's really going to excite me about it and you know, let me do some homework on it, still. And if I don't reply back, I'm sorry. We get a lot of them, but take time of making it personalized. Literally, "Hey we just saw this. Maybe this can kind of correlate back to it", but it's pretty clear when they're just the high blank.

Beck Bamberger: yeah. All blank. Oh yeah.

Jacob Kroll: And when you get the blank one it's kind of, it hurts a little. But if it's something really good you still might catch my eye on it.

Beck Bamberger: Seriously. So you've responded to just like a mass. [crosstalk 00:05:49] Okay. [crosstalk 00:05:49] One so very rare.

Jacob Kroll: Well accessory, you know like something like that. It was weird cause you know like some big brands still use those I think, just to kind of blast that to all the mailers. But it's always nice, and you have a dedicated person or a company you've worked with for awhile and you have that trust with them. It's great. You know when you can kind of just, I think it also makes it easier in the pitching process. Cause you know, you've vetted them it's a good brand, it's a reliable contact. They'll help with assets that you might need. So, it helps to do that. And then we do our legwork and you know, we end up vetting it or you know, we'll see if we write about it.

Beck Bamberger: I'm still stuck on the boxes thing with the hundred boxes in a month. It's a lot. [crosstalk 00:06:25] Can you, yeah. What's the process of just going through that? Do you have to send it back

Jacob Kroll: We generally send everything back. That's definitely a big one. You know, we, we don't want to accept it for free if it's a loaner, if we review the iPhone or any phone, let's say we send it back and I ended up buying my own. You know if it's something I really love. So, we try to send everything back. You know that the team helps with it. But, if it's a big TV, we got to review. We don't have the lab, yet, in the office. So, it's easier to test that at home, wherever that might be. So, it's interesting, it's a lot of sorting. I use some nice apps to track all the deliveries, but in that gadget reviewing role, you get a mix of a lot of different stuff, a lot of drop tests with cases on the phones, which you know is concerning cause you don't want to crack.

Beck Bamberger: Yeah.

Jacob Kroll: But it's kind of cool. And you know, we also have a new lifestyle editor and, so they get the more fast and [inaudible 00:07:19] It's kind of fun to see that stuff. But it's interesting cause with tech when you're in the season, I always call it like, and I didn't coin this phrase, which I would be like Techtober and like Techtember, everybody talks about that and, it's real from August to November. And then for us, since we do all the Deals Roundups and all that kind of stuff for Black Friday and Cyber Monday it's huge for us, it's kind of like that never ending break. So it's that big hustle and bustle, but it's a lot. And, we do vet everything and I'm thankful.

I love that aspect of my job. Getting to play with it, really kind of thing. The way we go about testing something, it's how you use it every day. How would you use it? So you if it has these three new lenses on the back of the phone. Yes. That's awesome. And we'll mention that. But it's also like, well you can get a great portrait mode, you can get a cool Boca effect kind of like how does it really, what advantages does it bring to you? I'd say, but it's fun to play with the stuff. Awesome.

Beck Bamberger: Yeah. Yeah. That you seem to have the coolest job. [crosstalk 00:08:15] Yes. [crosstalk 00:08:16] Okay. What about your inbox? So you said, as you said, you like the pitches.

Jacob Kroll: Yeah.

Beck Bamberger: How does the inbox look for you and how do you manage it? And like what's it and also what's in there? Is it like 10% actual colleagues, your editor or something? The rest all pitches. What's happening in there.

Jacob Kroll: So you know, every day we do like the daily budget of stories and you're, what's coming in for me to vertical. So I that's a good amount. I'm not an inbox zero

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person. I probably have somewhere close to 1600 emails at any given time. It's, it's a lot.

Beck Bamberger: We heard 47,000 yesterday, so yeah. [crosstalk 00:08:51] And he just, he just lets it roll. Yeah.

Jacob Kroll: So it's interesting, you know a lot them when their pitches that are on point with tech. It's nice and, I try to read through them and, generally I try to respond back to let them know if it's, coming back, I was off for a few days, trying to come back and dig through a lot of inboxes. I might feel slow to respond now. Right now, it's particularly heavy with CS stuffs, booking appointments, scheduling booth tours, pre briefs, all that kind of wonderful stuff. So with that, you know, it's kind of moving them into a separate folder.

Beck Bamberger: Wait, wait, wait, so you actually schedule time on the floor at CS. Like you have the meetings, you said, Oh my God [crosstalk 00:09:30] .

Jacob Kroll: It's like a booth tour with like a big brand, and you got to visit Starter Valley and try to uncover the next big thing. So it's a lot of it. It's tough because I mean I haven't been out to CS since 2014 so it's twice

the size now.

Beck Bamberger: Oh, you're going to be in for an awakening. Oh my gosh.

Jacob Kroll: So that'll be interesting. But it should be good. It should be. So we're trying to schedule and try to keep organized, but we also, we want to try to find stuff that we know our audience and maybe, introduce them for some new super cool stuff. But it's a lot of trying just to manage it. I check it on my phone a lot, kind of at all hours. I got to I got to work better on the disconnecting part, I'd say a little bit. But yeah, I try to manage it. I try to respond back because it's somebody's job at the end of the day. To send them so, you kind of got to give it, it's a two way street I think.

Beck Bamberger: So that said, you're kind of alluding to you try to get back to, you get back to like 50%? 20%? 50%! That's good.

Jacob Kroll: Try to, I try to 50. And if somebody will follow up, it'll at least bring it back up. I don't particularly like all the voicemails, but if I get some people

Beck Bamberger: you like a voicemail? Like someone took [inaudible 00:10:37] Oh I was going to say, I was like what? What?

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Jacob Kroll: I don't particularly like it, but you're really close contact. That's fine. But like a random cold call, especially on a personal cell phone, which I've gotten every once in a while, it can be a little,

Beck Bamberger: Well, your cell phone, that's your personal space. [crosstalk 00:10:56] Okay.

Let's play a little word association game. I'm just going to say a word and you're going to tell me what you first think of. Are you ready? Yeah. Are you ready? Okay. Food,

Jacob Kroll: Hamburgers.

Beck Bamberger: Drink.

Jacob Kroll: Ice tea from the Melbourne deli. It's really good. Ginger Zee. It's, it's a really, really good ice tea. It's, it's amazing.

Beck Bamberger: Damn. Wait, wait. Where is this place? We got to go?

Jacob Kroll: Milburn deli in New Jersey. It's like one of the top rated delis in the country. It's really good. It's really, really good.

Beck Bamberger: Mark that down. Jared. Mark it down.

Hobby.

Jacob Kroll: Legos.

Beck Bamberger: Gift guide.

Jacob Kroll: Earbuds.

Beck Bamberger: Deals.

Jacob Kroll: CNN Underscore.

Beck Bamberger: Good Plug. Consumer tech.

Jacob Kroll: Consumer tech, iPhone.

Beck Bamberger: CES.

Jacob Kroll: A lot of meetings. It's not one word, but hectic.

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Beck Bamberger: Cyber Monday.

Jacob Kroll: I'd say Underscore, but I'd say really good savings.

Quick savings. Yeah.

Beck Bamberger: Amazon.

Jacob Kroll: Echo.

Beck Bamberger: Journalism.

Jacob Kroll: The best.

Beck Bamberger: Pitch.

Jacob Kroll: 50/50

Beck Bamberger: [crosstalk 00:12:16] Inbox.

Jacob Kroll: Inbox, overload.

Beck Bamberger: Yeah. Okay. [crosstalk 00:12:23] That was good. Oh yeah. No, I get it. 1600. Well, I'd even think with just the boxes you have.

Yeah,

Jacob Kroll: Like good Lord.

It's a lot. It's a lot of stuff. The desk is, I should have taken a photo, but it's we're covered right now.

Beck Bamberger: Oh man. [crosstalk 00:12:40]

Jacob Kroll: Six or seven high. [crosstalk 00:12:42] Which my teammates love.

Beck Bamberger: So how many and how many people are on your team to help manage?  
[crosstalk 00:12:47]

Jacob Kroll: So we have a managing editor, we have our editorial director, we have an editorial coordinator, sales and deals editor, and a lifestyle editor right now. And then we work with some freelancers, so I manage those specifically the tech

ones. But we're a pretty tight knit crew. Been there for exactly a year, as of a few days ago. So.

Beck Bamberger: Congrats.

Jacob Kroll: Thank you. But it's a great team we're really hustlin it up.

Beck Bamberger: Nice. What about what you're reading right now?

Jacob Kroll: What am I reading?

Beck Bamberger: Articles, books, anything you want to chat about?

Jacob Kroll: So Bob Uyghurs book. Yeah, I'm really enjoying that. Yeah.

I went back and I re-read Born To Run, Springsteen's biography, so I went back and we read that and that kind of gets the juices flowing. I read Wired a lot. Their new cover story with, I'm going to forget her last name, but the one who makes the robots online.

Beck Bamberger: Yeah, I know who you're talking about.

Gertz I think

Jacob Kroll: But that was really cool and I'm into kind of all that tech and the electric car scene so she made a Tesla model three into a pickup truck, which is awesome. I read a lot of tech news. I will say I read a lot of from Vox, kind of the longer features. I don't get to write a lot of those and those interviews in my current role I'm more focused on the gadgets which is kind of cool. Game Spot and I think it was Cnet, both got an exclusive with the team behind the new Xbox. That was kind of cool to read and to really get into the nerdy kind of stuff. I read a lot of Twitter. I'm big onto the tweets

Beck Bamberger: Oh yeah. Okay. Yeah. Yes it does. It does. Takes time.

Jacob Kroll: I'm trying to avoid all the star Wars stuff right now. Yeah.

Beck Bamberger: Are you a big fan?

Jacob Kroll: Yeah, I'm very excited for it.

Beck Bamberger: Oh, someone else we just had is also a huge fan. Yeah,



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Jacob Kroll: I'm pretty, pretty jazzed up for it. So I'm trying to ignore everything that's out there right now.

Beck Bamberger: And what are your thoughts on it? Is this the end? This is what everyone's talking about. Like is it going to be the end? See I don't think you'd pay \$4 billion to make it the end.

Jacob Kroll: Like they got to I'm like, I'd love

A spinoff of Ray or Poe or Finn I think that'd be super cool. And I got to go down to a Galaxy's edge for my birthday, the new theme park and that was super cool to be there and to fly the millennium Falcon. So that was,

Beck Bamberger: wait, what is this galaxy? Wait, wait, wait, wait.

Jacob Kroll: It was star Wars land [crosstalk 00:14:54] at Disney Land

Got to write a story about actually. But it was pretty cool to be there and just to kind of see it, cause it's when you go there, the people there pretend they're on another planet and it's like they don't know what Disney is, so it's pretty cool. And like Ray walks around and Chewbacca walks around. It's pretty cool. And then the storm troopers obviously,

Beck Bamberger: Damn those Disney people, they do it right.

Jacob Kroll: They do it right. When they do it right. They really, really do it right. But that's pretty cool. So I'm eager to see the movie, but I think there's going to be more, it might be the end, of this trilogy, but I say we will see more.

Beck Bamberger: Oh yeah. Oh yeah. The brand has to, the brand has to continue. Yes, exactly.

Jacob Kroll: Baby Yoda. Yeah, we've gotten to write some stories on that also. It just kind of fun. There's so much product. It's nuts. It's always the thing, like we have a lot of people that are ask us, "Well what is it going to be available?" And it's just preorder now. So we'll see how quickly companies can get that stuff.

Beck Bamberger: Oh man. What's the most surprising thing you've gotten in the mail to review? Let's go. Cause you're one of the few people we talked to that actually gets the products in the mail. You could touch and play and all that stuff. So, so tell us some of your highlights are ones that may be most memorable.

Jacob Kroll: Things that stick out. I got the Windows, I guess this count as like a product. It was the ugly sweaters that they did. [crosstalk 00:16:16]

Beck Bamberger: Oh yeah. Yeah.

Jacob Kroll: One of the ones I was happy about and I got to do a story on that. That's like one I wear. Weirdest are the ones that stick out. When I ran my blog I reviewed a car once, which was very weird.

Beck Bamberger: Perks.

Jacob Kroll: Yeah. And we had to send it back. And I was young cause I started a blog when I was 14 so I think I was like [inaudible 00:16:37] and I had my permit so my dad and my brother had to...

Beck Bamberger: You had a review. I was going to say you were reviewing the car with a permit.

Jacob Kroll: Yeah, it was pretty cool. That was pretty crazy. That's incredible. We've gotten some, I've gotten kitchen appliances before. I've gotten like electric shavers like from Braun. Espressos and stuff, which is kind of cool. I really love when I get Legos and we get to write about them

Beck Bamberger: Someone. These they send you Legos. I love that

Jacob Kroll: There was a really cool one called "Hidden Side" and we do like a lot of. Or one area that I really like is the STEM side where it's kind of educational and fun. But with a lot of them I think you find that you're just using your phone and you kind of throw the toys to the side. This use the, you have to build the toy first, then you scan your phone around it. It was really cool and I think we got to do some cool gifs or jifs whichever ones you want to go for and then the review, which was kind of cool for it. So that, was a really fun one. We've gotten to do some of the Star Wars stuff.

Beck Bamberger: How much times is all this touching, playing, unboxing the products take in your day?

Jacob Kroll: It's a good amount. It's probably like 50/50 between writing and edit, I'd say 50% like writing, editing, planning for the section and you know, kind of figuring out how we're looking for January, how far we're planning out and requesting travel budgets or whatever it might be. And on the other side is probably vetting and testing the products. With like an iPhone review or with a phone review, we really, I switched to it and use it as my daily driver for as long as the review period is.

Even with a laptop or with the TVs it's kind of as you get to work from home a lot, which is fun, but I really try to use it as anyone else would. We have our

standardized like benchmarks that we use for battery life and processor speed, so it's kind of fun.

It's kind of a melding, toys are always interesting to kind of review. I don't know if I'm an expert on toys, but I like to think to some degree I am on some of it. The toys is its own kind of thing. Kind of falls under tech and kind of doesn't. It's like, and I feel like you kind of have to put yourself like in the mind of a child for that, a little bit.

Beck Bamberger: Oh you mean there's, are there no children in your team who they could, dang. Okay. You guys need to get that then.

Jacob Kroll: We got to get that. We can hire some product testers, but it's fun. It's kind of cool and it's kind of a nice balance. You can go from a phone, to a laptop ,and it'd be like an accessory. It's kind of cool. And then you get to divvy up, with our, with our freelance staff, who are experts in their own regard for phones and "That's an Android phone. We got to send it to that one." It's kind of fun. You get to divvy it up, and you get to see all the different kind of reacts, and it's fun to show the other people on the team who aren't necessarily in tech for what do they think about it. But it's fun, but it's a lot. Yeah.

Beck Bamberger: Have you ever had something just completely malfunction? Go bizzerk?

Jacob Kroll: Yeah.

I've had a few of those. One, there was one when I ran my blog, a Sony Xperia Play. It was a phone, it was a, probably dating myself, it's like 2015 or 2014 I think. Or even before 2014 might have been like 2012 maybe. But it was a phone that tried to combine like the PlayStation portable with an Android phone. It was just awful. But I've had stuff break. I've had phone cases break. I've had phones break before. So

Beck Bamberger: In your hand, like as you're like touching a button and it just, Oh yeah.

Jacob Kroll: So it's, it's interesting when stuff instead of stuff just doesn't work. If it's a new type of processor, maybe if they're trying to put a mobile processor and a Windows computer might not always work out the best. And I think that's kind of where our service really comes in. Because on the review, we're not going to say it's good if it's not good. And if it's bad we're going to try to mention that maybe it'll get improved. But also here in the product team they'll get that blacks and get the job done for you. So that's kind of the fun aspect. Because I think at the end of the day we're doing a service. Yeah. For our readers.

Beck Bamberger: You are doing a service. I like that you're in service to the readers. Yes.

Jacob Kroll: I think that for hunting for deals we're not going to be like a crappy Perrier, but if we want to try to get one that we've reviewed and that we've really vetted. We want to find like the best deals on the best stuff. And for the reviews if a it's Roundup, we want to try a plethora of smartwatches, a plethora of TVs. I'm trying to find the best one for you. At any given time and even with a single reveal we want to vet it and recommend something else if that one doesn't get the job done fully.

Beck Bamberger: What do you think about the future of journalism?

Jacob Kroll: It's a good question. I think there's like, I think commerce is the big buzz word and we're in that a little bit, but I'm happy, we'll still keep all the editorial side and it's neat to kind of see the data and what you can kind of really do with it. I think it's definitely going in that direction a little like the affiliate Lang's commerce, but I also think it's kind of bright. I think I'm still jazzed up about it. I really love, when I was at Muellenberg college we got to be in some really kind of cool media communication classes that were on both sides and kind of straddled it with like theories from scholars in the field, which I think kind of gives you a unique kind of liberal arts view on it. And that's why I wanted to go there. I think it's bright. I think there's always ups and downs with it and I'm still fairly young and into it, but I'm happy

Beck Bamberger: You're one of the optimists, but you're also one of the youngest. So, this is [crosstalk 00:21:28]

Jacob Kroll: Probably go together. Right?

You know, I'm definitely not jaded yet. I'll say I still get excited about a new launch and the experience of trying to talk about it. I'm so happy where I think we're still doing some awesome stories. I think with everything that's going on in the world the broader parts of the CNN organization, I read a lot of it. I read the time and Washington post, MSNBC, CNBC, Fox, even sometimes. I still think it's more important than ever. I'd say right now, definitely to a high degree.

Beck Bamberger: Agree on that.

Jacob Kroll: Yeah.

Beck Bamberger: Switching to maybe something a little bit lighter, we're going to do a little MadLibs, so this is going to be fun. Have you played this before? MadLibs. [crosstalk 00:22:10] Okay. Yeah, it's pretty, pretty standard. Okay. So I'll give you a word and then you can fill in with whatever we need here. So first one is just a catch phrase of any sort.

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Jacob Kroll: Catch phrase. Go get them.

Beck Bamberger: Okay. Go get them. Oh, I like that. Okay. Okay. What about a journalism? Kind of a scare phrase.

Jacob Kroll: Scare phrase. Bury the lead.

Beck Bamberger: Oh yeah. Okay. Okay. Yeah,

Jacob Kroll: This is fun. I like this.

Beck Bamberger: I know. And this is not [crosstalk 00:22:46]

Jacob Kroll: like a mix up on me.

Beck Bamberger: Okay, let me, I'm writing it down. I'm writing out. What about an empowering journalism buzzword or publicists, [crosstalk 00:22:58].

Jacob Kroll: Exclusive.

Beck Bamberger: Oh, okay. Exclusive. That is good. Yeah, yeah, yeah. Okay.

Jacob Kroll: The chain of command, right?

Beck Bamberger: Yes. Yes. What about adjective?

Jacob Kroll: Any specific one?

Beck Bamberger: No, just just whatever you want.

Jacob Kroll: Think. I want to make sure I don't give a verb by accident. Let's see. Exhilarating.

Beck Bamberger: Exhilarating. Ooh. Ooh. Okay. Now part of a pitch followed by an adjective.

Jacob Kroll: Part of the pitch, followed by an adjective about anything?

Beck Bamberger: Yeah, yeah, yeah.

Jacob Kroll: Available now. Exclusively.

Beck Bamberger: Oo, Available now. Exclusively. What? What? Really? Yeah. No.

Jacob Kroll: We'll be like [crosstalk 00:24:08].

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Beck Bamberger: Oh. Oh, okay. Then what about an amount of time?

Jacob Kroll: 12 days.

Beck Bamberger: Let's try that out. Yes. See if it takes us on the course or off the course.

Jacob Kroll: What about adjective?

Beck Bamberger: Swimmingly. Okay. Okay. I myself using that one a lot that and Zippy.

Jacob Kroll: MY dad calls his car Zippy. I don't know why.

Beck Bamberger: I've been using it for processor Speeds a lot. It's been one that we got to try and cut out that and "and yes", I use a lot in the writing.

Jacob Kroll: Yes. Yeah. From a improv. Yeah.

Beck Bamberger: okay. What about a topic.

Jacob Kroll: Topic? Good tech specific smartphones.

Beck Bamberger: Okay.

Jacob Kroll: More of a vertical.

Beck Bamberger: Okay. Yes, yes. Yep. Okay. Another, let's see. Oh, a verb with an ING.

Jacob Kroll: Verb with an ING jumping.

Beck Bamberger: Okay. And then just a verb.

Jacob Kroll: Just a verb shake. Oh, this'll be interesting. Okay. Then what final thing? Another, let's see. Oh, just a noun.

Beck Bamberger: The mall.

Jacob Kroll: The mall.

Yeah. [inaudible 00:25:48].

Beck Bamberger: Yeah. Okay. Okay. Malls. I love it. Okay. Are you ready?

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Jacob Kroll: [crosstalk 00:25:50] Jersey? Damn. I need to visit. Okay. Got to go to that ice tea place. [crosstalk 00:25:59]

Beck Bamberger: Yes. That's okay. Next time we will. Are you ready for the read? Okay. To me, tech journalism is "Go get them". It consists of don't burying the lead, not burying the lead and exclusives on the daily. If a pitch has an exhilarating topic, I will absolutely respond to it. However, if a pitch has an available now exclusively, you can expect no reply from me.

Jacob Kroll: Okay. Okay.

Beck Bamberger: If 12 days goes by and you don't see any email back from me, you can assume I am not swimming about it.

Jacob Kroll: Yeah, probably true. Very true. That one. That one's correct. I say.

Beck Bamberger: The best stories always have malls and are usually about smartphones.

Jacob Kroll: Yeah, I like that. I like that. It's pretty good.

Beck Bamberger: The best way to reach me is by jumping out at me.

Jacob Kroll: Yeah,

Beck Bamberger: but you can also shake me.

Jacob Kroll: You'll shake me. Interesting. Okay. Interesting.

Beck Bamberger: That was a good one.

Jacob Kroll: That's pretty good one. I like that, I'm happy with that one. I'm going to ask you to send that to me.

Beck Bamberger: I will. I'm going to send it to you.

Jacob Kroll: I'm going to go back and do some Madlibs now.

Beck Bamberger: Yes. Take it to your team. They'd love it. Maybe a holiday one.

Jacob Kroll: And it'd be a fun holiday one. I wonder if they'd like an app, but I also like to take out like the old book and that like [inaudible 00:27:26].

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Beck Bamberger: Yeah. Jacob, thanks for being on with us today. You got work to do and you need boxes to unpack, apparently.

Jacob Kroll: I have to open some boxes, but thank you so, so much for having me. It's been an absolute blast and pleasure.