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Speaker 1:

Welcome to Coffee with a Journalist, the podcast by OnePitch featuring well-known journalists from the top US-based publications covering technology, lifestyle and culture, health, science and more. The goal of our show is to uncover the real person behind the real stories you love to read. We discuss their beat and news coverage, what their inbox looks like, the types of pitches they've received and a whole lot more. On the show today we're joined by Mary Ann Azevedo, the managing editor for FinLedger, a FinTech-focused media brand designed for financial services professionals. Mary Anne has been a journalist for over 20 years, serving as a reporter and editor most recently with Forbes and Crunchbase News. Mary Ann talks about her new role in building a team at FinLedger, juggling writing, editing, and being a mom, her coverage on startups and how FinTech is evolving, and more. Let's dive into today's episode.

Beck Bamberger:

Hi, everyone. Welcome to Coffee with a Journalist. So good to have you on here, Mary Ann. We're super excited. You're Austin-based and currently the managing editor of FinLedger News, which is all focused on FinTech, all focused on companies that are working in FinTech to make that whole industry and realm better. Thank you for being here.

Mary Ann Azevedo:

My pleasure. Thanks for having me.

Beck Bamberger:

Are you in Austin right now?

Mary Ann Azevedo:

I am. I'm based in Austin, Texas.

Beck Bamberger:

How's it going there? Because you're on your Twitter, by the way, it says you're Bay area. So that's no longer accurate.

Mary Ann Azevedo:

Right. We moved to Austin seven years ago. I had no idea when I came up with that Twitter handle that was going to be the case.

Beck Bamberger:

And follow you to this day. Also on your Twitter handle and page, if everyone looks at it, which is @bayareawriter, you seem to like coffee. Are you drinking coffee right now?

Mary Ann Azevedo:

It's a little late for coffee. Then I wouldn't sleep tonight. But yeah, I love espresso, lattes specifically. Funnily enough, I didn't drink coffee ever in my life until I turned 35 and had my first child. And then I was like, "Oh, now I get it."

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Beck Bamberger:

You needed help. Yes. So let's talk about lattes for a second because that's my favorite drink. I get it every day. What was your favorite place to get one in San Francisco?

Mary Ann Azevedo:

Yeah. No, I lived in San Jose, but-

Beck Bamberger:

Oh, in San Jose.

Mary Ann Azevedo:

Yes. But I did go to Pete's a lot.

Beck Bamberger:

Oh, you're a Pete person. See, I'm a blue bottle. Where do you go now in Austin?

Mary Ann Azevedo:

I go to my kitchen and use my espresso machine.

Beck Bamberger:

Oh, in the kitchen. Okay. You DIY it. Oh, I'm still the person who, as my one luxury thing a day, go to the coffee shop. I like to see it being made. I like to hear the machine. It's a thing for me.

Mary Ann Azevedo:

Oh, I get it. I treat myself every once in a while, but most of the time I have my own fogger, I have a little ritual of what I put in it and it works. I make two a day.

Beck Bamberger:

Oh. Oh, two. Okay. By the way, do you have it one to just start your day?

Mary Ann Azevedo:

Right.

Beck Bamberger:

And then one mid-morning or how would you say?

Mary Ann Azevedo:

Yeah, one to start, one early afternoon to get me through the rest of the day.

Beck Bamberger:

Yes. Understandable. You are a mom.

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Mary Ann Azevedo:

Right.

Beck Bamberger:

So how's that going as well?

Mary Ann Azevedo:

Yeah. Well, kids started school virtually last week. So far it hasn't been bad. I'm really not ready for them to go back physically and I'm not even sure it'll be an option anytime soon.

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Beck Bamberger:

Yes. God, I pray for the moms and dads, but mainly the moms for their sanity in this time. So, way to go. Well, while you're doing all of that, you, as we mentioned, our managing editor of the FinLedger news. You also contribute to Forbes. You've also previously been a reporter over at Crunchbase News and a real estate reporter, Silicon Valley Business Journal. So you have been around and you know a lot about, of course, journalism, and we're going to talk about that, but first I want to just chat about your inbox. How busy is it with pitches in there?

Mary Ann Azevedo:

Well, it's busy, but FinLedger is relatively new so I anticipate it's only going to get busier over time. I can tell you that when I was at Crunchbase News, it was pretty crazy with the pitches. Just, I mean, the volume was insane. I can't even tell you. Dozens, probably close to 100 or more per day, and it was really hard to keep up. I get a lot of pitches now, but again, we're still relatively new. Not a lot of people know we're out there yet, but as we grow, I anticipate-

Beck Bamberger:

You're bracing yourself.

Mary Ann Azevedo:

... large volumes of emails, right? Yeah. To come in.

Beck Bamberger:

For everyone who doesn't know, do you want to tell us a little bit about FinLedger in a nutshell. It's obviously FinTech-focused, but what can you tell us beyond that?

Mary Ann Azevedo:

Sure. So we're a new media brand, but our parent company is HW Media, which also owns HousingWire. It's the sister publication been around for a number of years, very successful publication focused on the real estate and mortgage industries. So I originally joined HousingWire in June as FinTech editor. Our CEO, Clayton Collins, who's very smart, very ambitious, saw the acceleration in FinTech that really was taking place largely as a result of COVID-19 and just so much happening and said, "This is something we

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need to do." I'm honored that he tapped me to lead the efforts. There's a ton going on in FinTech right now. So, that's what we are. We're focused specifically on the FinTech industry where we're trying to cover it in a unique way, because there's a lot of newsletters out there-

Beck Bamberger:

There is.

Mary Ann Azevedo:

... that talk about FinTech, but we're really trying to hone in on very specific types of articles and really adding value, not just rewriting press releases.

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Beck Bamberger:

Yeah. Do you get pitched a lot of just press releases?

Mary Ann Azevedo:

We do. We get a lot of press releases and they're valuable, but we're really looking to go beyond and make stories out of trends. My background at Crunchbase News was covering startups and venture capital so I have a lot of expertise in that area. So I do see a lot of value in still covering startups because obviously they're a huge part of the whole FinTech world and how they relate to the incumbents and just how they're disrupting and why. I'm doing a lot of coverage still of startups, but also looking at how they're partnering with incumbents, how they're competing with incumbents and just how they're working together and just in general, how FinTech is evolving and accelerating in a way that I don't think anybody imagined it would be.

Beck Bamberger:

Oh, and speaking of, you put that right in your about page. It says, "The great acceleration is here."

Mary Ann Azevedo:

Right. Exactly. The pandemic has really forced a lot of things that were in the works, and I've heard a lot of people saying this, that things that were expected to happen in a matter of years are happening in a matter of months. A large part of that is because there's really no other choice and the people don't want to meet in person. Things like notaries are being done online and mortgage closings, things like that. Virtual real estate tours. People wanting to bank more digitally and online. So this was just really, all of it's just fueling the whole FinTech space right now.

Beck Bamberger:

It's pretty neat to see and see the intersect and the momentum of the acceleration and what's happening and how maybe you'll never have to touch cash again. I don't know. Or coins.

Mary Ann Azevedo:

Yeah. Cashless is definitely becoming more popular and yeah, people don't want to touch other people's money right now.

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Beck Bamberger:

No. It's gross.

Mary Ann Azevedo:

Yeah. It's not appealing. So, that puts FinTechs in a really good spot.

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Beck Bamberger:

Back to your inbox. So for the pitches that you are seeing in there, what makes you open a pitch or are you one of those people that opens every single pitch?

Mary Ann Azevedo:

I do open probably a lot more of my emails than other journalists, which is probably one of the reasons why I'm just constantly so busy. Because I hear my other peers joke about how they never open their emails and things like that. I probably open too many of them, honestly. But subject lines are important, and I think people that are pitching should really put a lot of effort into making them enticing because a good subject line is really going to get the journalist to open it up. Once you open it up, I think the more customized your pitch is, I mean, it's just common sense, the more likely a journalist is going to want to read it. I still get pitches from people who think I'm still at Crunchbase, for example. It's not that hard to research a little bit.

Beck Bamberger:

That blows my mind. You're not the first person to say that, by the way. It blows my mind because if they're using your now FinLedger email, what is even the thinking there?

Mary Ann Azevedo:

Right. Right. Yeah. I think it's really obvious to reporters or editors that when a PR person has not taken the time to research their current role.

Beck Bamberger:

Clearly.

Mary Ann Azevedo:

Yeah. Or what their publication is specifically focused on, even. Sometimes, even though people know that I'm in this new role, they'll still pitch me things that aren't relevant.

Beck Bamberger:

Ooh, like what? Like what?

Mary Ann Azevedo:

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Just things that are just completely unrelated to the FinTech world, which may be interesting for sure, but just not something we would cover. So it's like, "Just ask yourself. Think twice." I don't know if they're just trying to meet quotas of sending out a certain number of emails or what, but you have to be realistic. I mean, if it has nothing to do with FinTech, then maybe I should not send that pitch, right?

-

Beck Bamberger:

Yeah. Well, tell us a bit about how you come up with a story you want to pursue. For example, you just wrote this piece on Galileo, the CEO, and what's going on with that Utah-based company and what they're powering and all that good stuff. You've done the Series A Funding rounds on FinLedger. You've done quite the variety. When you think of a particular piece and go, "Ah. Yeah, I want to do story X," where does that story start from?

Mary Ann Azevedo:

Okay. Yeah. I mean, previously I did a lot more breaking news. **With FinLedger, we're not really as focused on the breaking news. We're more focused on taking breaking news and, like I said, connecting the dots, identifying trends, analyzing what's happening in this space to make it interesting and valuable for our readers. So my favorite part of being a journalist is interviewing. I like talking to people.**

Beck Bamberger:

It's fun.

Mary Ann Azevedo:

Yeah. Clearly you're good at it, so you've.

Beck Bamberger:

I'm here all day.

Mary Ann Azevedo:

But for example, talking to Galileo or talking to a new VC at Excel, I just... Sometimes... Because people ask me, "Well, what questions are you going to ask?" And I'll say, "I can give you some, but I really don't view my interviews as interviews." I view them as conversations and I go in and I ask questions. It evolves, right? As the conversation goes on, I think of things that maybe wouldn't have occurred to me prior. And then during the course of those conversations, stories start to come up in my mind, story ideas. So when I talked to people recently, I didn't even go in with, "Okay, I'm going to necessarily write about this." I just said, "Let me talk to them and see what they have to tell me." I think that's one of the keys of being a good journalist is listening.

Mary Ann Azevedo:

Really, I know it sounds very basic, but it's true. **Just listening and asking questions. I always ask people, "Is there something I haven't asked that it's important for me to know?" Or, "What do you think is really important for my readers to understand?" That means I'll be on the phone for a long time or on**

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a Zoom call for a long time and maybe I'll only use 40 or 50% of what we talked about, but those tidbits that are fascinating are really interesting. They're the ones that develop into the good stories.

Beck Bamberger:

So it seems like you use more of an organic approach. You let it roll around, see what falls out, see if there's something there.

Mary Ann Azevedo:

Sometimes I do with the interviews, but in general, it's just what's happening, to. Last week we saw a couple of things happening in the B2B payment space. So one company raising money, another reaching a certain milestone. So we put that together to make a trends piece. So you have to just pay attention, see what's going on, and then see what kind of story you can make out of it.

Beck Bamberger:

Do you ever get the idea for story via just a pitch? Is there any percentage of success that way?

Mary Ann Azevedo:

I have. I think if... I have developed some really good relationships with PR people over the years and I think the key is if they can give me a very specific, something unique that their client can provide a unique perspective, that their client can provide that maybe another founder could not, for example, or a certain take on something, I'm all ears. So I'm totally open and have developed stories out of pitches. But I think the key for people when pitching is just keep it short, get to the point of why this would be of interest to our readers and just sum it up in a way that's quick and easy for me to digest. Because we have plenty of pitches, plenty of things happening to choose from, so just get to the point.

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Beck Bamberger:

Get to the damn point. Yeah.

Speaker 1:

Today's interview will continue after this brief message brought to you by OnePitch. Are you curious to learn more about the unique ways OnePitch helps connect journalists with brands and sources? Head to OnePitch.co for more information about how we're helping each side save time and connect more effectively. Sign up for your free account today. Now, back to today's episode.

Beck Bamberger:

We're going to play a word association game here. So I'll just say a word and you tell us the first thing that pops out. Are you ready?

Mary Ann Azevedo:

Not really.

Beck Bamberger:

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We're going to try it. We're going to try it. It's fun. It's fun. Okay. First one, food.

Mary Ann Azevedo:

Brownies.

Beck Bamberger:

Damn. Now I want one. Okay. Drink.

Mary Ann Azevedo:

Water.

Beck Bamberger:

Hobby.

Mary Ann Azevedo:

Reading.

Beck Bamberger:

Venmo.

Mary Ann Azevedo:

Influential.

Beck Bamberger:

VCs.

Mary Ann Azevedo:

Multifaceted.

Beck Bamberger:

Silicon Valley.

Mary Ann Azevedo:

Wow. One word only.

Beck Bamberger:

Yeah. Only one.

Mary Ann Azevedo:

That's a tough one. Honestly, surreal in a way.

Beck Bamberger:

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Austin.

Mary Ann Azevedo:
Growing.

Beck Bamberger:
SoFi.

Mary Ann Azevedo:
Also growing.

Beck Bamberger:
Robinhood.

Mary Ann Azevedo:
Controversy.

Beck Bamberger:
2020.

Mary Ann Azevedo:
Pretty messed up, honestly. That's more than one word, but it's been a hard year even beyond COVID. So I'd say bad.

Beck Bamberger:
Journalism.

Mary Ann Azevedo:
Misunderstood.

Beck Bamberger:
Pitch.

Mary Ann Azevedo:
Complicated.

Beck Bamberger:
Inbox.

Mary Ann Azevedo:
Crowded.

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Beck Bamberger:

Yeah. Not to go back into the inbox thing, but quickly, what would you say currently, I know you had previous times, but currently what's the percentage of pitches in there? 20%?

Mary Ann Azevedo:

Yeah. I'd say higher.

Beck Bamberger:

Really?

Mary Ann Azevedo:

Yeah. Yeah. I'd say probably closer to 60.

Beck Bamberger:

Wow. And that's with you guys not being known yet as much, as you were just saying.

Mary Ann Azevedo:

We just launched a week and a half ago.

Beck Bamberger:

Yes. It's super, super fresh and you already have that many pitches. Your inbox is already 60% of pitches.

Mary Ann Azevedo:

Oh, yeah. I think people, they're paying attention maybe because they might have been familiar with me before.

Beck Bamberger:

Yes. They're following you.

Mary Ann Azevedo:

Yeah. Maybe some people just already happened to know who I was and where I was going. So I think that's one of the reasons why I'm still continuing to get a good amount of pitches.

Beck Bamberger:

Hmm. Dang. I'm super impressed that already that's the percentage breakdown. Good gosh. Okay. Well, you mentioned earlier that reading is one of your hobbies. So we always love to know, what are you reading? Long form, short form, fiction. Anything. Anything.

Mary Ann Azevedo:

It's harder to find the time to read these days, but I'd say one of the best books I've read recently... What was the name of it? The one about the Theranos.

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Beck Bamberger:

Oh, Bad Blood.

Mary Ann Azevedo:

Bad Blood. Right. Yeah.

Beck Bamberger:

Didn't you just consume that?

Mary Ann Azevedo:

I did. I devoured it. I couldn't put it on, and I wondered if it was because I'm a tech journalist, but-

Beck Bamberger:

I don't think so.

Mary Ann Azevedo:

No, right?

Beck Bamberger:

I think that book spans industries because it's so juicy and you can't believe it. You cannot believe it.

Mary Ann Azevedo:

Yeah. It really was very well done and just kind of crazy. It was definitely one I couldn't put down.

Beck Bamberger:

Yeah. Oh gosh. You know, another one... By the way, that was written by John Carreyrou, a Wall Street Journal reporter. That's been, by the way, a theme that I've seen. There's another book that was just written called No Filter, also by a reporter, about Instagram's rise and also how they got bought for a billion by Facebook, et cetera. The trend I'm mentioning or noting is journalists. It's in a way that I think similar to chefs. Journalists are having this rising moment can become their own celebrity-like icons with their own followings on social media. And then they come out with a book and it's a best seller and it dah, dah, dah, and that seems to be happening more and more. So No Filter is also a good one.

Mary Ann Azevedo:

Right. Yeah. And Mike Isaac also, I think he wrote, wasn't it the Uber? I don't remember the name again. Apologies, but yeah. So there's definitely, I'm seeing more journalists become authors and hey, good for them.

Beck Bamberger:

Yeah. Especially when you get so deep in the trenches with a certain topic, it's like, "God, he's been covering it for however many years." Yeah. Anything else you're loving right now?

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Mary Ann Azevedo:

We have this trail behind her house. Honestly, I know you're talking about books, but when you said that to me, the first thing that popped into my head actually is there's a trail behind our house that for six and a half years, I really didn't hardly ever go out on. One good thing to have come out of this whole pandemic is that I take a lot of walks on it now that I never used to. And yeah, it's just so peaceful. So when I've had a really busy day and I see the sunset and the deer roaming and all this gorgeous nature, it's been what's been helping keep me sane over the past five or six months. So I don't have time to read as much as I want to. So for now in place of reading, that's my calming thing.

Beck Bamberger:

Yeah. Do you go just by yourself? Do you take kid or a dog or are you just like-

Mary Ann Azevedo:

I was able to drag the kids out with me earlier this year, but now it's pretty hot in Austin, so they're not too interested. So most of the time it's just me.

Beck Bamberger:

Oh, good. Some nice alone time. Okay. Well, what do you think, Mary Ann, is the future of journalism? Positive, negative, neutral?

Mary Ann Azevedo:

I'm not really sure. I mean, I started my career a long time ago as a print journalist. My first job was a fact checker for a magazine and then I was a copy editor for a print newspaper and then a reporter at a print newspaper, and then I got into online journalism when it first really was getting started in the late '90s. I've watched journalism evolve over the years. Even though I've been a digital journalist pretty exclusively for a while, I still have hope that the print publications can hang in there and still survive. There's just something about holding a newspaper or a magazine that I still find really... I'm an online journalist, so I'm not knocking the digital experience at all, but there is something to be said for holding and reading content, holding it in your hands.

Mary Ann Azevedo:

I don't know. In terms of the future of journalism, I mean, right now tech journalism is getting a lot of heat, especially when it is, you've probably seen play out a lot in social media with VCs and tech journalists. I've seen a lot of negativity and it's a little disheartening. I don't really think anybody should make assumptions about anyone, whether it be about journalists or about a whole industry of people, because every individual is different and we can't lump everybody together. We can't lump all journalists together. We can't lump all VCs together. I think people have to get out of this mindset. Most journalists I know are really just... First of all, journalism is not this super lucrative industry. We're doing it because we love it. We have a passion for writing, reporting, editing, interviewing. I can't speak for everyone, of course, but most of us have good intentions. So I'd really love to see, I guess, not so much hate towards journalists.

Beck Bamberger:

Are you referencing also the house party debacle that happened?

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Mary Ann Azevedo:

That's part of it. Everything's just so different these days. It's just different.

Beck Bamberger:

Yeah. For anyone who's listening who doesn't know what we're mentioning, so on this particular app, a prominent, we don't need to mention necessarily, but a prominent journalist with the New York Times was just getting verbally assaulted on this, let's say, a digital room just in such a nasty way. It has blown over since, but it goes to show that, I think the troubling part, even for me, was thinking that, "Oh, here we are in this democracy where it's like, 'Yeah, media, great, good.'" And yet you're getting people who are in a professional circle and who give money and millions of dollars to tech companies who are lampooning a journalist." It's not good.

Mary Ann Azevedo:

Yeah. It's shocking. It's a little disturbing. I mean, journalists these days very much, many of us are more in the public eye than ever because we're having to create brands for ourselves and the publications that we work for. Part of that is being out there more so we're more vulnerable to attacks, I think, and some people are abusing that.

Beck Bamberger:

You mentioned this earlier because you have been doing this since the late '90s and have been everything at chemical news and intelligence. You've been in CountryWatch. You've been at DeVry University as an adjunct professor. You've been self-employed. And now you're back doing this as the managing director. Have you ever sensed or been in the attack of anyone?

Mary Ann Azevedo:

Oh yeah.

Beck Bamberger:

Oh, okay. Yeah. So this is a common thing.

Mary Ann Azevedo:

I think in the past couple of years I've had people call me out on Twitter for some, well, of course, I'm going to think for some really unwarranted things. I'm a sensitive person. I take these things to heart. In both cases, I reached out to the people and DM'ed them and tried to open a dialogue. One of them was very receptive and actually apologized on Twitter for what he said.

Beck Bamberger:

Oh, wow.

Mary Ann Azevedo:

The other was not. She was very rude, very mean and made a lot of assumptions about me that were actually funny, calling me privileged to be a San Francisco journalist and things like that, which are, it's funny because I don't even live in San Francisco right now, which goes to show you how much she really

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knew about me. Yeah. But I mean, if you're going to be a journalist and put yourself out there, you have to have a thick skin so that's something I'm working on. But at the same time, if people are going to call things out publicly, I will address it most of the time. Sometimes it's just not even worth it, though.

Beck Bamberger:

Yeah. You almost... It's weird because I think of celebrities where they they have people that look at their news feeds or whatever to sort through and tell them what's been said or not. But as a journalist, how are you ever going to... Well, one, why would you ever have that person? It's such a luxury, but two, you can't. Your job is contingent upon knowing what's going on in the world.

Mary Ann Azevedo:

Yeah, exactly. It's true. But most of the time those are isolated incidents. In my case, at least. I don't cover super controversial topics, and I've actually made a lot of friends on social media with people who read my stories or just are in industries that I cover. I used to not really do Twitter much and now I actually enjoy it a lot. It's been an outlet both personally and professionally, especially over the past few months. I find it a great way to connect with people and find sources and things like that. So there are some good things about being out there a little bit more too.

Beck Bamberger:

Hmm. Well, I hope you won't be getting any harassment in your new position here. I guess some people can be, though, upset with whatever's happening in FinTech. Okay. Well, let's go play my favorite part, which is the Mad Libs. I'm going to give you the phrase I need and you give me whatever comes to mind and then I'll read it back. Does that sound good?

Mary Ann Azevedo:

Okay.

Beck Bamberger:

Okay. Here we go. Okay. First off, just general catchphrase.

Mary Ann Azevedo:

Be kind.

Beck Bamberger:

Okay. What about a scare phrase used in journalism?

Mary Ann Azevedo:

Yeah. Let's say, mistake.

Beck Bamberger:

Excellent. Then what about a buzzword used in journalism that's actually good, empowering?

Mary Ann Azevedo:

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Thought-provoking.

Beck Bamberger:

Okay. I like that. Okay. What about an adjective?

Mary Ann Azevedo:

Grateful.

Beck Bamberger:

Grateful. Okay. What about a part of a pitch?

Mary Ann Azevedo:

Introduction.

Beck Bamberger:

Okay. Another adjective.

Mary Ann Azevedo:

Happy.

Beck Bamberger:

Happy. Nice. Okay. And then another part of a pitch.

Mary Ann Azevedo:

Press release.

Beck Bamberger:

Okay. Then how about amount of time?

Mary Ann Azevedo:

30 minutes.

Beck Bamberger:

30 minutes. Okay. Another adjective.

Mary Ann Azevedo:

Busy.

Beck Bamberger:

Okay. Singular noun.

Mary Ann Azevedo:

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Book.

Beck Bamberger:

Topic.

Mary Ann Azevedo:

FinTech, of course.

Beck Bamberger:

Then a verb ending in ING.

Mary Ann Azevedo:

Running.

Beck Bamberger:

Yes. I do it every day. Okay. And then one last verb.

Mary Ann Azevedo:

Think.

Beck Bamberger:

Think.

Mary Ann Azevedo:

Mm-hmm (affirmative).

Beck Bamberger:

Okay. "To me, journalism is about being kind. It consists of mistakes and thought-provoking on the daily. If a pitch has a grateful introduction, I will absolutely respond to it. However, if a pitch has a happy press release, you can expect no reply from me. If 30 minutes goes by and you don't see an email back from me, you can just assume I am busy about it. The best stories always have books and are usually about FinTech, and the best way to reach me is by running it over to me or you can also think about it." That's a good positive one, Mary Ann. I love it.

Mary Ann Azevedo:

Trying. I'm really trying to be positive. Yeah.

Beck Bamberger:

Let's keep that going. Especially in the FinTech realm where it's all about money and who makes more money and who gets non-money and oh my gosh. What a ray of sunshine and delight you are.

Mary Ann Azevedo:

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Thank you.

Beck Bamberger:

Thank you for being on here. See, I am grateful.

Mary Ann Azevedo:

Yeah. Gratitude.

Beck Bamberger:

Appreciate it, and I hope you have a good latte tomorrow. Not now because it's too late, but tomorrow.

Mary Ann Azevedo:

Thank you so much. It was great talking to you.

Speaker 1:

Thanks for listening to this week's episode of Coffee with a Journalist featuring Mary Ann Azevedo from FinLedger. If you like our show, make sure to subscribe on iTunes, Spotify, Google Podcasts, and anywhere else you listen to podcasts, as well as leave us a review if you've enjoyed what you've heard. To learn more about the latest updates on OnePitch, head to our website at onepitch.co and see unique ways for helping public relations professionals pitch journalists more effectively. We'll be back next week with an all new guest and even more insights about the journalists you want to learn more about. Until then, start great stories.