

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Jered Martin:

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, and consumer products. We discuss their role, the types of stories they cover, what their inbox looks like, and how they connect with sources.

Jered Martin:

We're joined by Christine Hall from Crunchbase News on today's episode. Christine has been a contributing writer for Crunchbase News since April of 2020, covering startups and venture capital with a focus on venture-backed companies, entrepreneurs, trend pieces, and funding announcements. She started her career as a reporter for the Houston Business Journal in 2002. On the episode today, Christine tells us about her process for reading, responding, and forwarding emails to colleagues, how she's adapted to remote work, her favorite kinds of novels, and more. Let's hear more from Christine now.

Beck Bamberger:

Hi, everyone. Welcome to Coffee with a Journalist. I'm Beck Bamberger. We're here. This is episode 51, actually. Christine, I was just telling you about that. Christine Hall's with us from Crunchbase News. So happy to have you here.

Christine Hall:

Yeah. Thank you for having me.

Beck Bamberger:

Are you drinking coffee?

Christine Hall:

I am drinking cherry Coke.

Beck Bamberger:

Oh, I have not heard that answer before. Cherry Coke. Is that your drink of choice, day drink?

Christine Hall:

It is. It is my drink of choice if I can get it. It's very rare.

Beck Bamberger:

I was going to say you don't usually see that on the shelves.

Christine Hall:

No, but that's why we have it now because we found it, and we were like, "Yes." I was like, "Pick some up."

Beck Bamberger:

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Pick some up. Yeah. When you see that drink ... I was just drinking yesterday the grapefruit Topo Chico, you know the sparkling water?

Christine Hall:

Yes.

-

Beck Bamberger:

Deliciously refreshing. Anyway, I've got some coffee here. Okay. Well, let's get in first to your inbox. How crazy is it with pitches and how do you keep control of it?

Christine Hall:

Wow. Yes, my inbox has been crazy. I probably get, I don't know, 300 emails a day.

Beck Bamberger:

Oh, wow. Pitches?

Christine Hall:

Well, no. **I would say it's maybe like two thirds pitches and the rest is other things that I get rid of. I'm not sure that I manage it that well. I am one of those people who definitely reads all of my emails.**

Beck Bamberger:

Oh, you do?

Christine Hall:

I do.

Beck Bamberger:

Oh, you're in that rare category. Okay. By "read every email," do we mean you open every single one?

Christine Hall:

I don't open every single one, but I do look for obviously, my name. And then I do read ... **If it has my name on it, I do open it up and read the whole thing. There's a lot of those. And a lot of times lately, it seems like it's emails for another colleague, so I just happily forward it on. But yeah, I do try to respond to each email that comes to me that has my name on it, just because I think that's a good way to foster relationships with people. And I might not cover it now, but come back to me. You know I read my emails.**

Beck Bamberger:

Okay. So you were mentioning that you don't necessarily have a good system, but do you have ... When you're filing them away, as you just mentioned, is there some foldering, is there some flagging? What do we do here?

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Christine Hall:

I am a big folder person. I have I don't even know how many folders. There's got to be, I don't know, 20 different folders that I have for each ... Yeah. So one for each beat that I have, and then I have ones of things that I'm looking at, and ones for things that I don't like, or things that I've completed, all of that good stuff.

-

Beck Bamberger:

And then the likelihood of you responding to a pitch. How likely is that?

Christine Hall:

I would say that if I have 10 emails that have pitches, I probably will respond back to the person and say, "Yes, I'm going to do this," or, "No, we don't do this," or, "No, I can't do this."

Beck Bamberger:

Oh, wow. So you actually do responses for vast majority, would you say?

Christine Hall:

Yes. For the vast majority, I do do responses.

Beck Bamberger:

Wow. You are in a rare category, Christine. I think I knew this, though, because you were on one of our AMA things and you did talk about this.

Christine Hall:

Yes. That was interesting. I didn't realize that a lot of people didn't do that.

-

Beck Bamberger:

Yeah. I'm telling you, now especially after 50 of these, I can tell you, you're in your own category with maybe two other people. Mm-hmm (affirmative). Let me ask you about the coverage that you do, the stories you produce. Where does the impetus for the stories come from? Do they come from pitches, for example, at all? Do they come from a pitch from a VC or like a tip? Because you do cover a lot on fundraises. So what would you say?

Christine Hall:

I would say maybe like 60% come from a pitch and 40% come from just networking with company founders and VCs.

Beck Bamberger:

Hmm. And how are you networking now with those folks?

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Christine Hall:

Most of it is all virtual calls.

Beck Bamberger:

Yeah. Just hopping on a call.

Christine Hall:

Yeah. And since that I'm a remote worker, even if we weren't in a pandemic situation. So I think that's likely to be the case going forward. So for all the conference-calling and all that kind of stuff, that's actually good technology for me because it makes me feel like I'm not completely out of touch with what's going on.

Beck Bamberger:

Speaking of, I just saw on Twitter that one of my VC friends was posting that they're seeing job titles like "Head of Remote" popping up for places like Facebook and Google. I'm like, "Wow, what would your job be like if you're just Head of Remote?" Making sure remote work goes well? I don't know. Interesting.

Christine Hall:

I would think so. Yeah. That's what I would think so. That's what I would think. Probably making sure that every ... Maybe you're like the King of Slack or something. You're the person who makes sure everybody is doing what they're supposed to be doing.

Beck Bamberger:

Hmm. But back to networking, especially networking now. How open, I guess, are you to, when someone, either a founder, a VC comes to you and is like, "Oh, Christine, can we do a 10-minute, 15-minute call? I've got eight portfolio companies in health tech." Is that something you respond to?

Christine Hall:

Yes, definitely. I think it's one of the most important things that I can do to facilitate relationships, as well as learn more about companies within my industries that I cover.

-

Beck Bamberger:

Mm-hmm (affirmative). Good to know.

Jered Martin:

Today's interview will continue after this brief message, brought to you by OnePitch.

Jered Martin:

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.

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Beck Bamberger:

Well, let's play a little word-association game. So here we go. And you just say the first word that comes to your mind. Are you ready?

Christine Hall:

Yes.

Beck Bamberger:

Okay. First one: food.

Christine Hall:

Ooh, artichokes.

Beck Bamberger:

Artichokes? Wow. Well, I like Brussels sprouts, but-

Christine Hall:

Ooh, Brussels sprouts are good, too.

Beck Bamberger:

... Yep. Yep. Okay. Drink. Well, we know that one.

Christine Hall:

Yeah, cherry Coke.

Beck Bamberger:

Cherry Coke. We got that covered. Okay. Hobby?

Christine Hall:

Reading.

Beck Bamberger:

Houston?

Christine Hall:

Oil and gas.

Beck Bamberger:

Oil and gas. Funding announcements.

Christine Hall:

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Hopefully on a day other than Tuesday, Wednesday, Thursday.

Beck Bamberger:

Ha. Healthcare.

Christine Hall:

It's the pulse of the world.

Beck Bamberger:

Bay Area.

Christine Hall:

Place I've never been.

Beck Bamberger:

You have never been there?

Christine Hall:

No.

Beck Bamberger:

Wow. I do not believe I've talked to a, quote-unquote, Silicon Valley VC reporter who has not actually been to the belly of the beast. That's like a fun fact. You should put that on your Twitter.

Christine Hall:

I should.

Beck Bamberger:

Okay. E-commerce.

Christine Hall:

Very crowded space.

Beck Bamberger:

Unicorns.

Christine Hall:

Something I just learned about.

Beck Bamberger:

Something you just learned about. Oh yeah.

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Christine Hall:

Yeah. I'd never heard of that until I joined Crunchbase News.

Beck Bamberger:

2021.

Christine Hall:

Hopefully a good year.

Beck Bamberger:

Yeah. Journalism.

Christine Hall:

My passion.

Beck Bamberger:

Pitch.

Christine Hall:

Not always necessary.

Beck Bamberger:

And inbox.

Christine Hall:

Very full.

Beck Bamberger:

Well, yeah. 1500 a week. That's a lot. What are you reading, consuming, watching? We'll take listening as well right now, Christine. You did say reading is your hobby. So tell us.

Christine Hall:

So I'm a big fan of mystery novels. I can't, off the top of my head, think of a good one. But that is my genre of choice. Yeah. I think the one that I read recently was called Lock Every Door.

Beck Bamberger:

Lock Every Door. Okay.

Christine Hall:

Yes. I don't want to give it away, but yeah, it's good. It's a woman who moved into a New York high-rise that has some secrets.

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Beck Bamberger:

Ooh. Okay. Riley Sager is the author on there. Ooh, I like. Okay, anything else?

Christine Hall:

Yeah. I'm kind of pretty eclectic. Or I should say I'm an avid reader of advice columns.

Beck Bamberger:

Which ones?

Christine Hall:

Yeah. So I read Dear Abby, Miss Manners.

Beck Bamberger:

No, you do not.

Christine Hall:

Yes, I do. Carolyn Hax on Washington Post. Oh, Slate. Like the ones on Slate, like Care and Feeding and Dear Prudence.

Beck Bamberger:

Oh, I do listen to Dear Prudence. Yes.

Christine Hall:

Yes. I read those on a somewhat daily basis. I'm a big watcher of The Office. I'm a little hesitant to see what happens with it going away from ... I think it's on Netflix and going to Peacock. I'm a little nervous because I kind of watch that every day. Or maybe it's just pandemic watching. I don't know. Maybe it'll get out of my system. I think listening ... So one of the things that I listen to a lot, oddly enough, is on Spotify, the classical Halloween.

Beck Bamberger:

The what? The classical Halloween library? One about ghost stories?

Christine Hall:

No, it's just classical music that has been associated with Halloween. I love it because there's no words, so I could just listen to it and write and all that kind of stuff.

Beck Bamberger:

Wow. So you can get classical music, that of course sounds spooky I imagine, if you're into your dark Gothic vibe?

Christine Hall:

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Yes, yes. And I can just kind of zone out and write and stuff. Yeah, I listen to kind of the regular stuff. I listen to The Daily, the New York Times podcast, and the Journal, the Wall Street Journal. Since I enjoy mystery books, I listen to My Favorite Murder every once in a while.

Beck Bamberger:

My Favorite Murder, Murderino. I was going to say, "Me too, me too." Although, they've been getting ... They are kind of not ... The pandemic is weighing on them, and so they can't crank out as much, which of course, we all understand. Right? I mean, this is just-

Christine Hall:

Oh, totally.

Beck Bamberger:

... But I kind of get sad when they do a quilt episode. I'm like, "No, I wanted the real." That's just me being selfish.

Christine Hall:

Yes.

-

Beck Bamberger:

But do love that podcast. Who does it? Karen Kilgariff and Georgia Hardstark. Okay. Well, let's talk about the future of journalism. What is your take? What do you think?

Christine Hall:

I think it's going to be a lot of similar to what I do, where it might not necessarily be like a newspaper that you hold in your hand, but it's going to be more online. It's exciting and sad at the same time because I still get ... I get newspapers at my house. I get the Houston Chronicle and the Wall Street Journal every day. Yeah, I enjoy sitting, and reading, and holding it my hand, and all that kind of ... I mean, I still get magazines.

Beck Bamberger:

Ooh, which magazines? We didn't cover that. Which magazines?

Christine Hall:

Yes. Pretty much, they're girly ones. Yeah. InStyle, Shape, Better Homes and Gardens, Good Housekeeping, Martha Stewart Living, Real Simple. Though maybe they're not girly as much as I live in a house and you can tell.

Beck Bamberger:

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Yeah. You live in a house. Yeah. That's perfect. Oh, that's great. Okay. Okay. So back to the future of journalism. So on that thought, you were saying?

Christine Hall:

Yeah. **I think it's going to be digital. I think it's going to be ... I hope that there are lots of students, people like me when I was in elementary school, in middle school, and high school, that are like, "Oh, I love learning about things and writing about it and helping people understand." And so I hope that there's a lot of people like that out now, and that it's not something that ... Because there are universities and colleges out there that I remember, a while ago ... It's been a while. I haven't kept up with it now, but that were dropping their journalism programs.**

Beck Bamberger:

Really?

Christine Hall:

Yeah. So I hope that that's kind of slowed down. I hope that it is evolving in a way that causes people to have that same kind of passion that those of us who do it now have.

Beck Bamberger:

Mm-hmm (affirmative). Do you think that there's going to be a time, though, that you can't get those magazines?

Christine Hall:

I think so. I know that when I subscribe to the magazines and even The Wall Street Journal and the Houston Chronicle, they're always like, "Check your digital subscriptions." And I'm not so-

Beck Bamberger:

I'm like, "I don't want to check my digital subscriptions."

Christine Hall:

... No. I mean The Wall Street Journal is nice. I do go on there. It's nice to have it on a website. But magazines? I've tried to read magazines from my iPad and I didn't really enjoy it as much.

Beck Bamberger:

Yeah. It's not the same.

Christine Hall:

You can't tear out the pages with the recipes on them, or the beauty product that I want to go buy.

Beck Bamberger:

Yeah. It's not the same. And that's something I've talked with a couple of people about, is things are experiential. And there is something about an experience of touching a page, and flipping the page of a book, putting it in your hands, being outside, let's say, swinging on your porch or wherever you are, and

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

experiencing that. Or let's say it's a paper, and you do it every morning, and you're drinking your coffee, and it's on your table with, whatever, your bagel. And there's something about an experience there that you can't get with flipping it on an iPad.

Christine Hall:

Right. I agree.

-

Beck Bamberger:

Yeah. It's interesting. We'll see what happens on that front as we move along. Well, let's play our favorite part of this whole thing, Christine, at least one of my favorite parts, which is our Mad Lib, which sometimes is really accurate. And sometimes it's just all over the place. But we'll see. We'll see. Okay. So here, let's go this. First, what is a catch phrase, any catch phrase?

Christine Hall:

Like "Just Do It?"

Beck Bamberger:

Yeah. That's one. What about a scare phrase that you hear in journalism?

Christine Hall:

Oh, typo.

Beck Bamberger:

An empowering phrase you might hear in journalism.

Christine Hall:

Yeah. Come back to that one. Sorry.

Beck Bamberger:

How about an adjective?

Christine Hall:

Nice.

Beck Bamberger:

And then, a part of a pitch.

Christine Hall:

Subject line.

Beck Bamberger:

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Okay. We'll do that. And then another adjective.

Christine Hall:

Curly.

Beck Bamberger:

Curly. Okay. Another part of a pitch.

Christine Hall:

Ending, the ending.

Beck Bamberger:

Mm-hmm (affirmative). Mm-hmm (affirmative). An amount of time.

Christine Hall:

10 years.

Beck Bamberger:

10 years. And then, how about another adjective?

Christine Hall:

Prickly.

Beck Bamberger:

Prickly. Okay. A singular noun.

Christine Hall:

Pencil.

Beck Bamberger:

Pencil. And then what is a topic?

Christine Hall:

Politics.

Beck Bamberger:

Politics. Okay. Almost done. A verb ending in I-N-G.

Christine Hall:

Running.

Beck Bamberger:

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

God, that is the most mentioned one. I swear we have about 25 "runnings" in here. We might have to change that up or something. Okay. And then what's just any verb?

Christine Hall:

Talk.

Beck Bamberger:

Talk. Okay. Here we go. To me, tech journalism is just do it. It consists of typos and ... Oh, we didn't go back to this part, Christine. We'll just say, "empowering buzz phrases all the time on The Daily." If a pitch has a nice subject line, I will absolutely respond to it. However, if a pitch has a curly ending, you can expect no reply from me. If 10 years goes by and you don't see an email back from me, you can just assume I am not pricked about it. The best stories always have a pencil and are usually about politics. And the best way to reach me is by running it over to me. But you can also just talk to me.

Christine Hall:

I love it.

Beck Bamberger:

I like it. I kind of like that.

Christine Hall:

Yeah.

Beck Bamberger:

Oh Christine, thank you for being on today. This was so fun.

Christine Hall:

Yeah. Thank you so much for having me.

Beck Bamberger:

I really appreciate it. And I know this is going to be landing in Q1, but right now, it's December. So happy holidays. And I hope you get some sanity and some time to not be in 2020. How about that? Yeah.

Christine Hall:

Yes. Thank you. Happy holidays to you as well.

Beck Bamberger:

Thanks again, Christine.

Christine Hall:

Thank you, Beck.

This transcript was exported on Jan 11, 2021 - view latest version [here](#).

Jered Martin:

Thanks for tuning into this week's episode of Coffee with a Journalist, featuring Christine Hall from Crunchbase News. 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, head to our website at onepitch.co. We'll see you next week with an all-new guest and even more insights about the journalists you want to learn more about. Until then, start great stories.