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Jered Martin:

Welcome to Coffee with a Journalist, a 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 receive and a lot more.

Jered Martin:

Today's guest is Samson Amore, a technology reporter for TheWrap where he covers technology, e-sports, podcasts and gaming. Samson previously reported for the Los Angeles Business Journal and worked for notable news outlets, including NPR and The Boston Globe. During the show, Samson tells us about his love of drinking coffee, the growth of TheWrap, the types of pitches that are helpful, how much of his stories include pitches and more. Let's dive into the episode and hear more from Samson today.

Beck Bamberger:

Hi everyone. Welcome to Coffee with a Journalist. Today we have on Samson Amore, just like the song. Thanks Samson for mentioning that you're the technology reporter right now for TheWrap, which is based in Santa Monica as we know so well. Thanks for being here. And you are drinking coffee.

Samson Amore:

I am, and thanks for having me or I guess virtually having me.

Beck Bamberger:

Yes. We do this in the interwebs here, so it's all virtual all the time. And you just mentioned that you're always drinking coffee. Is this true?

Samson Amore:

Sadly. And my dentist really doesn't appreciate that, but yeah. I've tried to cut back since I've been home literally 24/7. I've been making half-caf lately and it's been keeping me going, but I've been noticing... I'm serious, I get headaches. The caffeine withdrawal is real. So pace yourself if you're a journalist out there. Try and chase it with a glass of water.

Beck Bamberger:

Yeah. So that reminds me, this was several years ago, I was like, "Oh, I think I'm drinking too much coffee." And I stopped and oh my God, the headache was...

Samson Amore:

Mm-hmm (affirmative).

Beck Bamberger:

I was like, "This is a withdrawal. Oh my God. I've never even been on drugs, but this is like what this must feel in a fraction."

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Samson Amore:

Yeah. It's real.

Beck Bamberger:

It sounds like you're weaning yourself.

Samson Amore:

I'm trying. I'm trying, Beck.

Beck Bamberger:

Hey, we're all trying right now, I have to say, in our COVID world. So first off before we get into what your inbox looks like, could you tell folks a bit about TheWrap in case they're not familiar?

Samson Amore:

Yeah. So TheWrap, as you said, we're based in Santa Monica. It's been around for I think 11 years now. It was founded by Sharon Waxman who was a former Hollywood correspondent for The New York Times. She's written a couple of books as well. Find all sorts of information about her online, but yeah.

Samson Amore:

So she founded TheWrap to basically be an independent outlet. And in the last I would say... I mean, I've only been there upwards of six months, but I would think in the last year or so they've really been building out the subscription side of the business, which is called WrapPRO. But yeah, so I'm working with WrapPRO and I'm basically, I'm stuck at the intersection of covering digital media, so sort of streaming outlets, podcasting of course, because that's huge right now, and gaming, which is also blowing up. So there's a lot to work with right now.

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Beck Bamberger:

Oh yeah. You have plenty. So speaking of, how does your inbox look?

Samson Amore:

My inbox is actually very clean because I just went through it, but on an average day it's a mess. I wish that I could say that I'd figured this out earlier, but I just realized how to sort my Gmail so that unread is at the top of the inbox and that's been immensely helpful. I don't know how I was using email for so long without doing that.

Beck Bamberger:

I would not survive unless I had that. Oh my God.

Samson Amore:

I don't know how I was existing without this.

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Beck Bamberger:

We learn something every day. How many pitches are you getting would you say a day?

Samson Amore:

Oh man. I mean it's funny, I was thinking about that question in advance of this podcast and I tried to look, and I would say anywhere from 25 to 30 on a conservative day. But that's also counting the pitches that we get to sort of the general line for TheWrap, so a lot of that stuff isn't specifically a pitch for me.

Beck Bamberger:

Oh, that's not that bad.

Samson Amore:

Yeah. I mean, I'm being conservative. I didn't actually count everything, but especially now though with everything that's been going on in the games world and that kind of intersection of gaming and politics, I've been getting a whole lot more people dropping into the inbox literally just saying, "Hey, I have thoughts, and do you want them?"

Beck Bamberger:

About what? Gaming? Life?

Samson Amore:

You know, it's funny. I mean, sometimes I do very much want to hear these people's thoughts and then other times it's literally just a random person. I think this happens a lot to any reporter, right? You kind of have to weed out the people who actually are experts in their field and then the other people who are just pitching themselves just because they have nothing else to do.

Samson Amore:

I don't know how familiar you are with that whole situation going on with Fortnite and Apple, but-

Beck Bamberger:

Oh yeah.

Samson Amore:

... like every millennial Fortnite is consuming my life lately, and not from a player standpoint. And there's a lot happening there. And people are, especially legal experts are very forthcoming usually in saying, "Hey, I know what's going on here. Let me translate for you," which that, I love.

Beck Bamberger:

That's helpful.

Samson Amore:

What I don't love is the random people saying like, "Hey, I run a tiny mobile games company. Let me tell you what I think about Fortnite." I'm sorry, but that's a little outside the wheelhouse.

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Beck Bamberger:

Yeah. God bless them. Well, what makes you open a pitch, or are you one of those people that reads every single pitch?

Samson Amore:

Oh God, I shouldn't say this on this podcast because people will take advantage of it, but I do read every single pitch. I do.

Beck Bamberger:

Oh, you're not alone Samson.

Samson Amore:

Unless it's very clearly from the subject line something that's not in my beat, like I don't cover finance explicitly anymore so those I'll tend to sort of skim and not really delve into, but I do, I read everything because I feel like I can't afford to miss something. I mean, if I just start cleaning the inbox like, "Okay, that looks dumb. I'm not even reading it," then I might be missing out on something that's actually really worthwhile.

Beck Bamberger:

Mm-hmm (affirmative). So you have that approach. Kind of a little FOMO-ish of I must see everything in order to know I don't miss it. Aha.

Samson Amore:

Yeah. Well, it's sort of helpful to just sort of know what's going on.

Beck Bamberger:

Yeah, that's true.

Samson Amore:

I mean, even if I don't pick the story up, having that context of, "Okay, people are pitching this. This is going to other tech outlets. I should keep an eye on it." Because usually too I mean I think a lot of pitches in general really are just are sent to different outlets, but they're sort of very much the same story. So it's helpful to know sort of what's being covered where.

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Beck Bamberger:

Well, let's talk about making an actual story. So when you are going to do something on Fortnite, now that's kind of bubbling up into the general cultural vernacular right now, so it's huge. But you did this one piece, for example, on PBS doing their NOVA podcast launch. You've done some particular stuff on Apple and what it means with Epic Games or whatever else, what is... Or let's even take this one, you were talking about what's the next maker of Candy Crush, which is a huge dominant game as many people know. What makes you do a story? Does it ever come from a pitch?

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Samson Amore:

Yeah. I mean, I think it's about... For me, I try to keep it I would say maybe 60/40 and the 60% there is original reporting or stuff that I'm digging into myself that I find and I say, "Hey, this is interesting. Let's go at it," and then 40% is pitches. And I just think that personally, I prefer to work that way because it tends to avoid getting into that tech reporter trap where you're regurgitating a press release that looks a lot like the next outlet's coverage.

Beck Bamberger:

Mm-hmm (affirmative). That's a high percentage though that comes from pitches. So let's say for the 60% though, let's say for the 60% that you are like, "Okay, I'm coming up with it." Where are you getting the inspiration for those?

Samson Amore:

See, now I'm rethinking the 60/40 thing because what I was really trying to convey-

Beck Bamberger:

Oh.

Samson Amore:

No, I was really just trying to convey the fact that the majority of the stories I try to do are based on original reporting. When it comes to digging something up, I mean, there's a variety of different ways you can do that. I mean, it can be anything from somebody that is a source just coming out of the blue and saying, "Hey, this thing is going on. I think you should know about it," to...

Samson Amore:

I find actually what happens the most when you're digging out original reporting type stories is persistence is really key, even if it makes you seem very annoying. Consistently following up with people, consistently getting in touch with... I mean, for me, since I worked very heavily on the side of business journalism, getting in touch with companies that maybe I'll look at my calendar and say, "Hey, it's been a month since I've talked to these people. What are they doing?" Sniffing around to figure out what's, I guess, on the horizon is helpful.

Samson Amore:

There's also plenty of times too where some other outlet will do a story, like I don't know, for example maybe The Wall Street Journal has a great story on whatever's going on with Apple right now, and we read the story and an editor flags it and then we come up with, "Okay, so what's our angle here? How can we kind of... What are the sources that we know that are knowledgeable about this that can kind of spin this in a fresh light?" It was based on another outlet's original reporting, but it still is ours in the sense that we're bringing something else to that kind of evolving story, if that makes sense.

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Beck Bamberger:

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Mm-hmm (affirmative). So varied, it sounds like. Are you ever in the shower and you're like, "Oh, that's what I'm going to do."

Samson Amore:

Oh yeah. I get a lot of my great ideas when I'm doing something that's not-

Beck Bamberger:

The thing.

Samson Amore:

... work at all. I think that happens to a lot of us. When our brain has that sort of time to decompress, yeah, the things start to bubble up to the surface. I have a whole notebook that's just dedicated to things that if I had time I would look into it, and it's anything from really weird, random questions that have nothing to do with my beat to like, "What's going to happen in five years with VR?" Big questions like that that I haven't had the time to really answer yet, but are just rattling around in my brain.

Beck Bamberger:

They're there.

Samson Amore:

That's the interesting thing about being a tech reporter is you're covering an industry usually that you pretty voraciously also consume in your spare time. Like there will be times where I'll have off time and I'll be just engaging with a tech that I usually cover for work, like playing a game or something, and maybe something in the mechanics of the game will trigger an idea and then I'll just kind of write it down and come back to it. That happens a lot. I do have quite a list of things I'd like to look into that just sort of occur to me.

Beck Bamberger:

So are you a big gamer?

Samson Amore:

Well, see, there's a...

Beck Bamberger:

Maybe we need to quantify big.

Samson Amore:

I was just going to say. I mean, I've been playing games since I was I think five or six, I mean but not on a console. I had the little... I don't even remember what they're called now, but the little plugins that you would plug into the back of your TV and it would be a little joystick and then you could play Galaga or something.

Beck Bamberger:

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Oh, yeah.

Samson Amore:

My parents were very deliberately low tech, so I didn't get a console console until I was in college. But before then I was really into PC gaming. But I'm not very good. When people ask me if I'm a gamer I say, "Sort of," because I love playing games. I've played pretty much every big AAA title there is out there that has come out I would say with the exception of the last two years, because they've gotten really expensive. But I'm nowhere near pro level. I barely hold my own in Super Smash Melee. So I'm okay. I love it, but I'm not great.

Beck Bamberger:

Hey, that's humility if I ever heard. I love it.

Samson Amore:

I was just going to say, I think the funny thing that a lot of people don't realize about gaming is that everybody is a gamer to a certain extent, right? I keep thinking about this conversation I had, and it was pre-COVID, so no one that's listening can yell at me for being in an Uber and endangering anyone. This was before the pandemic.

Samson Amore:

But I was driving back from some event and I was talking to the Uber driver and he was asking me what I do, and I told him I covered games. And he pretty much asked me the same question you did. Everybody always asks me that. "Oh, are you a hardcore gamer?" And I said kind of the same thing. "No, not really." And he was like, "You know, I mean, I really like old school games, but I don't know if that really makes it. That doesn't really count, right? It doesn't count if I play Pac-Man every day." I'm like, "What do you mean it doesn't count? Of course it counts."

Samson Amore:

Even if you're playing, like you mentioned Candy Crush at the beginning of this game. If you're playing that pretty obsessively on your phone, you're a gamer. If you play Tetris a lot at work, you're a gamer. There's degrees of it right? But everybody has at least one form of game that they're obsessed with. My grandma loves Mahjong. Everybody's got at least one title that they play on the computer or their phone or whatever.

Beck Bamberger:

It's kind of like travel, I think. "Oh, I love to travel." Okay, you mean you go in your RV two hours away, or you've been to 70 countries? There's a big difference.

Samson Amore:

Yeah, it's a scale.

Beck Bamberger:

It's a scale. Exactly.

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Jered Martin:

Today's interview will continue after this brief message brought to you by OnePitch. Are you curious to learn more about 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:

Well, let's play a word association game. So I'm going to say one word and you just tell us what you think.

Samson Amore:

Oh boy, here we go.

Beck Bamberger:

Okay. Here we go. Food.

Samson Amore:

Pizza.

Beck Bamberger:

Oh, that sounds good. Drink.

Samson Amore:

Water.

Beck Bamberger:

Hobby.

Samson Amore:

Model making.

Beck Bamberger:

Perfect. Hollywood.

Samson Amore:

Hot.

Beck Bamberger:

E-sports.

Samson Amore:

Complicated.

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Beck Bamberger:

Fortnite.

Samson Amore:

I mean, I don't even know if I have a word for this. I think my emotions towards Fortnite right now are just a sound. It would just be like, "Mm." Let's go for English here. I would say controversy.

Beck Bamberger:

Oh, controversy. Okay. Apple.

Samson Amore:

Big.

Beck Bamberger:

Podcasts.

Samson Amore:

Trendy.

Beck Bamberger:

Antitrust.

Samson Amore:

Lackadaisical.

Beck Bamberger:

Mm-hmm (affirmative). Mobile gaming.

Samson Amore:

Commute.

Beck Bamberger:

Commute. Oh yeah. Good idea. Journalism.

Samson Amore:

Stressful. Rewarding, but stressful right now.

Beck Bamberger:

Mm-hmm (affirmative). Pitch.

Samson Amore:

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Potential.

Beck Bamberger:

Inbox.

Samson Amore:

Messy.

Beck Bamberger:

Yes. That's our list for today. I think the most interesting one to me was the hobby.

Samson Amore:

It's funny you asked that, because I've been thinking about all sorts of analog things that I can be doing with my time because my partner just bought a huge puzzle and finished it. Anything that will take up a large chunk of my time that doesn't involve a screen is really what I'm trying to do around COVID times now. And I was thinking about that. When I was a kid I used to love... I mean, what kid doesn't love Legos, right? I was super into making dioramas projects for school and would love to go to the hobby store and pick out all the little people and put them in their scenes and stuff. I was like, "I don't know if I'm going to get back into that specifically, but something in that vein is great for quarantine."

Beck Bamberger:

I love it. Mine is writing... I'll make a lot of notes and drawings. I'm doing art classes with little nieces. Oh, it's fun.

Samson Amore:

Oh, that's really fun. I love seeing the kids draw. Some kids are really good, like better artists than adults. I'll tell you that.

Beck Bamberger:

Yeah. Well their interpretation is so wide too. You're like, "What's that?" And you think it's an orange blob and they're like, "It's the universe." And you're like, "Of course. Yeah."

Samson Amore:

Mm-hmm (affirmative). I know. It's great.

Beck Bamberger:

Well, speaking of quarantine, are you reading anything you love right now? We'd love to know.

Samson Amore:

You know, I am actually.

Beck Bamberger:

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What you got?

Samson Amore:

So book-wise, I picked up a used copy of David Carr's memoir *Night of the Gun*, which is, it's not very new. I think it came out in 2012 or something. I'm late to reading this book, but it's really fantastic. I mean, David Carr, he passed away a little while ago unfortunately, but he was a New York Times journalist and before that was a hack for a bunch of local papers.

Samson Amore:

He's a fantastic writer, but he has a really interesting personal story because he beat drug addiction and very severe drug addiction and then went on to work at *The Times*. And his memoir is, the way he structures it is it's all about him fact checking himself.

Beck Bamberger:

No.

Samson Amore:

He'll tell a story and be like, "This is what I think happened during this period of my life." And then he'll go back and he'll find the people that were involved in the story 20, 30 years later or whatever it is. And then the next chapter is his conversation with that person kind of-

Beck Bamberger:

Oh my God.

Samson Amore:

... very literally fact checking. Did this thing really happen? Did I say that? No, I was more of an asshole than I thought I was. Okay. It's a very unique structure for a book, but it's also extremely... The subject matter is extremely compelling.

Beck Bamberger:

Okay. Yeah. *Night of the Gun*, David Carr. On Google Books the description is, "David Carr was an addict for more than 20 years. First dope, then coke, then finally crack, before the prospect of losing his newborn twins made him sober up in a bid to win custody for their new crack dealer mother." What a fricking book.

Samson Amore:

I already got it on audible.

Beck Bamberger:

Yeah. God.

Samson Amore:

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I will say the summary makes it seem a little bit more fantastical than it's written. He's a very measured writer and I think that that's partly because he's gone through so many, or he went through rather so many situations that were like this. He's extra regimented when it comes to fact checking himself, I think maybe because of all the drugs, but it's a fantastically written book too.

Beck Bamberger:

Wow. Anything else you're reading?

Samson Amore:

Well, I read a great article today on the LA Times actually, right before we got on this podcast. It's by one of the reporters named Thomas Curwen and it's... I don't know if I remember the exact headline. Coronavirus has turned once bustling Downtown LA into a ghost town. Can it recover?

Samson Amore:

It's a really nice long form piece just looking at the different areas of Downtown LA and how they've transformed during the pandemic. I mean for me, obviously it was important to read because I live in Downtown LA, but also it was really cool the way that he structured it, because Curwen told the story basically through the lens of a bike messenger, like he followed the bike messenger around all day in these various neighborhoods. Yeah. It was really interesting. You should check it out. And there's a lot of interesting and in some cases, especially in like the Skid Row area, really frightening things that are going on because of COVID that are sort of just being unaddressed.

Beck Bamberger:

Yeah. A lot of things are changing in cities right now. There was a great op-ed Jerry Seinfeld wrote about New York City and-

Samson Amore:

Was it a headline like, "Is New York dead?" Or something like that?

Beck Bamberger:

Yeah. "Is New York dead? Not." I don't know, but it was just funny and his style and it was basically like, "Yeah, we'll be here. New Yorkers will be here. Let us know how Florida goes for you, wimp."

Samson Amore:

Yeah. There's a real schism between people in that area right now, because a lot of my friends that live in New York, they couldn't afford to leave, so they're still staying there.

Beck Bamberger:

Yeah, they're still there.

Samson Amore:

And then there's a lot of people that could flee to the Hamptons. I think there's a lot of resentment against those people who were able to just peace out right when things got tough.

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Beck Bamberger:

Yes. Mm-hmm (affirmative).

Samson Amore:

But I also can't blame them. If I could escape to a national park for a while, I would too.

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Beck Bamberger:

Yes. Well, tell us how you feel the future of journalism is going to be like?

Samson Amore:

That's a loaded question these days.

Beck Bamberger:

It is a loaded question. And now you're a more recent grad. This isn't like you've been doing this for 25 years, so tell us what you think? Would you do it again? You graduated in 2018.

Samson Amore:

Yeah. I mean, I should clarify too just the nature of where I went to school, I was working professionally before I graduated. So I have a little over five years of experience in the industry, but I am still by the standard of things pretty new here, and so I think that really does color how I look at things.

Samson Amore:

I tend to try to not make sweeping generalizations about where I think the internet or journalism is going to go because I don't think anybody really knows, but I mean, it could turn out that in two years we end up getting all of our news from TikTok. Literally that could very well be a possibility.

Samson Amore:

There's a lot of different platforms right now that are experiencing a huge bump in engagement because of COVID, and anytime there's an influx of new people onto a platform, there's obviously naturally going to be a huge uptick in discourse on that platform and people are going to be talking about the world. And so you're finding that there is a huge political section of TikTok. There's a huge civil rights section of Snapchat.

Samson Amore:

It's very interesting to see how younger generations are consuming their news and where they're expecting to get it. And I'm not trying to say by the way that I think that everyone should get their news from Snapchat or Twitter. I still am very much a proponent of subscribing to your local papers, subscribing to larger regional papers or national publications, like subscribe, subscribe, subscribe, because they need your money very much so right now in order to do their work. But at the same time, there's a lot of other emerging outlets that have really interesting approaches to this.

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Samson Amore:

And there's a lot of journalism that is happening now that tends to be a little bit more in the vein of sort of almost social justice reporting. Thinking of the fact that the 19th recently launched to focus on women's and gender equity coverage. Katelyn Burns at Vox is doing a fantastic amount of work on what the election is going to be meaning for queer people.

Samson Amore:

So I think what we're seeing is sort of a shift in the types of stories that it's kind of accepted for a journalist to tell, if that makes sense. I feel like when I started studying this, and by the way, you don't have to study journalism to be a journalist obviously, but I was privileged enough to, and I feel like one of the earliest lessons was it was always about objectivity, which is a noble goal, but it's kind of impossible in the current climate. And there's been a lot more reporting that I've seen from journalists that are sort of embracing whatever their minority status happens to be and using that as a strength to tell the story about a larger social issue. And that, to me, I think we're going to be seeing a lot more of. I know TheWrap has done a couple of things like that as well. And it seems like that is becoming...

Samson Amore:

One thing I do think I know for sure is that type of storytelling is becoming a little bit more accessible and I think acceptable. I'm seeing more people on social media empathizing with the journalist's point of views rather than saying, "Oh, they're putting yourselves in the story." Because there's a way to do it without editorializing. And I think a lot of outlets are realizing now that that's what people want to read as well. We want sort of more personal takes on things because we all feel really lost. We don't know what's going on, simply put.

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Beck Bamberger:

Yeah. So would you do it again? Would you get your degree in journalism and pursue this career?

Samson Amore:

Well I mean, are you asking if I was a student now would I do that?

Beck Bamberger:

Yeah.

Samson Amore:

If I was a student now, absolutely not. I'm not even exaggerating when I say this, I would learn a trade. I would learn to become a plumber or something.

Beck Bamberger:

Really?

Samson Amore:

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Yeah. I mean, I'm not trying to bash journalism. I love it. But I think right now, if you're a student you need to have some... I have a friend who just went back to beauty school. Anything that you can learn that's a tangible trade is always useful, especially in uncertain economic times. I'm not telling everyone to ditch journalism school and become a carpenter. I'm just saying personally, if I were faced with that situation and also knowing the amount of student loans that I would have to shoulder, I would say no, I want to go into a profession that's almost immediately profitable. Just for safety's sake. I know that's not very optimistic advice.

Beck Bamberger:

It's not, but you know what? That's a real answer, and few people have said that.

Samson Amore:

I've got to keep it real. I mean, I don't want to leave the field. In this present time I have no other desire to be anywhere else. I love what I'm doing, even though it's uncertain times. But yeah. I mean, if I was a student right now, I just don't think that the investment would make sense. And also, I mean, you've got to consider too, like I said, you can become a very successful journalist without going to journalism school. A lot of people manage to do that. So there's ways to get into the field without shouldering hundreds of thousands of dollars worth of debt. There's also a way to do that as well.

Beck Bamberger:

Yeah. Well, let's shift to our last little part here, which is the Mad Libs, which is a lot of fun. Let's see how it goes. So I'll give you the prompt, Samson, and then you just give me your answer. Are you ready?

Samson Amore:

Sure.

Beck Bamberger:

Okay. First is just a catch phrase. What kind of catch phrase would you say?

Samson Amore:

I mean, Nike is a not great company, but their slogan has always been the best. Just do it.

Beck Bamberger:

Just do it. That's kind of my favorite. Excellent. Okay. What about a journalist scare phrase?

Samson Amore:

Just the message, "Hey, I have a few edits."

Beck Bamberger:

Okay. What about a buzzword in journalism that's positive?

Samson Amore:

I would say curiosity.

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Beck Bamberger:

Curiosity. Okay, good. Okay, an adjective.

Samson Amore:

Tenacious is the one that's on my mind for some reason.

Beck Bamberger:

Tenacious. Yes. It's a good one. Okay. Then what about a part of a pitch?

Samson Amore:

The subject line I see a lot is in all caps, INTERESTING EXCLUSIVE with at least two exclamation points or a really aggressive colon or something.

Beck Bamberger:

Okay. Another adjective.

Samson Amore:

Diligent.

Beck Bamberger:

Diligent. I like it. Okay, what about another part of a pitch?

Samson Amore:

Press kit or assets. That's the one word that came to mind specifically is just assets attached.

Beck Bamberger:

Okay. Great. Assets attached. Okay. Amount of time.

Samson Amore:

Amount of time? Two days, because that's my deadline usually.

Beck Bamberger:

And then adjective.

Samson Amore:

Tired.

Beck Bamberger:

Then how about a singular noun?

Samson Amore:

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I'm just going to throw a random one in there for you. A soccer ball.

Beck Bamberger:

I like it. Let's do it. And a topic.

Samson Amore:

Economy.

Beck Bamberger:

Then a verb that ends in -ing.

Samson Amore:

Launching. Everything's always launching.

Beck Bamberger:

Mm-hmm (affirmative). And then what about just a verb? Any verb.

Samson Amore:

Run.

Beck Bamberger:

Run. Okay. All right. I'm going to read back the whole Mad Lib. Here we go. To me, journalism is just do it. It consists of a few edits and curiosity on the daily. If a pitch has a tenacious, interesting, exclusive, three exclamation points, I will absolutely respond to it. However, if a pitch has a diligent assets attached, you can expect no reply from me. If two days goes by and you don't see an email back from me, you can just assume I am tired about it. The best stories always have soccer balls and are usually about the economy. And the best way to reach me is by launching it over to me, but you can also run over to me.

Samson Amore:

That came out hilarious at the end of it. There are parts of that that are accurate though. I mean, yeah, feel free to launch a pitch at me.

Beck Bamberger:

Oh, well this has been so fun. Thank you for the honesty today, Samson. Thank you for telling us about all the coffee you drink.

Samson Amore:

Well, thank you Beck, and I appreciate you having me on. It's been great to catch up with you.

Beck Bamberger:

Agreed. Thanks so much again, Samson.

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Jered Martin:

Thanks for listening to this week's episode of Coffee with a Journalist, featuring Samson Amore from TheWrap. 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. For more information about OnePitch, head to our website at onepitch.co and see the unique ways we're helping journalists and public relations professionals build meaningful relationships. We'll be back next week with an all new guest and even more insights about the journalist you want to learn more about. Until then, start great stories.