

EPISODE 69

[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 looking for actionable tips to help you better connect with journalists, download our latest eBook, The State of Pitching Volume 1, which included insights from our first 50 guests of Season 2 of Coffee with a Journalist.

This week, we're joined by Terry Stanley, a senior editor for Adweek. In her role, Terry covers consumer trends, cannabis marketing, meat alternatives, pop culture, challenge your brands and creativity. Prior to Adweek, Terry was a freelance writer for the LA Times, Mashable and Brandweek. She has also appeared on the Today's Show, CNBC, E! News, Fox News and other media outlets to talk about advertising, product placement and entertainment merchandise. During the episode today, Terry talks about one of her biggest pitching pet peeves, how she is constantly communicating with sources, her favorite afternoon beverage and lots more. Let's listen to the episode now.

[INTERVIEW]

[00:01:33] TS: Thank you for having me.

[00:01:35] BB: What are you drinking? You were saying not coffee, but something warm.

[00:01:39] TS: Yeah, not coffee. I try to wean myself off of excessive amounts of coffee. At this point of the day, it's hot water, and lemon and a little honey.

[00:01:49] BB: Nice. How many of those do you do by the way? Do you just keep that going?

[00:01:52] **TS:** Probably far too many.

[00:01:54] **BB:** Oh, probably too many. Great! I bet it's like tart and sweet. I've never tried that.

[00:01:58] **TS:** It's pretty good.

[00:02:00] **BB:** Okay. I'm going to have to try. But I do love, especially when doing a podcast with something hot for your voice, and your throat is good. Good intel there. Well, Terry, as we've heard just at the top with your extensive background, you've been in the business for a while, an LA-based, and everywhere from Mashable to the Hollywood reporter, Ad Age, Brandweek, How is your inbox these days in terms of pitches?

[00:02:28] **TS:** It's funny that you asked.

[00:02:30] **BB:** Yes. Why?

[00:02:31] **TS:** Because I just had a very interesting exchange with a woman who heads a PE firm.

[00:02:38] **BB:** Uh-oh. You must tell us.

[00:02:41] **TS:** Yeah, exactly. We're friends. We really are truly friends. She's amazing. She has a lot of people who work for her who she cannot possibly keep track of.

[00:02:54] **BB:** Of course.

[00:02:55] **TS:** There are so many of them and they are shooting off in so many directions, but she and I had a talk a while ago when I said to her, "I got a few pitches from people at your house, and they obviously don't read me. They don't know what I cover. They don't understand the publication" and she said, "I want you to send me that right away." Like, "Tell me." She wanted to know. I am that journalist. I am that asshole journalist who rats you out if you pitch me stuff. Yeah, it's clear. You don't know what I do for a living.

[00:03:30] BB: Yeah. Oh!

[00:03:33] TS: I will rat you out. So that's what I did. There are were two pitches from people in her firm just today. I sent them to her and I said, "Okay. This pitch is just a hot mess. Then this pitch, why is this person sending me this, because they don't obviously read my cannabis coverage in Adweek." It was one of those prepackaged.

[00:03:59] BB: Uh-oh. Oh man! How did you respond?

[00:04:03] TS: She was like — no, she wants to know. She wants to know. She said, "Thank you for flagging" and I said "Hey! I'm sure it's nearly impossible to keep track of all these moving parts, but I thought you should know. Then I shared another tidbit with her that said, 'Hey! If this makes you feel any better, I just got a pitch from someone who was basically pitching me old news that have been covered elsewhere.'"

[00:04:29] BB: Oh no!

[00:04:31] TS: "Hey! Here's the story and it's so great. It's already been covered by X, Y, and Z publications."

[00:04:36] BB: Oh! Uh!

[00:04:40] TS: She laughed. She got a kicked out of that. She was like, "Okay. It's not just my house, it's other's people too." I said, "Yes. It is other people too." But that is like pet peeve number five million whatever, whatever. If you send me a pitch, you are pitching me a story by telling me that other people have already covered it, yeah.

[00:05:05] BB: Awesome! Oh gosh!

[00:05:07] TS: Yeah, I will be deleting that.

[00:05:10] BB: Yeah. Okay, Terry, how many pitches do you get a day would you say?

[00:05:13] TS: Dozens.

[00:05:16] BB: Dozens. What I just picked up from what you just said in terms of, “Oh! Look at this pitch and it gives me the old news.” Do you open every pitch?

[00:05:25] TS: Not always. It just depends on how much I have coming at me at once and how many deadlines I have. Sometimes I can tell from the subject line that that’s not for me. They have done a CC the world.

[00:05:43] BB: Oh no! That’s bad.

[00:05:44] TS: Yeah. Some of them, I can just quickly dispense without even opening. But very often, I will at least take a peek, because if it’s something that I could funnel to a colleague, if it’s worth covering. Then we all do quite a bit of that. It’s not my beat. But if it’s an Adweek story, why don’t I just kick it over to someone else.

[00:06:10] BB: Your colleague. That’s generous of you, but that’s also being like a good colleague too. If it’s a good thing, if it’s a good scoop, then you would want to keep that going.

[00:06:18] TS: Absolutely. And because I am and I have been for a very long time, the person for Adweek in LA in this whole area. So people know me and they just bombard me with everything. Some of this stuff is not for me. It might be Adweek, but that doesn’t mean I have to write it.

[00:06:42] BB: They’re just like, “Oh! Terry will get it to the right person?” Do you think that happens?

[00:06:48] TS: Yes.

[00:06:48] BB: Oh no! Oh God! Well, how do you keep your Inbox clean then, are you one of those master leaders or do you let it ride?

[00:06:55] TS: It kind of stresses me out when I have too much. But I think back, when they send me something, they want me to cover it. They're not necessarily saying, "Can you funnel it?" but that's just what I do.

[00:07:11] BB: Yes, I see. Okay. It's not overt, "Terry, can you send this one?" Okay, yeah. That's helpful. You did touch on your pet peeves, and you're actually — you know what, we're going to get into that in our little QA thing, so I'm going to hold on that.

[00:07:25] TS: How much time we've got?

[00:07:26] BB: Yeah, how much time we've got? We got all day, Terry?

[00:07:28] TS: I am the worst. I am so cranky. I'm so cranky.

[00:07:33] BB: You know what? Let's just get into it. Give us your top five pet peeves right now from the top?

[00:07:39] TS: Exclusive and all —

[00:07:41] BB: Oh! We just talked — this is a thing on one of our Slacks right now from someone else talking about this, and our last AMA, which is on the BAM side, our Ask Media Anything. This was extensively covered, but what would you like to say about exclusives so we're very clear?

[00:07:55] TS: I get probably the majority of the pitches that come to me say exclusive and here's my answer to that, "Probably not. No, it's not. Don't even pretend. No, it isn't so shut up. It's not exclusive." That bugs the crap out of me.

[00:08:16] BB: I can tell. So unless if it's, "Terry, this is for you. It is only for you. I am not pitching it anywhere else. Can you let me know in 48 hours if you like to do it?"

[00:08:29] TS: Yes.

[00:08:29] **BB:** That is exclusive. Okay. Good. That's how I understand it.

[00:08:33] **TS:** Oh! But you'd be shocked at the varying definitions of the word exclusive.

[00:08:39] **BB:** Yeah.

[00:08:41] **TS:** Yeah. That's like splitting hairs, the semantic, gymnastics that goes on. No, there is nothing exclusive about that. What do you think? I'm born yesterday? It makes me crazy.

[00:08:53] **BB:** You are not, Terry. That's right.

[00:08:56] **TS:** It makes me crazy.

[00:08:57] **BB:** Yeah, not giving your fabulous career here. That's one. What's the next one?

[00:09:02] **TS:** Embargo.

[00:09:04] **BB:** Okay. How do you define that?

[00:09:08] **TS:** Embargo. Because if you are not contacting me from the Pentagon, again, shut up. I mean, come on. I find it so pretentious, and precious and infuriating, because in our case, it's brands. Now, these are all public companies or maybe it's an ad agency. They are answerable to any number of people, right? They're trying to control their news. But what I always tell people is that, "You don't decide. We decide." Embargo makes me crazy, even though we don't jump the gun.

[00:09:53] **BB:** Yeah, you don't do that. Okay.

[00:09:56] **TS:** Right. But still, that whole phenomenon has really taken off over the last number of years and I am completely uncomfortable with it. Especially when, I'll give you a stupid example. Someone sent me something right before April Fools Day.

[00:10:16] **BB:** Oh no! Oh no! I can already tell what's going to happen. Go ahead.

[00:10:20] **TS:** Well, I was going to be the one putting together the big April Fools, here's what brands are doing because last year, everyone right, smartly set it out.

[00:10:31] **BB:** Did not. Good move, yeah.

[00:10:33] **TS:** This year, okay, they're coming back and they're doing goofy, silly things. Someone sent me this and it said, "Embargoed until a certain time." I said, "All right. I'm going to tell you right now. I am going to publish Adweek's round up of brand activity for April Fools at approximately this time on this day. If you're not okay with that, then I will delete this."

[00:11:01] **BB:** Then yeah, we're good. Yeah.

[00:11:01] **TS:** But it was just stupid. It was so stupid. I had one of those for 4/20 also. "No, no. We want to embargo that." and I said that, "I will not include you, just go away."

[00:11:15] **BB:** Go away, yeah. Okay. Terry, one more other pet peeve.

[00:11:19] **TS:** It has to be the prepackaged pitches that come and your name has been cut and pasted on the top, so it was actually, "Dear fill in the blank."

[00:11:31] **BB:** Oh no!

[00:11:32] **TR:** Yeah! Get them all the time.

[00:11:34] **BB:** It's just so lazy and bad.

[00:11:37] **TR:** Yeah. Because what follows is a pitch that I know and if you read it, you would also know, has gone to —

[00:11:47] **BB:** A gazillion people.

[00:11:48] TR: How many people and it takes nothing into consideration about what it is that you and I do for a living? What our publication is, what it stands for, what it means, what its parameters are, what its interests are. It doesn't have anything to do anything with me as a journalist. Those absolutely drive me out of my mind.

[00:12:12] BB: Wonderful little segment there, Terry. That is very helpful.

[00:12:18] TS: I get so fired up. I am so just like old-school and obnoxious about stuff like that.

[00:12:26] BB: But it's so good. On the show, we're done like 60 of these. It's very different if it's a journalist who's been like four years in the game, three years in the game versus decades. There is difference, I will tell, you. Yes, as you could imagine.

[00:12:44] TS: Obviously, and I get it. I understand that if you're in a different point in your career, you don't want to alienate anyone, you know how important access is. You're probably much less likely to point out things like that, but I am completely mercenary.

[00:13:05] BB: You've reached the pinnacle, Terry. I love it.

[00:13:12] TS: Maybe I'm just at like peak crankiness.

[00:13:14] BB: Just keep it rolling. Okay. This comes from Joanna Clark Simpson from a website called, pissedconsumer.com. It's an advocacy website. Okay. I don't know. But here's the question. "Do you think consumer reviews could serve as a good source of information for the news article or article about the product? Do you research those?" I see, this is not exactly clear from this audience ask, but I think what's being said is, "Do you Terry, like okay, you're going to write about product X? Do you go around and look at the reviews of product X? Do you Google it to check out whatever people are saying about it, like consumer wise?"

[00:13:53] TS: It depends on the story. It would probably depend on the product. I think that may be apply more to something that's new, like a challenger brand rather than an established brand. But social listening is important for all of us. We constantly look at social media and

reaction online to brands, marketing tactics, commercials, all of it. Very important. Yes, consumer reaction, consumer sentiment is very important to what we do.

[00:14:35] BB: Got it. Okay. I hope that answers that question for our little audience ask. That's good. Terry, for stories you do and you are quite prolific. There's quite a bit that you cover from the cannabis, beer, ads, experimental experiences. I'm looking at your thing. I love this piece you did and this was earlier in April about the books, talking about the fake look moms give, the pretend like face. Okay, everyone needs to look at that because it is pretty funny and it does **[inaudible 00:15:01]**. But how do you decide to do a story and even like generate the idea for a story? Or are you fed enough pitches, and enough things from — you are the editor so scratch that. How do you come up with those ideas for a story, especially something like that?

[00:15:18] TS: In that particular case, I know that ad agency very well and I have a good open line of communication with them. Often, that's how it will happen. I've been so kind of imbedded in plant-based food products, cannabis, breaking new creativity from ad agencies. I get a lot of just constant communication from those companies, and those spaces.

[00:15:49] BB: Okay. I got it.

[00:15:50] TS: And a lot of people that have dealt with me over time, especially really now my twisted sense of humor. They will flag things that they know I'm going to like.

[00:16:03] BB: Yeah. I mean, this one is pretty hilarious. I want to drop it at our mom's channel, in our Slack group because —

[00:16:09] TS: Oh, thanks.

[00:16:10] BB: Oh my gosh!

[00:16:11] TS: People, when they follow me and when they read a lot of my coverage, I think they get the sense of what will appeal to me. So the good ones, the really good ad agencies, PR people, brand people will funnel things directly to me that they think I'm going to like.

[00:16:35] BB: I see. Okay. A lot of it comes through that of agencies that you know and respect, and they know your humor.

[00:16:41] TS: Yep.

[00:16:41] BB: That's good. Are you ever like on a walk or doing a stroll or whatever and you're like, "You know what? What is TikTok doing?" Does anything strike you like that or kernels of the story, input always being like fed in your inbox, or you're scrolling around Twitter.

[00:16:56] TS: The ideas come from all over the place. The problem with the way a lot of things get pitched to and specifically to me, they are of that variety, where the brand or the agency has their own agenda that they want to advance. But that may have nothing to do with what Adweek wants to do.

[00:17:20] BB: That's right.

[00:17:21] TS: It is a constant process of looking everywhere, tons of social media scrolling, tons of newsletter and alerts, and stuff that I get coming at me that it's important to me to connect the dots because I really love trends. I have to pull from anywhere and everywhere, including my neighbor telling me that she saw some plant-based product that she'd never seen before at the grocers.

[00:17:54] BB: Your neighbor told you? She's like, "Hey, Terry! Let me tell you about this thing"?

[00:17:57] TS: Yeah. I get news tips from the strangest places.

[00:18:00] BB: Wow! That's great though. Does your neighbor know your job?

[00:18:03] TS: Yes.

[00:18:04] BB: Okay. So she's like, "Oh! I got something good to tell Terry today"? That's good.

[00:18:07] TS: Yeah, they come from anywhere and everywhere as they should. It's up to me to filter all that stuff and to look at it through that very particular Adweek lens. Because I might see something and think, "Oh! That's a good story, but it's not a good story for me." I have a really wide range of media, and non-media things that I try to keep track of to get ideas.

[00:18:41] BB: That's good. That's good. Keep it sharp.

[BREAK]

[00:18:47] 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]

[00:19:12] BB: Okay. We have a little fill in the blank section here and we'll just run down it. Here we go? My favorite sources always —

[00:19:21] TS: They bring me value.

[00:19:23] BB: Would you like to elaborate?

[00:19:25] TS: They bring me value in some way or another. Even if it's a pitch that's not actually going to work for me, maybe there's a piece of data in there that's interesting, or there's a source that they can lead me to, as someone that I should know. They bring me some kind of value.

[00:19:45] BB: The most annoying sources always —

[00:19:48] TS: Assume you have nothing else to do.

[00:19:52] **BB**: You'll get a response from me if —

[00:19:55] **TS**: You're not an asshole.

[00:19:56] **BB**: There you go. I love it. You'll never get a response from me if —

[00:20:01] **TS**: You treat me like a number.

[00:20:03] **BB**: You can follow up with me if —

[00:20:05] **TS**: You're not pestering me. Don't pester. That's awful. Pestering is awful.

[00:20:10] **BB**: How is pestering for you? Is it like following up like, "It's been three hours, haven't heard from you?"

[00:20:16] **TS**: Uh-huh. Yeah. So annoying.

[00:20:19] **BB**: Okay. It would be a huge help if you —

[00:20:22] **TS**: Read the freaking publication.

[00:20:24] **BB**: God! The best compliment I received about my work was —

[00:20:28] **TS**: It is unique.

[00:20:31] **BB**: My favorite stories to write about are —

[00:20:35] **TS**: Quirky, and odd, or breakthrough in some way.

[00:20:41] **BB**: Like that Panera bread basket on the bike. I loved it.

[00:20:43] **TS**: That is just funny.

[00:20:45] **BB:** I just want to eat it though. Okay. One thing I think people should know about me is —

[00:20:53] **TS:** Oh my gosh! Wow! That's a good one.

[00:21:00] **BB:** Keep in mind. This is on a podcast, so you're going to get pitches and people are saying, "Well, Terry, I heard blah, blah, blah."

[00:21:05] **TS:** Yeah. I am discerning. I'm not open to just anything. We do not, hopefully as a rule, every aspire to regurgitate press releases or sort of advance a company's agenda. That's not — I must cherry pick. I must and I will, because to me, there is at some point diminishing returns. I turn out as you mentioned, thank you, back a lot of copy.

[00:21:39] **BB:** You do.

[00:21:40] **TS:** But I have to be choosy about that because you only have so much brain space, and energy and —

[00:21:48] **BB:** Patience.

[00:21:48] **TS:** Yeah. Exactly, yeah. I like the quick hits. I very much like the quick hits and I like to cover the breaking new work that's coming out. But I need to reserve time to think about some of the bigger picture. It might have seen like one of my 420 stories last week about cannabis, marketing, and cannabis brand and dispensary activity was newsy, and quick and all that stuff. It was not. It was 1500 words. I could have done more of things that I had to think a lot about and chase down a lot of people. That takes time.

[00:22:32] **BB:** That does. Recording all that, yeah. I think people don't recognize, I was just on a call, how much work it is for a journalist to like get on those calls, document everything, get the other call, clarify that, all that stuff. That is a big piece of it.

The last best thing I ate or cooked was —

[00:22:52] **TS:** Oh my gosh! I grilled a steak for all my plant-based food. I do eat a lot of plant-based food, but I grilled a steak that was so good, it nearly brought tears to my eyes.

[00:23:06] **BB:** Oh! That sounds divine. Kudos to you. Quarantine has thought me —

[00:23:15] **TS:** So many things. It really has. Unfortunately, though, I think it has thought to me that it has taught a lot of people nothing.

[00:23:24] **BB:** Yeah. I'm curious to see what the rollover effects of this will be and how quickly people forget things.

[00:23:30] **TS:** Exactly.

[00:23:32] **BB:** My perfect Sunday is —

[00:23:35] **TS:** Outdoors. I mean, you and I are both spoiled in Southern California where it's just beautiful. We can get outside.

[00:23:42] **BB:** Everything is outdoors. Yeah/

[00:23:43] **TS:** Yeah, outside all the time, hiking and all kinds of stuff like that. It's beautiful here, so I take full advantage of the gorgeous weather and the scenery and all that stuff.

[00:23:56] **BB:** Mm-hmm. Yes. Terry, what are you reading, listening to, watching, we'll take anything? This is where I get all my book recommendations, podcast recommendations obviously besides this one, et cetera. You've got anything? What you've got?

[00:24:11] **TS:** Okay. My pandemic reading has been the entire George R.R. Martin series of — I am now 700 pages into Game of Thrones Book 5.

[00:24:25] **BB:** Wow! Okay.

[00:24:27] **TS:** Maybe by the time I finish this, he will finish Book 6. No, he won't. He's never going to finish Book 6.

[00:24:34] **BB:** Why not?

[00:24:35] **TS:** I don't know. It's a thing. It's a whole thing with all the Game of Thrones fan like, "Why don't you finish the next book?"

[00:24:45] **BB:** Okay. Wow! These are dense books. I mean, I know about the T. Man, 48 hours for this one, Book 5. Wow! Okay. Fifty something thousand reviews. Wow! Okay.

[00:24:59] **TS:** It's a good bicep workout, that book.

[00:25:02] **BB:** I would imagine.

[00:25:04] **TS:** It's so heavy.

[00:25:04] **BB:** I mean the show is beloved. I've seen clips and all this good stuff. Is the reading of it just as rich?

[00:25:10] **TS:** Far more. You can do far more. Each of these books has practically a thousand pages.

[00:25:16] **BB:** Yeah. Wow! That's the first time I've heard someone note the series. That's great.

[00:25:21] **TS:** I love it. I mean, it's great, it's fantastic. Obviously, the series went off book early on, but yeah, I am almost finished with Book 5, so come on, Martin. Come on it. Get on it.

[00:25:37] **BB:** Get on it, George. Oh man! People are wondering I'm sure. Okay. Wow! Well, thank you for that recommendation. I don't know if we have more pandemic enough to consume all that. If you start now, you're too late.

[00:25:52] TS: I don't know if it's beach reading or not. I mean, they're fascinating. They're just fascinating books.

[00:25:59] BB: Isn't it amazing to think too — I mean, I'm assuming that this is what people said about Shakespeare like, "That's coming out of one person's mind." To me, that is incredible. Like journalism is hard, yes. But for someone to write in this like fanciful, fictitious world and it's just not like, "Oh! I did one book and that was pretty good." I'm like, how does Michael Crichton rest in peace? Where did Jurassic Park come from? Wow!

[00:26:24] TS: I don't know that I would have a fiction series in me. I hope I'm wrong, because maybe one day I will do that, but I really admire that kind of writing as well.

[00:26:38] BB: I'm impressed. Okay. Game of Thrones, I'll put that on the list. Terry, what do you think of the future of journalism? Positive, negative thoughts.

[00:26:48] TS: I think I've never seen it so threatened as I had during the reign of 45. That was truly frightening to me. But I think that we saw some really positive signs in that as well with major legacy publications like the New York Times, showing lots of gain in its subscribers during that time as well. The threats came and then there were some positive developments that happened from that. I hope it's in a good place because of the really broad range and mix of types of media. But I fear the clickbait mentality have a lot of concerns. Have a lot of concerns about real quality journalism and those who are being allowed, and supported and encouraged to do that, as opposed to, "Gee! You really need to up your story count and keep an eye on the impressions, and the clicks and all that." That's troublesome.

[00:28:03] BB: This may be interesting. I thought it was a positive note. Now, I don't know if they were telling the truth. I would assume so. But we did ask on our last Ask Media Anything. This is on BAM side. Someone asked in the little Q&A, like, "Okay. Do you guys get rebuked or do you get encouraged by how many clicks or how many shares? All of them are like, "No! That they don't pay attention to it.

[00:28:22] TS: Oh, good. Okay.

[00:28:24] BB: That's refreshing to hear.

[00:28:24] TS: Those of us who continued working, those of us who still have a job in media after the past few very tumultuous years, I have never worked harder. Which is in a way unsustainable and I worry about say the kind of more junior levels staffers that are around me. I worry about burnout and the ability to balance when you are earlier in your career and maybe you don't have that can't say no and you don't feel like you can chart your own path. I worry about them being very concerned about story count, bio line counts, and quotas and less so about, what if you could just sort of get to the heart of the matter and not worry so much about doing four stories today.

[00:29:27] BB: When you hear like a number, it's just like, "Oh!" How is the quality and filter in with that?

[00:29:34] TS: Right. Exactly.

[00:29:35] BB: That's the balance and there are definitely some places, we don't need to mention any names, where it's all about quantity. We need this many app. Or God forbid, you're in breaking news.

[00:29:44] TS: Right. This is a hard job as you know. I mean, this is a really freaking hard job. To do it right, sure, sometimes like I mentioned, I love the quick hits too. It's great just to churn things out. You get the endorphins going, and that immediate gratification of, "I just wrote that" and five minutes later, boom, there it is on the side. It's shared out to millions of social media accounts. But a steady diet of that becomes to me a little lacking. It's not enough. You need things to test your own brain and to flex your own muscles to write things that are more substantive than that.

[00:30:31] BB: Anything else you'd want to add on the future journalism.

[00:30:33] TS: Get an MBA.

[00:30:35] **BB:** Get an MBA. Oh! That's the first time I've heard this, Terry. Understand the business side of it.

[00:30:40] **TS:** Or just get an MBA.

[00:30:44] **BB:** Yeah.

[00:30:45] **TS:** Just go be a business person.

[00:30:48] **BB:** There you go.

[00:30:48] **TS:** You know what I do see that I think is really interesting and there are some people at Adweek for instance who handle a lot of our social media. They handle our Twitter account, and our TikTok account and all that stuff.

[00:31:06] **BB:** You mean yours personally or you mean the brands?

[00:31:09] **TS:** The brand, the Adweek brand, so that they are pushing out and promoting all of our stories and all that. But man, my hats off to them. They do some amazing stuff and they really are kind of jack of all trades.

[00:31:27] **BB:** Yeah, you got to be sharp for social media account.

[00:31:31] **TS:** Plus, they are very multitalented. Meaning, they can write, they can do video, they do the scripts, they can do the production, then they socialize it. I mean, they do every —

[00:31:45] **BB:** Then they promote it, they pay it, yep.

[00:31:46] **TS:** Yeah, every piece of it. And here I am, over here, just clickity clock, writing away.

[00:32:01] **BB:** Just typing away, yeah.

[00:32:02] **TS:** Yeah. That's kind of what I do. That's my jam.

[00:32:06] BB: Well, hats off to digital marketers.

[00:32:07] TS: I could do their jobs.

[00:32:10] BB: Yeah. That is a whole other realm which have — those people on this podcast, but man, yeah, you've got to move fast, and you got to know seven skills. and then you got to know two more that just change and evolve, and like yeah, you got to be on it big time.

[00:32:24] TS: They are very skilled and I find them to be really sharp in a broad-based way. It's not like, "Oh! They only know their one area, which is —

[00:32:36] BB: No, no, you can't survive in that role.

[00:32:37] TS: Yeah, and they are really grounded in a lot of important media skills. I learn stuff from them all the time.

[00:32:46] BB: Awesome. Shout out digital marketers there, friends of journalists.

[00:32:51] TS: Definitely.

[00:32:52] BB: Friends of journalist. Okay.

[00:32:54] TS: Because it can't be a tree in the forest, Beck.

[00:32:57] BB: That's true. Yes. Keep that in mind. I guess people who maybe thinking of how can you get your foot in in journalism, or maybe how you support the realm of journalism, then that could be something. Well Terry now, we're going to play our little mad libs portion. This can sometimes be just very silly or sometimes extremely accurate, so we'll see what we get. But I'll give you the word of whatever it is, and then I'll take your word, fill it in and then I'll read you back our little paragraph. Are you ready?

[00:33:28] TS: Yes, I hope so.

[00:33:30] **BB**: Okay. First one, emotion. What's an emotion?

[00:33:35] **TS**: Hanger.

[00:33:36] **BB**: Hanger? Like you're hangry? I get you. I get you on that. Okay. An adjective?

[00:33:43] **TS**: Beautiful.

[00:33:44] **BB**: Another adjective?

[00:33:45] **TS**: Crappy.

[00:33:46] **BB**: Crappy, okay. How about a greeting?

[00:33:51] **TS**: Hey y'all.

[00:33:52] **BB**: Hey, y'all. Okay. What about a verb?

[00:33:56] **TS**: Run.

[00:33:57] **BB**: Run. A noun?

[00:33:59] **TS**: Steak.

[00:34:00] **BB**: Steak. An adjective?

[00:34:05] **TS**: Uniquely.

[00:34:06] **BB**: Uniquely. Mmm, that's a little tough for this one. How about another one?

[00:34:13] **TS**: Another adjective?

[00:34:13] **BB:** Yes.

[00:34:15] **TS:** Okay. Colorfully.

[00:34:16] **BB:** Okay. Great, great. What about a cringe-worthy PR term or phrase like, “Just following up”? Three hours later.

[00:34:28] **TS:** I just think I’m going to go back to, “Will you agree to an embargo?”

[00:34:36] **BB:** And a part of a pitch?

[00:34:36] **TS:** You mean like a —

[00:34:38] **BB:** Subject line or closing, media kit.

[00:34:44] **TS:** Right. Here’s a link to the assets.

[00:34:47] **BB:** Got you.

[00:34:48] **TS:** I get that a lot.

[00:34:50] **BB:** Here’s a link to the assets.

[00:34:53] **TS:** Because there’s video, and images and stuff.

[00:34:54] **BB:** Yeah. Length of time?

[00:34:56] **TS:** Twenty minutes.

[00:34:58] **BB:** Twenty minutes. A real person?

[00:35:01] **TS:** RBG.

[00:35:04] BB: And an emotion?

[00:35:03] TS: Happy.

[00:35:06] BB: All right. There you go. When I think of the future of journalism, I feel hanger. The pitches I received have gone from beautiful to crappy. If I receive a pitch that start with “Hey, y’all I run. When I write stories on steaks, I get colorful. My favorite pitches include, “Will you agree to an embargo” and very specific “Here’s the link to the assets.” I normally take around 20 minutes to respond to my emails, but if it’s RBG, I will respond immediately even back from the dead. Rest in peace. If you do get a response back from me, you should know that I am very happy for you.

[00:35:43] TS: Oh, nice. Because I —

[00:35:46] BB: I kind of like it.

[00:35:51] TS: Yeah. Because we had a joke recently among my creativity team about NFTs, because now, oh, fast and furious, it’s coming and everybody was talking about dogecoin and all that. I said, “Isn’t that some kind of robot money?” Of course, it’s not. Then somebody said, “I am getting a lot of NFT pitches and I said, “I just delete those.”

[00:36:17] BB: You just strong delete, strong delete, don’t even look. Yeah.

[00:36:21] TS: Hard pass.

[00:36:22] BB: Yeah, it’s a bit frothy out there for those, but I guess people are making money.

[00:36:27] TS: I guess.

[00:36:28] BB: There’s a lot of ways to make money, Terry.

[00:36:30] TS: Journalism is not generally one of them. I mean, maybe we should let people know.

[00:36:35] BB: That's true. Let that be stated for the record on this podcast. Well, Terry. Thank you so much for your time, and your pearls of wisdom. and your pet peeves and all the things. This was so fun with you and so informative. I hope people took notes.

[00:36:53] TS: Oh, that's so nice of you to say. I hope so. I hope it's helpful.

[00:36:57] BB: Yeah, it will be. Trust me. You'll be getting people sending you pitch — well now, you know what would be the best thing is you get no pitches on those tokens, and then you'll know people listened to this episode and they're like, "Oh! Never send Terry that, I'll never get a response." That will be cool if they just evaporate. That would be great.

[00:37:15] TS: It never happens. It will never happen. As much as I try to and I've done this. I've done some PR specific seminars, and all that kind of stuff, and I'm wagging my finger, and griping at them and telling them all that any of them would be stunned at what happens afterwards. The stuff that comes true that it's like, "Wow! You didn't hear anything I said, did you?"

[00:37:37] BB: Oh, no.

[00:37:41] TS: Because they have a job to do. Their job is to advance that agenda, get placements of whoever the client X and that may have nothing at all to do with our jobs.

[00:37:56] BB: Yeah. Well, I hope if people listen to this right now, that means they've listened to this entire episode and they know better. So thank you all for listening and Terry, thank you again. I appreciate you.

[00:38:08] TS: Thank you so much for having me. It was a blast.

[END OF INTERVIEW]

[00:38:13] ANNOUNCER: Thanks for listening to this week's episode of Coffee with a Journalist, featuring Terry Stanley from Adweek. 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

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