

EPISODE 64

[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, and business news. We discuss their role, the types of stories they cover, what their inbox looks like, and how they connect with sources. If you're an avid listener of this podcast, we'd love to hear from you. Leave us a review to share your thoughts about past episodes and help spread the word to new listeners.

Today on Coffee with a Journalist, we're joined by Erika Wheless, a Commerce Reporter for Digiday. Erika reports around content and commerce, including stories about platform shopping experiences, e-commerce data privacy, and tech's impact on e-commerce. Prior to joining Digiday, Erika was a journalist for Craig Newark Graduate School of Journalism at CUNY. During the episode, Erika tells us about her coffee upbringings, her fascination with social media platforms entering the e-commerce space, her proudest moments as a journalist, and more. Let's hear more from Erika now.

[INTERVIEW]

[00:01:19] BB: Hi, everyone. Welcome to Coffee with a Journalist. I'm Beck Bamberger, Co-Founder of OnePitch and also BAM, an agency that represents all these crazy venture-backed technology companies. Today, maybe drinking coffee or not, we didn't even talk about that yet, is Erika Wheless from Digiday. Erika, we're so excited to have you today.

[00:01:42] EW: Yeah. I'm glad to be here. I have some peppermint tea with me today but I am a massive – I am a very confessed caffeine addict. I have to have one cup of coffee at least in the morning or I will have like that ice pick headache between my eyebrows by like 2:00 PM.

[00:02:01] BB: I'm a one-latte-a-day person but I haven't gotten to a point where I go, "Oh, my god. I'm physically feeling it." That's bad. It must be a very strong cup of coffee.

[00:02:12] EW: Yeah. I guess it is. My mom I think started me, and she was like, "Okay, start drinking coffee and start with just black coffee." I think maybe it comes from her. She's a big fan of like a very strong. I've seen my mom pour out entire pots of coffee and just be like, "That's not good. It's not strong enough." So maybe I get it from her.

[00:02:28] BB: What? That's – This is hardcore coffee consumption. Wow. Do you drink it black, by the way, nothing in it? Nothing?

[00:02:36] EW: I take a little bit of milk. A little bit of milk or a little bit of half and half.

[00:02:41] BB: Okay. A little splash.

[00:02:42] EW: No sugar. I used to be. I did sugar in college and then like not religious at all but –

[00:02:46] BB: Made you crazy.

[00:02:47] EW: It was just like, "Oh." I'm giving it up and it worked out.

[00:02:50] BB: Hey. Well, let's keep it going with our team. For me, sparkling water today. So we'll take it there. First off, Erika, how's your inbox? We like to know. Is it crazy in there with pitches or what?

[00:03:03] EW: That's a good question. My inbox is – I'm not afraid of my inbox. I have enough good stuff come out of there, which is nice. I am a labeler. I don't know if other people use this –

[00:03:18] BB: It's very rare. It's very rare I hear labelers. Okay. So tell us how you organize.

[00:03:23] EW: Mine can be – Sometimes, it's as simple as like whatever company it's dealing with. If I have somebody who – The Pinterest PR reaches out. I have that label but I also put labels for data if somebody sends me a pitch with like numbers in it or social, if it is related to campaigns on social platforms. I did a story like on Valentine's Day, so I had like Valentine's Day as one of my tags. They really grow. I think maybe once a week I'll end up with a new one, but it's just because I know like that's how I'll be able to find it later. I won't remember the pitch. I won't remember the name but I'll be like, “Okay. There was something, and it had this label.”

[00:04:05] BB: There was a label. Okay. Then how many pitches do you get now? I know you're newish in your role at Digiday since January, so you're still like fresh.

[00:04:14] EW: I am.

[00:04:15] BB: Fresh meat over there.

[00:04:16] EW: I know.

[00:04:17] BB: Perhaps to people, so they haven't found you yet. Maybe, maybe not. You tell us.

[00:04:20] EW: It's been surprising. I'm going to say I get maybe 20 pitches a day.

[00:04:28] BB: Okay. Not that crazy yet.

[00:04:29] EW: Not that crazy, but I would say that maybe five of them are like kind of interesting. I think what's weird is that I sometimes get book pitches.

[00:04:40] BB: What?

[00:04:40] EW: This upcoming author and it'll be about like organization management or something. It's not related to commerce. Those are kind of funny I think. So far, the most interesting pitch that I have gotten and didn't get to write about it was something about the private airline industry and like the sale and resale of private jets. Not something that I covered, but it was interesting to read about.

[00:05:05] BB: Speaking of what you cover. Okay. So for people who don't know, you are at Digiday. We can talk about that for a second, but content and commerce is your beat. Do you want to just have a little PSA on what that entails? Because maybe like that book picture person is like, "Oh, content. That's a book." I don't know.

[00:05:25] EW: Actually, I'm so glad that you have asked this. Yes. PSA.

[00:05:29] BB: Yes, please.

[00:05:31] EW: To all the pitch folks, I want to hear from you. I do open every pitch and at least glance at it. Yes. I try to be an inbox zero person, so I really am looking for any pitch with data in it. If you have any good like, "This grew year over year," or like, "Revenue is up this much in the last six months." Data, data, data is my friend. It is a great way to start. I think I would say there are kind of two things I'm really obsessed with lately. The first is Shoppable video like in any capacity.

[00:06:12] BB: Shoppable video?

[00:06:13] EW: Yes. NBCUniversal has like NBCU Checkout.

[00:06:19] BB: Yeah. So you're watching the TV show and you're like, "Oh, I like those pants. Let me buy that."

[00:06:22] EW: Yes. Because they rolled it out with I think Roger Federer at the US Open like trying to buy his outfit. I think I was talking to a colleague the other day. Making the cut is like a

fashion show. You can like buy that. I think that. So things like that are really fascinating, and perhaps the more broad one that I am really digging into is like the social platforms 4A and e-commerce, so like Instagram shopping, Facebook shops. Really, really fascinated with how Snapchat is going to enter the e-commerce space and especially TikTok. If you've got TikTok insight, I want to hear from you. I don't fully understand TikTok but I am fascinated by it and I know a lot of brands are keeping – It's still kind of this experimental phase, but I think it really stands to gain some ground this year if they can like crack that commerce.

[00:07:17] BB: Well, now I guess that they're not going to be bought or whatever.

[00:07:21] EW: Exactly.

[00:07:21] BB: In the Trump administration. They're like, "Whoa, we dodged that bullet."

[00:07:24] EW: Yeah. I think that's given a lot of brands and marketing teams I think have kind of been like, "Okay, this is something we can really consider now, for sure."

[00:07:33] BB: Have you gotten anything on Clubhouse?

[00:07:35] EW: Not me personally. I know that some other colleagues have covered this and maybe get some pitches on it. I know what it is. I think it is interesting part of the audio space. Maybe that's something I should chat with my editor about and be like, "Clubhouse commerce."

[00:07:50] BB: I just heard it like three times today and I'm like, "I don't want to be on there. I cannot do that. I just – Too many things. Too many things." But apparently, that's all blowing up. We'll see. It could be something that just blows up like – What was the other one that spent all the money? I already forgot the name of it, the short video thing, the 12-minute video segments. Oh, my god. It died last year. It had Meg Whitman at the helm.

[00:08:13] EW: Quibi.

[00:08:15] BB: Quibi. I mean, that was deader than - that was dismal. Oh, my gosh. So maybe it'll be like that. We'll see. We'll see. Okay. We have some audience asks, Erika. First one is from Joanna Clark-Simpson. She's Head of Marketing called pissedconsumer.com. I don't know what that's about but – She says, “Do you use online reviews posted by real consumers to back up your news and research with quotes? Do you contact reviewers via online review platforms?” Interesting question. Do you ever look at those like third-party review sites for any of your stories?

[00:08:49] EW: This is a good question.

[00:08:51] BB: Yeah. I've never heard that before.

[00:08:53] EW: Generally, no. A lot of my reporting is maybe like experts in the industry who like somebody who runs like a logistics company or talking to media buyers, talking to agencies or just going to brands themselves and saying, “What are you thinking?” The closest thing to reviews I think I have done is I wrote a piece about Reddit and how marketers could be using Reddit as part of the buying decision funnel. I think that's a really good – I know several good friends, myself included. I definitely go on to Reddit to read reviews of something before I buy it. So that's my closest was going through Reddit reviews.

[00:09:35] BB: Going through Reddit, got it. We got another question here. This comes from Nicolette at Market Impact. She was talking about or asking what are you working on right now, but you covered those two areas that you're focused on. But her second question to that is what's the best way to interest you in a story. So you mentioned earlier data, but is there anything else in like a pitch where you're like, “Yes, thank you. That is a pitch I want to respond to.”?

[00:10:00] EW: The perfect pitch.

[00:10:02] BB: Yeah. What's the perfect pitch?

[00:10:04] EW: This is a good question. Yes. Data, for sure. I think most pitches have this. But typically, I do like the bullet points of like here's the exact and like here are like the three to five key things that they can talk about. That's a really quick way for me to hone in on like, "Okay, what is your like area of expertise? How does that fit into something I'm working on?"

I think also I would say if there's like a brand or like a client who is willing to maybe chat about that too, that would be great. So I guess what I'm saying, the example I'm thinking of is if you're like a logistics company or something like that working on returns, and you have a client who would be willing to like talk on the record. Or I guess even on background but preferably on the record about like how has that service worked for them or what's challenges they're still facing.

So they're pretty rare. I think I've only ever seen a handful of those, but data is the big one. Even bullet points to say like, "Here's who we are, here's who you could talk with, and here's what you could cover." Those are always good.

[BREAK]

[00:11:18] 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 journalist to pitch your news to. Sign up for your free account today. Now, back to today's episode.

[INTERVIEW RESUMED]

[00:11:43] BB: Speaking of data, does it need to be directly, and there's things where you're like, "Oh, we grew this company 517% from the," and you're like, "Well. Okay, it's percent. That's very dissuading." What – Is there anything more specific, like you want to see the actual

revenue numbers? You want to see the actual started with 2,000 followers, grew it to 18,000 or so. Is there anything else more like nitty gritty?

[00:12:10] EW: I mean, absolutely. The harder the numbers, the more I guess “real” those numbers are, the better. Although I understand that there are folks who are kind of like, “Hey. We don't necessarily want this, like our sales numbers printed.”

[00:12:26] BB: Yeah. There's that problem.

[00:12:28] EW: But even something like that, if that could be given on background, just so like I'm happy to put in like a percentage growth. But as long as we do have those actual numbers, like that helps give the story weight and credibility. It also helps when I like bring it to my editor and can back it up saying like, “They didn't want this printed, but like I do confirm that these are the numbers kind of thing.” What else? Or any like quirky statistics are always fun. I always love when people talk about categories of things. If something is like a big – They work with a lot of clients or something, they may say like, “Oh, we've seen like furniture is starting to decline, but we're seeing growth in like skin care or slippers or something.” I think those are always kind of fun maybe germs of a story.

[00:13:20] BB: How do you look at stories you come up with and do? For example, you recently did this piece on this – That's more general. This is like brands courting customers while it's Valentine's Day. Okay. So clearly, Valentine's Day has come and gone, but you're like, “Okay. I'm going to do a story on that.” But like what sparks your inspiration for specific stories, and do any of those ever come from pitches?

[00:13:46] EW: Yeah. Where do story ideas come from? The Valentine's Day one was just because I knew that that was coming up. So some of them are like holiday-related or I think they're – I know there are a couple of big commerce platforms doing like meetings and summit. Those are always a fun thing. I guess another shout out to pitch people. If you have any like webinars or things, I really like going to those. They're always a nice way to kind of like see who else, what people in the industry are thinking about and chatting about.

I do sometimes get things from a pitch. I think I would say I never get like a whole story from one pitch. I think what tends to happen is I will get a pitch and label it. Then maybe like the next day or two, somebody else will pitch me something, and they are either very, very similar or in the same realm, and that's the point where I can stand - it's kind of like finding a puzzle piece, but you have to like wait for the universe sometimes to give you some of the pieces. So every now and again, I'll start seeing. Or maybe like in colleagues' coverage I'll see something that's like, "Oh, you know what? Somebody - I could build on that." I was chatting with somebody else about their payment process and could we build on that. Every now and again, a start of something will come from Twitter. I think -

[00:15:12] BB: Really?

[00:15:13] EW: Yeah.

[00:15:14] BB: They're just floating around on Twitter or like you having DMs or something with people?

[00:15:18] EW: I have no DMs, but please feel free to slide into my DMs. I have a lot of lists.

[00:15:23] BB: Really?

[00:15:25] EW: I look at a lot of -

[00:15:27] BB: Okay. I look at the [inaudible 00:15:28].

[00:15:27] EW: My morning routine is me like catching up on news from major outlets and then me on Twitter, going through the lists and just being like, "Okay. What are agencies putting out? What are like big people in the commerce space talking about?" Sometimes, it's good to like - Trends are a big thing that pop up in Twitter, and that's always like a great 30,000-foot

view. Then maybe I can drill into that further with like a specific brand or a certain company and tie it to something larger.

[00:16:00] BB: Yeah. There's a lot. You know what gets me down a rabbit hole on Twitter? It's like the little side column thing where you see a trending in the – You see a little hash tag trending or whatever. You're like, "Oh, gosh." It could be a slippery slope on there, so you got to watch out.

Okay. Erika, I have a little fill in the word once I give you the phrase or words. It could be a little statement. For instance, let's start with my favorite publicist always –

[00:16:28] EW: Fact checks.

[00:16:30] BB: Fact checks. The most annoying publicist always –

[00:16:36] EW: Follows up in the same day.

[00:16:39] BB: Yeah, I've heard that before. You'll get a response from me if –

[00:16:46] EW: You have data.

[00:16:48] BB: There you go. You will never get a response from me if –

[00:16:53] EW: It's not related to commerce and online commerce.

[00:16:59] BB: You can follow up with me if –

[00:17:04] EW: If you haven't heard back from me in a day.

[00:17:07] BB: A day. Only a day. Short time. It would be a huge help if you publicist –

[00:17:16] EW: I guess I have read at least one previous article that I've written. I think that's always – Or even not just me but like something on the Digiday.

[00:17:25] BB: Something?

[00:17:26] EW: Yeah. Something from the Digiday thing I think is always good to just kind of get a sense of what we're covering.

[00:17:31] BB: What's happening, yes. My perfect Sunday is –

[00:17:35] EW: Perfect Sunday.

[00:17:37] BB: Yeah. I live in Brooklyn and I'm going to say this is my perfect Sunday in the before times. Okay. I would say pancakes at Clinton Street Baking Company.

[00:17:52] BB: Yes, yes.

[00:17:54] EW: Then I really love the High Line so –

[00:17:59] BB: Me too.

[00:18:00] EW: Yeah. I walk up the High Line. I haven't been there in a while. Then one of the museums. I know the Whitney is right there.

[00:18:08] BB: Yes. It's right there down the staircase. I'm a member.

[00:18:11] EW: There you go. So maybe that's when like I want brunch. I want to walk to walk off the brunch. Then I want to look at some art.

[00:18:18] BB: Yes. That's so nice, and I miss New York so much. That would be one of my favorite Sundays in New York too, for sure. The nicest thing I ever heard about my work was –

[00:18:32] EW: Most read for the day or the week. Whenever I get that, that just makes my heart sing. If it's like a lot of people read this, I'm always super proud.

[00:18:45] BB: The last best thing I ate was –

[00:18:48] EW: I'm going to say like this spicy mango stir-fry that my boyfriend made a few nights ago. He is becoming like quite the budding chef, and it was really good.

[00:18:59] BB: I love it.

[00:19:00] EW: Yeah. I think we were both like, "Mango, hmm." But it was high recommend. It was good.

[00:19:06] BB: Fantastic. Quarantine taught me –

[00:19:10] EW: That you don't need a gym.

[00:19:13] BB: You don't need a gym. Let's see. Last one. My one piece of advice for aspiring journalists is –

[00:19:21] EW: Okay. My first would be try to have coffee. I'm sure if you're an aspiring journalist, there are folks in the industry that you look up to or you follow their coverage regularly. Try to reach out to them. Just say like, "I know it's quarantine and everything, but like can I buy you a virtual coffee or can I just send you some questions and can you tell me a little bit more about what you do kind of thing?" Please don't use the phrase pick your brain. I think that's like kind of a weird phrase.

[00:19:51] BB: Oh, no. I know.

[00:19:53] EW: I think it's always nice to just say like, "I'd like to learn more about your pitch process or where are some interesting sources." I don't know if I would open with like, "Read this thing that I wrote." I think my next thing too I am a career changer into journalism. So if you are an aspiring journalist and you are maybe sitting in a different industry, I highly recommend looking into a master's program. That ended up being something for me, and like I never worked on my college paper or anything, and going through it was incredibly helpful to go through.

[00:20:29] BB: Good advice. I like it. Erika, what are you reading right now? We'll also take, by the way, listening, watching, Netflixing, whatever, whatever you got. Anything you'd recommend.

[00:20:43] EW: I am currently reading *Pigs in Heaven* by Barbara Kingsolver.

[00:20:49] BB: *Pigs in Heaven*. Let me look it up. Okay, yes.

[00:20:52] EW: It is the – Because she – I think a lot of people know her for *The Poisonwood Bible* but this started – I asked my mom what she was reading, and she was reading *The Bean Trees*, and I thought that's just like a funny sounding title. So downloaded it and have read it and really enjoyed it, and *Pigs in Heaven* is the sequel to that.

[00:21:12] BB: Fantastic. Just marked into my Audible. Excellent.

[00:21:15] EW: Yeah. It's very much – I'm a big fan of fiction. I think we get enough – I think as journalists, we get a lot of the real world in our daily lives. Very big fan of fiction, although the last thing that I read before this was *The Power Broker*, and so I'm like –

[00:21:32] BB: Yeah.

[00:21:32] EW: Yeah.

[00:21:34] BB: No. Someone else recommended that. Robert Caro I think, right? Yes.

[00:21:41] EW: It was a Christmas gift to me. Because you cannot get it on Kindle, you got to go buy that sucker, and it was very good. Especially like living in New York, it was very interesting to see how much influence he had on like parks and bridges that I see every day.

[00:21:56] BB: Yeah. And this one got the Pulitzer Prize too. It has like two. The other thing though, and I forgot who mentioned it on the other show, but, man, this is a tome. It's 66 hours on Audible, 66. That's more than Obama's book. I was like, "What? 66?" I'm eventually going to get to that but wow. Okay. So you loved it. Another recommendation with that one.

[00:22:19] EW: I did like it. Yeah. It was a good quarantine read. I was like, "I have so much time. This is my book."

[00:22:27] BB: Got it. Good recommendations. I like those. Going back to what you give advice for journalists, what do you think the future of journalism looks like?

[00:22:40] EW: I personally am very hopeful about the future of journalism I think especially with everything that has happened with the past administration, the transition of power, the coronavirus. All of this I think has really shown people like the importance of journalism. I mean, maybe that's just like my very naive hope in that. I do think – I don't know. I hope that eventually we think of it like we think of like a Spotify subscription. It's just like, "Oh, yeah. Why would I not –"

[00:23:20] BB: That's what you do.

[00:23:21] EW: Yeah. It's just very – We already do it with whatever the five streaming services that we have like, "Okay, so you get five news outlets." That's just a part of your –

[00:23:32] BB: That's what you do.

[00:23:32] EW: Yeah, and that's just like a part of what we're used to having or –

[00:23:36] BB: You know what was – I just listened to this today on the BBC and I was like, “Really?” This is going to date kind of this conversation. I know this will be a little bit later, but Australia was all up in arms because Facebook apparently like turned off the news feed feature or something, so people couldn't. They were having protests. Now, it's coming back on, and that's all fine. But I thought, “What? Are there that many people that are relying on Facebook on the daily who would be upset if the new –” I'm like, “I have never ever –” Obviously, I'm in media but I've never used Facebook for news like, “Here's my number one source to get news.” Hence that goes into the whole conversation of new sources and credibility. But, yeah, I was really surprised by that, really surprised.

[00:24:25] EW: Yeah. That's something we've – I know I have some other colleagues that have been keeping an eye on that as well. Yeah, I agree. Facebook is not the place I would normally – That's not where I go. I'm a big newsletters person. If anybody like check the major sites, a lot of them have a morning newsletter that are free. That's free. Check that out instead, maybe not Facebook.

[00:24:48] BB: Yeah. That just for me was like, “Oh, is that –” People so upset that they'd be up in arms having protests and stuff. I was like, “What?” Anyway, that's probably tied to the future of journalism, so there's that. There's that.

Okay, Erika. The last part here is for us to go through our mad libs, which I always enjoy. Sometimes, it's very, very accurate. Then sometimes, it's not and it's just funny or it's fun but whatever. We will see. Are you ready?

[00:25:19] EW: Yes.

[00:25:20] BB: Okay. First is an emotion.

[00:25:23] **EW:** Happy.

[00:25:25] **BB:** Happy. An adjective.

[00:25:29] **EW:** Bright.

[00:25:31] **BB:** Bright. And another adjective.

[00:25:35] **EW:** Dark.

[00:25:36] **BB:** Dark. Okay. A greeting.

[00:25:40] **EW:** Bonjour.

[00:25:42] **BB:** Bonjour. A verb.

[00:25:46] **EW:** Run.

[00:25:48] **BB:** Run. A noun.

[00:25:51] **EW:** Dog.

[00:25:53] **BB:** Dog. An adjective.

[00:25:57] **EW:** Tired.

[00:25:58] **BB:** Tired. A cringe-worthy PR term.

[00:26:04] **EW:** Just saw the piece and –

[00:26:08] **BB:** Just saw the piece and dot, dot, dot. Part of a pitch.

[00:26:15] EW: As you know.

[00:26:15] BB: As you know. Who says that, as you know?

[00:26:21] EW: Yeah. Sometimes, they start with like, “As you know, the coronavirus has up ended the e-commerce.” I’m like, “Yes. Yes, I do.”

[00:26:29] BB: Yeah. I got that. Length of time.

[00:26:33] EW: A day.

[00:26:34] BB: A day. Name of a real person, ideally alive.

[00:26:40] EW: Christiane Amanpour.

[00:26:42] BB: Christiane Amanpour.

[00:26:44] EW: Amanpour, like the –

[00:26:46] BB: Amanpour.

[00:26:46] EW: Amanpour, the reporter. I don’t know why it popped into my head.

[00:26:49] BB: Yes. Amanpour. Excellent. Okay. And another emotion.

[00:26:57] EW: Let’s go with future of journalism, hopeful.

[00:27:00] BB: Future of –

[00:27:01] EW: Or hopefully. We’ll go back to the –

[00:27:04] BB: Got you. Got you. Okay. Here we go, Erika. When I think of the future of journalism, I feel happy. The pitches I receive have gone from bright to dark. If I receive a pitch that starts with bonjour, I run. When I write stories on dogs I get tired. My favorite pitches include just saw the piece on and dot, dot, dot and very specific as you know, dot, dot, dot. I normally take about a day to respond to my emails. But if it's Christine – Who is this person again? I have a Christiane Amanpour. I definitely will respond immediately. If you do get a response back from me, you should know that I am very hopeful for you. There you go. I love it. What do you think? Accurate?

[00:27:53] EW: Yeah. Fairly accurate.

[00:27:55] BB: Fairly accurate.

[00:27:56] EW: Yeah. No. But I do take about a day to respond to my emails.

[00:27:59] BB: It's perfect.

[00:27:59] EW: There you go.

[00:28:00] BB: Perfect. By the way, that woman you mentioned, she's the Chief International Anchor for CNN, kind of a big deal.

[00:28:06] EW: Yes.

[00:28:06] BB: Kind of a big deal.

[00:28:08] EW: That's why she I think –

[00:28:10] BB: British Iranian. Nice. Erika, that is our podcast for today. I loved it. You were fun. We learned some stuff. Include data. Make sure there's data in there, everybody, just so they know. Anything else you want to mention?

[00:28:27] EW: No. I think that's it. Subscribe to Digiday. We got you covered.

[00:28:30] BB: Subscribe to Digiday. Yes. Excellent. Well, thank you so much, Erika. So fun and I'm definitely – Now that you mentioned *The Power Broker*, that's the second recommendation from a journalist. I got to read it, 66 hours. I'm ready for it.

[00:28:45] EW: Nice. There you go.

[00:28:46] BB: Thanks again for being on, Erika.

[00:28:48] EW: No problem. Thanks for having me.

[END OF INTERVIEW]

[00:28:50] ANNOUNCER: Thanks for listening to this week's episode of Coffee with A Journalist, featuring Erika Wheless from Digiday. If you enjoy listening to our show, make sure to subscribe on iTunes, Spotify, Google Podcasts, and anywhere else you listen to podcasts. 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.

[END]