

EPISODE 110

[INTRODUCTION]

[00:00:09] ANNOUNCER: Welcome to this week's episode of Coffee with a Journalist brought to you by OnePitch. The guests on our show include some of the most notable journalists from the top US-based publications who cover topics including technology, lifestyle and culture, health, science, consumer products, business news, and beauty and wellness. We discuss their role, the types of stories they cover, what their inbox looks like, and how they connect with sources. Head to onepitch.co and look for the video page to learn more about our new video series featuring journalists from the show.

This week on the podcast, we're joined by Terry Collins, a money and tech reporter for USA Today. In his role, Terry explores how technology influences our digital lives and habits, as well as the impact of social media culture. During the episode, Terry starts by telling his process for vetting pitches, goes through a real example of a pitch in his inbox, his optimistic thoughts on the future of journalism, and more. Let's hear from Terry now.

[INTERVIEW]

[00:01:18] BB: Welcome, everyone. This is Coffee with a Journalist. I'm Beck Bamberger, Founder of OnePitch. This is a platform that helps you better connect with journalists, and this is the reason we do this podcast. So you can hear from real journalists on how they like pitches, what's in their inbox, all that good stuff. We have a pretty good time here. I also run BAM, an agency that works with venture-backed technology companies. Hence I created OnePitch because we need more help in working with journalists and understanding what they actually want and hopefully have better relationships with them.

Today with us is Terry Collins. He's the money and tech reporter for USA Today. Terry, hello and welcome.

[00:01:56] TC: Hey, Beck. How are you doing?

[00:01:58] BB: Hey, pretty good. Are you in San Francisco right now?

[00:02:01] **TC:** I am. Well, I'm in San Francisco Bay Area. I live across the bridge in Oakland.

[00:02:05] **BB:** Nice. Excellent.

[00:02:07] **TC:** A lot of sun and pretty nice and warm for a March day, right?

[00:02:09] **BB:** Way sunny, yes.

[00:02:10] **TC:** March day, right. Yeah.

[00:02:12] **BB:** Yes. You're on the right side of the bridge. Excellent.

[00:02:14] **TC:** Thanks for having me.

[00:02:15] **BB:** Terry, thank you for being here. Why don't we start with your inbox? How crazy is it?

[00:02:22] **TC:** Oh, God. Oh, geez. It's all over the place. It's all over the place right now, ranging from –Of course, I get a lot of pitches from tech-related, related to prom, ranging from NFTs, metaverse. Let's see. What else? New apps to try. What else? More stuff about the latest with Apple, with the new hardware coming out soon. Pitches about central IPOs.

[00:02:47] **BB:** Let me ask you this. How many pitches do you get a day?

[00:02:50] **TC:** A day, I probably get maybe upwards to maybe 100 a day. Some may be repitches, but it can be up to about 100 a day. Honestly, I do try to go through as many of them as I can. It may take a few days or so. So I'm always like responding back like, “Sorry for the delay. I got tied up,” or something like that, which is all true because you can't go through so many in one day.

[00:03:12] **BB:** That's true.

[00:03:13] TC: I get a lot. For the most part, that's good because that means people are reading or going through to see my stuff in whatever places beyond USA Today. Also, I think they may have a story that our readers might be interested in, and they think that I possibly can do it. So it's always unique and nice to be in somewhat, I guess, demand because if those pitches stopped, and then I'm like, "Uh-oh."

[00:03:35] BB: Then you must be like, "Oh, God. What's going on in the PR world?" With so many pitches though, how do you organize them? It sounds like you read every one of them though.

[00:03:45] TC: Yeah, I do. I do for the most part. I think it's just a matter of courtesy. So I think that companies take the time to want to send you something. At least give them the courtesy of reading it. Sometimes, you can know right away if it's not related to you or anything like that, or it's something they want to pour to a colleague or something that just may not be in our realm and some that maybe just need a little bit more depth to them, put out a little bit more.

If there's a pitch I get that I have to ask more than about five questions, I usually get a handful, then it's something that isn't probably going to work out. I just say, "Come back to me maybe in about a month or so, a couple months. Or let me know what's happening," because you might get pitches that kind of like something that's coming or just in a very infancy stage and –

[00:04:33] BB: It's not baked yet.

[00:04:34] TC: Yeah, yeah. They think that a story could help maybe give some exposure or push it along and things like that. That's always tricky. So you try to maybe give advice too like, "Once you're a little bit more seasoned." Or in terms of like a product as it matures more, "Come back and pitch again. Let's see what happens."

[00:04:52] BB: Now, Terry, are you writing this all back to people?

[00:04:56] TC: If I have time, I try to.

[00:04:57] BB: My God. You're like the most generous journalist I've ever heard.

[00:05:01] TC: I've been told that, and I know that there are some pitches that just don't cut it. I try to be kind and say, "Try it again." Kind of just —

[00:05:13] BB: Try again.

[00:05:15] TC: This is horrible or anything like that because someone's **[inaudible 00:05:20]** I think, and you can see sometimes who is just getting started in the field and those a little more seasoned. If you can just try to find the right way to let them know that it might not be a story at this time, but let's keep in touch in all sincerity.

[00:05:37] BB: Oh, my God. They must fall out of their chair, getting a response from you.

[00:05:42] TC: Maybe and maybe it's a reason I probably get a lot because I know my inbox is full. If I had Gmail instead of Microsoft Exchange, if I had Gmail, it would have overloaded by now. You know how it tells you like you've exceeded your limit.

[00:05:54] BB: Oh, yeah. That's mine at constant times every day. Yeah.

[00:05:58] TC: Yeah. So I guess for Microsoft, it's changed. Not to plug or anything like that. Maybe they just have a bigger bandwidth and know how to handle some of the mails and in terms of storage. I don't know. But I delete some fair share as well. But for the most part, if it's something that's relative to me or could be, I'll give it a read. More than a glance, I'll say that. More than a glance.

[00:06:21] BB: Wow. This is amazing. Are you also an inbox zero or a absolutely let it ride person?

[00:06:29] TC: Kind of. Literally, like my inbox is pretty full right now, and I'm sure I do need to probably delete some things. But at times, you never know when like there's a keyword or something that you may come back to you when you search, and then it ends up being something. When I wrote a piece not too long ago about the metaverse in real estate and things like that, I got a pitch in I think November. **[inaudible 00:06:50]** something. I think, probably in

March, so January, February. Not too long ago. But I just did a search, and that email popped back up and ended up helping me. So I kind of let emails ride a little bit, unless it's just really out of cycle because in cases like that, you might need to go back and refer. So that's why –

[00:07:11] BB: Many people do that that I've talked to on this show. They use it as their own personal Google search.

[00:07:16] TC: Exactly. Am I hard no on some things? No, unless I get to know from like an editor or two. Or we're just not going to work or not going to apply. So I try to keep them for a minute because like you never know. So you might go back. I get a lot of gaming emails, gaming related. I'll take a look. Some I'll pour to a colleague, some I'll keep. But you never know how am I going to something down the line. Or that person who sent the email may have another connection.

[00:07:44] BB: Terry, it sounds like you're on the rare side of looking at every pitch that comes through, I have to say, rare from the show. Do you at all look at then subject lines as something? When you scan your 100 pitches a day, you're like, "Oh, wait. Let me open that one real quick because that's a juicy subject line."

[00:08:03] TC: I'll look and see if it's interesting. I mean, of course, that should be the most attractive thing.

[00:08:07] BB: That should be the hook.

[00:08:08] TC: Yeah. Some subject lines may just kind of involve like must tell story, or you'll see like too many exclusives.

[00:08:18] BB: That's our next question, exclusives versus embargoes. We'll get there in a second. But, yeah, what's a good subject line like that you saw today maybe?

[00:08:24] TC: Here's one. It may seem very basic but it kind of just – I think one says, "Let's see what's new in the company. Taking on watches, automotive enterprise cloud." Kind of simple, within a five to seven-word count. In this case, it was five. **[inaudible 00:08:39]**, but it

had me interested enough to open it and just take a look to see because they had some keywords in there, the enterprise cloud because the cloud is so ambiguous. It could mean something or not. So you may – It's tempting enough to open it, which I did.

[00:08:58] BB: Okay, so five words. Yup, got it.

[00:09:00] TC: So I think a couple key power words and try to keep it as brief as possible. I think I said within a five to seven-word limit. That kind of gets me because that means they've probably taken the time to write it. Kind of edit it.

[00:09:12] BB: It's tight.

[00:09:13] TC: Yeah, it's really probably a real tight email. It could be punchy too.

[00:09:17] BB: Excellent. Okay. Now, the big question. Exclusives, embargoes, do you take either?

[00:09:24] TC: I look at them, I open them, and then I do ask. Maybe if it's interesting enough, I do ask, "Is this exclusively to us? In my case, USA Today, is it?" Then wait to hear back. The ratio, just kind of weird. I think sometimes you see in bold or an all caps exclusive. You wonder.

[00:09:43] BB: You wonder, yeah, because the thing that's happening, and we've talked about this extensively on this show and the other AMAs we do with BAM but – Okay, Terry. I've heard from many times on this show and other areas that an exclusive needs to be just the story just for that outlet. Now, you're trying to make it 9:00 AM on that one, and you try to make it noon on this one. You are the only outlet that has this. Is that your understanding too?

[00:10:10] TC: Yes. Yes, exactly. That you're the only outlet, only publication that's going to run this story **[inaudible 00:10:17]**. That's it. You're the one. Yes, that's the deal.

[00:10:22] BB: Okay. Then embargoes, is that of interest to you?

[00:10:26] TC: Yes, depending on what it is. I mean, of course, if there's a product or something that is, I guess, of common interest to readers and alike. I normally like honor the embargo, but I see what it is before I agree to it. Or pitch somebody to make sure that we are going to run it. So I take a look. It depends. You get a lot from some of the big tech companies and or something that you are interested in. It could be a product or something that I guess would appeal to our readers. So you give that a lot of consideration into it. But like I said, I'll agree to them. But sometimes, it doesn't mean we cover them or write them all.

[00:11:01] BB: Good to know, and there's only so much bandwidth you have in a day. I want to talk about stories and how you come to do these stories. You get so many pitches. Yes, you look at them all. But as I look through your work, you're quite expansive. You're talking about radioactive waste right now in the UN. With the UN, you have market corrections. You have startups helping with cash offers for homes, Kickstroid, an app finding sneakers. How do you decide, and what is story process to do a story?

[00:11:33] TC: For example –

[00:11:34] BB: Yeah, let's take one as an example.

[00:11:35] TC: Yeah. Let's take, I guess, the story, I guess, with the startups with the all cash offers.

[00:11:40] BB: Yeah, that's your latest one.

[00:11:42] TC: Yeah. So that was a story I was interested in because I just start seeing some things. I'm doing a lot more, I guess, real estate — cottage-type of stories because our readers like love them. They're fascinated. I think it's one of the things that has emerged from the pandemic. We're all probably working kind of like mostly from home, more and more space. So with this is there's been this huge demand in housing. So it's kind of like much demand, little supply.

[00:12:07] BB: Competitive.

[00:12:07] TC: So like competitive, yes. Of course, sellers are looking to make a good sale on their house they're selling, and why not take all cash offer? It makes it easier for all parties involved. With this, some people get left out because how many people have that kind of access to cash?

[00:12:26] BB: Well, then you got to do cash beyond. You got to do 30k over asking. It's just insane. Yeah.

[00:12:32] TC: Yes, exactly. So that's what I wanted to kind of explore. With this, I started seeing that. I started asking some of my, I guess, lending friends who work in a business or in real estate and things like that as well about this kind of like phenomena, and come to find out that some agents use this to help their clients because it is very, very competitive. There are these vehicles. Yes.

[00:12:58] BB: Okay, I have it now. I'm reading the whole article now. So they'll say, "Okay, I'm an agent, and I have my clients, and I know they don't have the cash I'll offer. But via these startups, these apps, I know they could get the cash on hand, which means then they can get the house, and then I get my commission because I want to sell houses."

[00:13:14] TC: Yes, if they qualify. Yes. So it's like another tool that they use, and it's competitive. But the would be buyer, of course, has to qualify, pre-qualify for a loan and things like that. So this is kind of like a bridge to help them kind of like get to the head of line in this super competitive bidding process. Buyers are also dealing with – They may have a cash offer, but they're also dealing with others who may have all cash offers. So these companies help.

[BREAK]

[00:13:43] ANNOUNCER: Today's interview will continue after this brief message brought to you by OnePitch. Are you curious to see the unique ways OnePitch helps PR professionals and marketers pitch journalists? Head to onepitch.co to learn about our new OnePitch score and see how easy it is to find the right journalists to pitch your news to. Sign up for your free account today. Now, back to today's episode.

[INTERVIEW RESUMED]

[00:14:08] BB: For you, you are already peripherally just interested in this. Did this come on – I like to know, were you in the shower? Were you walking your dog, and you're like, “You know what? I need to do a story on this.”? Or did you have 17 pitches that are related to this? You're like, “Oh, wait a second. Something's happening.”

[00:14:23] TC: No. I actually started doing more so through like reporting stuff like that and hearing why people will come and falling short, and I'm getting a house – A lot of reason why the market is so competitive. This is one of the reasons. Then I did get a pitch which was kind of like, okay, it had keywords power buyers and why they're helping others. But I was already kind of into it because I already talked to a realtor who was like in the game like, “Yeah, I recommend this to my clients.” So okay, and she had mentioned the company she used, and ironically I don't know if it's AI or whatever. I happen to get a pitch from someone who is talking about said company.

[00:14:58] BB: And you got that piece, yeah. Wow, that just then magically came together?

[00:15:03] TC: Yeah, and it literally did because I asked. That's so funny. So I came at the story from two different angles. I came from the angle of the realtor who uses this device, say, of this company to help with their clients. They have an example of one of their clients who want to talk to me about it. It was kind of how it led to believe the story kind of evolves. Then I'm also looking at it from the other angle of what the other companies' perspective. I'm not saying to the other that I'm dealing with the other. Just to see if everything kind of is copacetic, and it kind of all comes together. There was some consistencies, and it kind of like gave some validity to it. Also, to me, like, yeah, there's a story there you know you can tell an editor.

[00:15:44] BB: Yes. Oh, this is so good that you distilled all the components of it because we mentioned this. This is now from the BAM side to clients like, “Hey.” It's not just like, “Oh, we exist.” It's, “Yes, we exist with this really interesting solution, and here's three customers that can speak to it. Here's a financial guru who also can advise on this.” He played at the story basically. Tee you up with all the people because unless it happens magically like that, Terry, you're going

to then be like, "Well, now I got to go. Fine. Okay. That person and who could talk there, and there's a lot of digging."

[00:16:18] TC: There was a little bit of both.

[00:16:19] BB: There was.

[00:16:19] TC: But in talking to the company, I'd say, "Well, do you have a client who may be looking for their first home," and just follow short and things like that and had them to do some research. They said they did and so that. But in talking to the realtor, the realtor had somebody, a client, who had used it a couple years ago before it became like the phenomenon that is now. So it gives that context and perspective, and they had to make a choice on, "Hey, either I could do this and get this house, or I'm going to be left out. I got to go through the process all over again." So I took the story from that approach with different angles. A family guy who's trying to move, relocate, trying to get a house in time, so his kids can enroll at school. To a software engineer who's single but is ready to buy his first home. He's having a little problem to get it, and here they are. It's commonality. They both used this process to get an all cash offer that they could present to buy their homes.

[00:17:16] BB: I like it.

[00:17:17] TC: Yes. So you're just trying to tie in.

[00:17:19] BB: Is this example rare? Or does this happen a lot for your pieces?

[00:17:24] TC: In this case, a little rare. But then this goes with, I guess, timing, timing. Me, I guess, in this case, being maybe determined, like this is a story I want to try to tell and how I go about it. So **[inaudible 00:17:36]** of me going to some of my real estate sources and asking them and then getting that kind of like candor and say, "Yeah, I use it." Yeah, you have to now. I mean, it's almost as simple. So getting that, those are voices. They're saying. So that kind of like peels you like, "Okay, there's something here."

Then the timing of that email with the pitch because with a pitch, you kind of have a healthy skepticism about it **[inaudible 00:18:02]** things like that. So you're doing kind of like you're checking and whatever cynicism or skepticism you have. I was able to take care and do all that through the real estate agent who uses the product. So obviously, they must see something to it. So you use from them. Then also, **[inaudible 00:18:19]**, and you see everything kind of like align itself. So you have a story to kind of can weave together and put together.

Then, of course, you have those who are, I guess, skeptics or critics of it. You reach out and find them. Then they put in why they understand it, understanding it. But kind of like you really don't have to do it if you don't want to. So you get that kind of – to make the story, I guess, come out and be objective. You show all sides. But thankfully, in this case, it took a minute. But once all those pieces kind of came together, putting the story together kind of worked itself out. You put out a wide swath of people to talk because some people say, “I want to talk,” and they – No comment or anything like that. Just they don't get back to you.

But in this case, there are a lot of people got back to me because this is something that is right now one I put in the quality of life category, housing. I guess, it was important enough for people to want to find a way to comment about it.

[00:19:17] BB: Yeah. You got all the pieces of it. Now, that's something to look into for a second. Would you even want that in a pitch? How interesting would that be? Hey, here's my client, and here's the pro view, and here's a negative view, and here's three customers. Would you ever want that teed up to you? I mean, that's very interesting.

[00:19:33] TC: It's very interesting. That's right. It doesn't really happen in a pitch.

[00:19:37] BB: Yeah, I was going to say. That's not your objective because it's usually a pitcher but interesting strategy.

[00:19:42] TC: It would be interesting. But if you're pitching that to me, I'm assuming you're pitching that to others too.

[00:19:46] BB: Oh, I see. Okay.

[00:19:48] TC: So that could be for Terry. You might be doing it for Mike as well, if you're trying to go to multiple outlets or the seller of the story.

[00:19:58] BB: Unless I tell you, "Hey, Terry. I have this exclusive piece for you that I've teed up. I got all these people ready."

[00:20:04] TC: That goes into when you maybe have the email thread that lead to making a phone call or a Zoom or teams meeting, when you get down to those kind of details, or the possibilities, as you get ready to say to your head or something, "I'd like to pursue this story." That's on that front end of trying to see what could be possible to do for a story.

[00:20:25] BB: I like that. Okay, we're learning things here. Okay. Now, Terry, a little transition. What are you reading, listening to, watching? We'll take any form of storytelling that you prefer. Let me pull up my Audible site too. Hold up. Okay, I'm ready.

[00:20:40] TC: What am I listening to?

[00:20:41] BB: Listening, watching, reading. I mean, we just – Whatever storytelling consuming you do. We want to know. You got anything good?

[00:20:50] TC: I still record like 2020 for some reason.

[00:20:52] BB: 2020? Really?

[00:20:54] TC: I just grew up watching. I think it was one of the books that probably got me interested in becoming a journalist.

[00:21:00] BB: Where is that even on? Oh, ABC.

[00:21:03] TC: Yeah, ABC. But, I mean, I'm not watching it on like Friday night, so I'm recording it and eventually watching it sometime within the week. Or maybe it's on as background stories and stuff like that.

[00:21:15] BB: Fascinating. I haven't heard 2020 mentioned since 2003 maybe. I don't know. Is it good? How is it?

[00:21:22] TC: Yeah. I think it's fascinating. I think it's more current and up to date than most people think because they play off the news, stuff like that. I found last week's episode. They were talking about the Theranos founder.

[00:21:33] BB: Yes. I just see it on the website. Yeah.

[00:21:35] TC: Yeah. It's in the news. You're out here and stuff like that. I can see what happens. Then, of course, be out here in the valley. In my case, you're kind of like, I mean, I remember the stuff with Elizabeth Holmes. I remember like I was at another place. This is fascinating. Do we write about it? Is it worth covering? Is it worth following?

[00:21:55] BB: What did you end up saying or determining?

[00:21:57] TC: I didn't do it. I didn't do it. I think a colleague did because it was fascinating at the time, and it was just kind of like, "Wow, amazing," because there's same thing of like with the other female entrepreneurs, female founders with Rumble and the like. There was a wave of this occurring that was getting a lot of attention that they're female startup founders and the like. They're making waves. This could be the startup of something, the future that we're – In tech, it may not be such an all-male-dominated business anyway. We were just coming up Ellen Pao. So it's just –

[00:22:27] BB: Yeah. There was a lot of stuff going on. Yeah.

[00:22:30] TC: Yeah. Then kind of just like going back and revisiting her unfortunate fall from grace, just like so.

[00:22:37] BB: Yeah, that was something.

[00:22:39] **TC:** Yeah. I mean, there's others like I click through or maybe listen to. I try to listen more to like music when I'm listening to something.

[00:22:47] **BB:** Okay. So you're not doing Audibles. You're not doing podcasts necessarily.

[00:22:50] **TC:** I do some podcasts. Most of them are kind of like maybe more sports-related.

[00:22:54] **BB:** Lighter stuff?

[00:22:56] **TC:** Yeah, a little bit. Yeah. JJ Redick's podcast. Maybe someday, I'll have a podcast. I listen to whatever I think might be intriguing at the time. With the right subject and the right topic, I guess, and the right kind of like posts or format. Maybe.

[00:23:13] **BB:** Okay. So lights on the storytelling consumption, probably reading all those pitches. It's gotten you booked. I can imagine.

[00:23:21] **TC:** Yeah, yeah. But I go through, and there's something – I'm more impulsive, instead of like scheduled, much check out podcast because I think there's always so many excerpts that you can find through social that kind of give you the gist of the – The teasers. Sometimes, the teasers are kind of the gist of what can be talked about. So I might get my fill there or might tip me enough to take whatever the 30 or 40 minutes to listen while I'm driving. Yeah. I'm sure if I was driving even more that I'd probably be more of an added podcast listener that are more semi-casual. I was like years ago, early on, especially like here being in the Bay and stuff where like more commuting. We're like on BART or for driving. You take in a podcast or something. But right now, that routine kind of like a bit stationary. It depends.

[00:24:16] **BB:** Yeah, and there's only so much time we all have.

[00:24:18] **TC:** Yeah, a Billions. Billions is my show. So that's about –

[00:24:21] **BB:** Oh, Billions. Oh.

[00:24:24] **TC:** I can't get out of that phase.

[00:24:26] **BB:** I just recently started on that. I am here for it. Oh, it's just – Yeah, it's good. It's good. Have you seen every single season? Are you like done with it?

[00:24:36] **TC:** No, I'm not done with it. I've hopscotched but –

[00:24:39] **BB:** Okay. I'm on season two.

[00:24:40] **TC:** Oh, good. Good. Keep going. Keep going.

[00:24:43] **BB:** Yeah. It's getting dirtier and dirtier. So, oh, yeah.

[00:24:45] **TC:** Because it remind you the space? Is it pretty damn good?

[00:24:50] **BB:** We work on the BAM side with venture capital and more high-flying crazy startups that are changing the world or whatever they want to call it. Not really on hedge funds, PE, the dirty dancing stuff that is government officials and stuff. So not really, but I was meeting with two finance head gurus at the big, big finance firms today. I said, “Oh, yeah. Y'all watch billions, like you all know?” They're like, “Yes.” Like, “We sit around wondering like is this what people think of us?” Oh, my God. I'm like, “Yeah. well, for Wall Street, you know that, yes, it does. But it's just you could easily say anything of what. Do remember when PR shops are these horrible places too, or journalists are sitting in newsroom on a typewriter, working 17 hours a day with a cigarette? There's all portrayals of all types of jobs out there, so you never know. But speaking of, maybe that goes into my next piece here, Terry, what do you think the future of journalism looks like?”

[00:25:52] **TC:** It's right. It's fast. I was just asked that not too long ago. I think there's so many different meanings we could tell a story through audio, through digital, through video, through the traditional means. It's wide open, and I think that's allowed for so many different people from different backgrounds who don't have to like study journalism in college to embrace in terms of storytelling. Look at where we are now. Like, okay, you asked about a book earlier. So I'm reading. It's been retitled, but I'm still holding on to like, I guess, an early draft. *Just Pursuit: A*

Black Prosecutor's Fight for Fairness by Laura Coates, who we see like on CNN. Legal analyst who might be in line for Chris Cuomo's Prime Time spot at nine Eastern.

[00:26:32] **BB:** *Just Pursuit: A Black Prosecutor's Fight for Fairness*. It's got fabulous reviews.

[00:26:38] **TC:** Yeah. So I'm kind of curious about Laura's road, not the road into this space. She hosts a show on SiriusXM. Then she's on CNN. Like I said, she's been wanting to – Maybe she's one of the rumored people who know [inaudible 00:26:52].

[00:26:54] **BB:** Yes. I love this. In the Audible description, it says, "But she quickly realized that even with the best intentions, 'The pursuit of justice creates injustice.'" Okay, I'm in, Terry. Added to cart. Awesome. Did she read it, by the way? Oh, it is narrated by her.

[00:27:11] **TC:** Yeah. So there's something [inaudible 00:27:12].

[00:27:14] **BB:** Yes.

[00:27:14] **TC:** I think it's fine.

[00:27:16] **BB:** Perfect.

[00:27:17] **TC:** It's been a good read so far, so yeah.

[00:27:19] **BB:** Terry, you're quite optimistic it sounds like.

[00:27:22] **TC:** The business, oh, yeah. Definitely, definitely. I mean, I've been in it for a while. [inaudible 00:27:26] all these various forms come in, and my eyes are wide open and open ears, open eyes to embrace how we can tell better stories because everyone consumes it differently in terms of, like I said, there's video. There's digital, audio. A lot of people even now with USA Today, it's a true network. There are so many means you can get your story. By the way, yeah, there's still the newspaper.

[00:27:52] BB: Imagine that. I mean, I read Wall Street Journal every day in print and New York Times, so I'm about it. Terry, thank you so much for being on today. This has been great. You're one of the few that has such a optimistic view of journalism, but it also saved in the game for a while. So it's encouraging when someone's been hanging on and hanging in there and seeing a lot. You're still there. It's great.

[00:28:14] TC: Yeah. You're seeing the change and embracing it. It's kind of like one of the reasons I got in this business because you never know where they will take you.

[00:28:20] BB: Very true. You could say that of journalism in general.

[00:28:23] TC: Yeah, right.

[00:28:24] BB: Love it. Thank you, Terry. Terry Collins from USA Today, pitch him. He will read your pitch. Sounds like it. Thank you, Terry.

[00:28:32] TC: Thanks, Beck. I appreciate it. Thanks for having me.

[END OF INTERVIEW]

[00:28:35] ANNOUNCER: Thanks for listening to this week's episode of Coffee with a Journalist featuring Terry Collins from USA Today. If you enjoy listening to our show, make sure to subscribe on iTunes, Spotify, Google Podcasts, and anywhere else you listen to podcasts. And if you have a moment, please leave us a review to share your thoughts about the show and today's guest. To learn more about the latest tools on OnePitch, and to subscribe to our weekly podcast newsletter, head to our website at onepitch.co. We'll see you all next week with a brand new guest and even more insights about the journalists you want to learn more about. Until then, start great stories.

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