

## Pitching Preferences:

### **Video or phone interview?**

- I'd rather do video if possible.

### **Bullet points or paragraphs?**

- I'm a big believer in bullet points.

### **Short or long pitches? And how short if short?**

- Short as possible.

### **Images attached or Dropbox zip file?**

- I'd rather have them attached. I think it's easier not to have to go someplace else to see stuff.

### **Pitches in the morning or at night or don't care?**

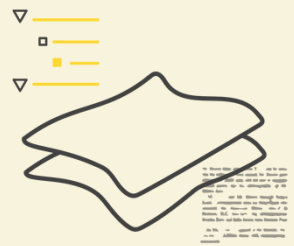
- I'm not sure how much it matters. I mean, I would say although there's a caveat there, which is it depends on the timing. If it's something that's time sensitive, of course, you want to see it as soon as possible. Whatever the time is. I note that two things, that are related to that. One is because I'm operating on West Coast time, not East Coast time, sometimes people like they'll send me something, say four o'clock Pacific Time, or something like that. And usually I'm operating under kind of stock market hours. So, my days a little earlier. And then in terms of news flow, I will say that, like our experience is we generate, at least for our website, because we're so market driven. We drive more traffic in the morning than we do in the afternoon. I would rather – it is beneficial for, in most cases, in terms of just getting the story seen to poster it.

### **Email or Twitter DM?**

- Oh, email.

### **One follow-up or multiple?**

- Please, stop at one. I mean, because – it's a reason, right? I think this is an important point, which is that I try and respond to as many things as I can. But like every reporter, I get more volume to respond to. By repeatedly following up, you're adding to the pile. I don't think it's a good strategy. I think that I will begrudgingly admit that like, there's it's certainly the case that in some situations, there's a pitch that maybe I'd be interested in, which just sort of gets lost in the shuffle or gets shoved so far down into the inbox that like I lose track of it. So, it's legitimate, I think to do a follow-up, that I would stop.



## Pitching Preferences Cont.:

### **Direct or creative subject line?**

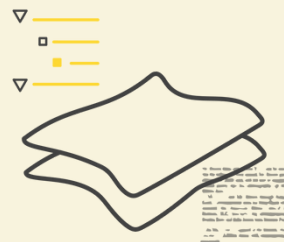
- Direct, always direct. I don't want a creative subject line. I mean, it can be entertaining. But it's just a practical thing. Don't try and make me guess at what it is that you're trying to sell me on. And the other thing, there's a related point, by the way, not to rally there. But there are these occasions when someone sends you a pitch, and literally doesn't include the name of the client in the pitch that they're making. Would you like to see this aviation company? By not including it, it's just sort of an admission that you know that I'm not going to care. You know that this is not a company that I know about or will likely care about.

### **Press release or media kit?**

- I think generally, press release is better. Okay. I mean, I think there are handful of exceptions and I don't like do a lot of product stuff. But I guess if you have like a complicated set of product launches, maybe want to have some – send me to a virtual press kit or something like that. And if I needed to have a lot of images, I think in most cases, just a simple press release will do it.

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## Pitching Preferences:

### **Video or phone interview?**

- Video.

### **Bullet points or paragraphs?**

- Bullet points.

### **Short or long pitches? And how short if short?**

- Short.
- How short?
- Well, it depends if they're saying, we have embargo news for you, or because sometimes people will say I have news under embargo, and then they send me the entire bit of news and I feel like that isn't really the point of an embargo. So, they're like, 'Hey, we have the story coming up. Are you interested? Let me know by this date.' Amazing, or just a very, like a few sentences. 'Hey, I'm working with this company on this item. Do you think you would want to learn some more information?'

### **Images attached or Dropbox zip file?**

- Attached. Because I am skeptical of links.

### **Pitches in the morning or at night or don't care?**

- I've been asked this before, and I don't really know if I have a preference.

### **Email or Twitter DM?**

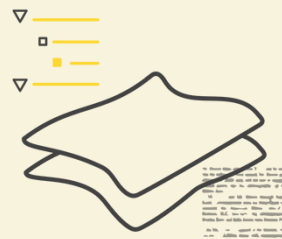
- Twitter DM.

### **One follow-up or multiple?**

- One, because sometimes things do fall in the cracks. Sometimes I have missed emails that I wish I had gotten to a few days prior. And that follow-up is genuinely really helpful. But then sometimes a person will follow up five times, and I feel bad and I feel like at that point, I should have just responded in the first place and said, thank you so much, but this isn't really related to what I do.



# Allie Garfinkle, Yahoo! Finance



## Pitching Preferences:

### **Video or phone interview?**

- Video.

### **Bullet points or paragraphs?**

- Bullet points. I love those.

### **Short or long pitches? And how short if short?**

- Short, short, short, short.

### **Images attached or Dropbox zip file?**

- Dropbox zip file.

### **Pitches in the morning or at night or don't care?**

- Oh, morning.

### **Email or Twitter DM?**

- Email. Twitter DM, I don't take answering those as seriously as I should. It's really bad.

### **One follow-up or multiple?**

- One. I understand why multiple follow-ups exist. But if we don't know each other, they're going to get annoying fast.

### **Direct or creative subject lines?**

- Creative. Creative every time. If you give me like a crazy but relevant subject line, I like my day. I there's like a high chance I'm going to answer. I'll be like, "Oh, this was weird. I want to know more."

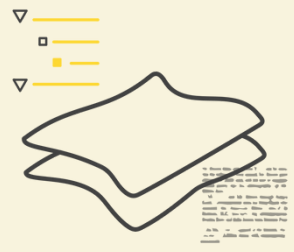
### **Press release or media kit or neither?**

- Press release. I'll ask if I want the media kit.

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# Miriam Cross, American Banker



## Pitching Preferences:

### **Video or phone interview?**

- If it's one person, either one is fine. If it's a group call, I find video is helpful, so I can tell voices apart.

### **Bullet points or paragraphs?**

- I love bullet points.

### **Short or long pitches? And how short if short?**

- Short. I wanted to get the point, across no filler.
- BB: Three sentences, five sentences?
- As much as it needs, but no filler.

### **Images attached or Dropbox zip file?**

- Doesn't really matter to me.

### **Pitches in the morning or at night or don't care?**

- Again, doesn't matter to me.

### **Email or Twitter DM?**

- Well, definitely email.

### **One follow-up or multiple?**

- One follow-up and preferably more than 24 hours after the first one.

### **Direct or creative subject lines?**

- Direct.

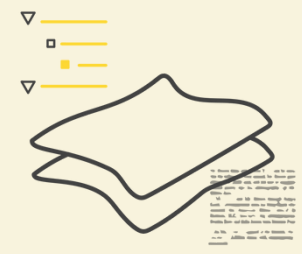
### **Press release or media kit or neither?**

- Again, either one. I feel like, usually – I mean, if they have a media kit, I'd love to see it because I usually have photos attached, and that saves me time. But a press release is fine.

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# Megan Farokhmanesh, Wired



## Pitching Preferences:

### Video or phone interview?

- Video interview.

### Bullet points or paragraphs?

- This is a funny question. Just because I used to work at Axios. I'm breaking rapid fire, but I used to work at Axios and we wrote in bullet points. If you are sending me quick information, bullet points. If you actually are sending me something that requires a little bit more explanation, paragraphs. I keep being like, no, I want both, depending on the situation. I'll have to fickle.

### Short or long pitches? And how short if short?

- Short.
- BB: How short?
- I would say, I don't need a lot of fluff. I don't need you to fluff my ego. I need you to tell me what it is that makes the story interesting, or what it is about the subject. Pretty much like an any pitch, I just want to know if this person who are not your client, is this a story you'd want to read? Because if you bring me something that you don't think is interesting, and you don't really care about, why would my readers?

### Images attached or Dropbox zip file?

- Images attached. I do not like to go to a second location.

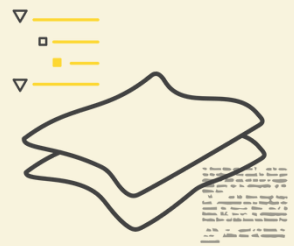
### Pitches in the morning or at night or don't care?

- In the morning. I like really it. First hour of my day, I like to sit down with my coffee. I go through my inbox and I do the thing right and reading emails and then not deleting them, or unreading them. I like to at least have a grasp on what my day might look like and what things I need to prioritize.

### Email or Twitter DM?

- MF: Here's the thing. I like a Twitter DM if you are a developer source, that kind of thing. Because for me, I realized that you – as long as you're doing in a safe way, I want you to reach out to me in a way that feels comfortable for you. I know that email can feel a bit weird. It's also like, if you're emailing me with sensitive documents, I want you to go to a specific email, which is my proton email. Whereas, if you have a PR pitch for me, do not ever pitch it to me in my DMs, because that is a sacred ground for other people who have a problem, or something they really need to talk about with me.

# Megan Farokhmanesh, Wired



## Pitching Preferences:

### **BB: One follow-up, or multiple?**

- I like a healthy three. It's like, I will often either see a pitch and be busy. Or perhaps, read it and then do that thing where my brain gets distracted, and I didn't write on a sticky note. It's like, I like the second one, because it gives me a chance to be like, "Okay, here's something I really need to look at." If you still haven't heard from me, and it's something that you actually think is a good pitch for me and you know I'd be interested in, that third one is when I'm like, "Okay, this person is reaching out again. I'm finally going to really take a look at it."

### **BB: Direct or creative subject lines?**

- Oh, my gosh. Direct. Do not ever send me creative subject lines. Some of them, I will get them and I'm like, "What does that mean?" I appreciate the urge to be creative and I think it's really great when people can use email, I guess, as a creative outlet for other people. You don't need to do with me. I just like when you tell me right away what I need to know.

### **BB: Press release, or media kit?**

- MF: Press release.
- BB: Attached, I'm assuming.
- Attached. Please attach. I like to have all the information right there. A media kit, because Wired, we like to do our own arts. We have an art team that prefers to gather images themselves, or create stuff. We try not to use just screenshots and stuff as much. For me, it's a media kit is it's like, you handed me a box full of stuff. I don't want to have to take the time to go through the entire box. I just want the list on top of the box.

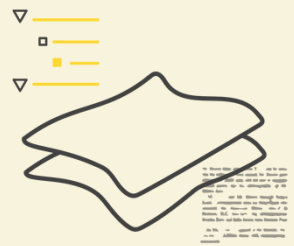
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# Jay Peters, The Verge



## Pitching Preferences:

### **Video or phone interview?**

- Phone.

### **Bullet points or paragraphs?**

- I'm going to say short paragraphs.
- BB: How short? Two-sentence paragraphs?
- I try not to make my paragraphs longer than three or four sentences, and I'm sure many people can find many examples of me breaking that own rule that I just said. But I try to keep pretty tight paragraphs in my own writing, and I guess that's what I like to read.

### **Images attached or Dropbox zip file?**

- I'm going to say images attached, only because I'm often forwarding emails to other folks at The Verge, and it's often easier to make sure that things just get carried across from place to place by forwarding. With Dropbox or Google Drive, I find sometimes that there can be so much stuff that's just uploaded to a Google Drive or a Dropbox that I maybe get lost in a bunch of different folders.

### **Pitches in the morning or at night?**

- I'm more of a morning person. I'm usually online and about eight o'clock in the morning Pacific time. And I really try my best not to check my work stuff after I sign off. So, pitch me in the morning is what I prefer.

### **Email or Twitter DM?**

- Email, by far. My email is probably the best way to get in touch with me, because I'm keeping a pretty close eye on it during the day. I keep it pretty organized. I find that Twitter DM or Facebook DM, it's just more inboxes for me to manage. So, I really try and centralize it all into my email.

### **One follow-up or multiple?**

- Just one. I get a lot of people who do multiple, multiple follow-ups, and sometimes I legitimately do miss something. And typically, a one follow-up will be enough for me to see that. And if it's interesting for me to say, "Oh, I'm sorry, I missed this", and continue the conversation from there. But you can assume if I don't get back to you after one follow up, then it's probably not something I'm going to reply to.



# Kate Davis, Fast Company



## Pitching Preferences:

### Video or phone interview?

- I don't care. I'm not going to look at the video. But I like things online because it's easy to record. But I don't need to look at myself.

### Bullet points or paragraphs?

- Bullet points for quick glancing.

### Images attached or Dropbox zip file?

- I don't need images, unless I ask for them.

### Short or long pitches?

- Oh, short.

### Pitches in the morning or at night?

- I might read them at night. It doesn't really matter.

### Email or Twitter DM?

- Email probably.

### One follow-up or multiple?

- Does anybody say multiple? Of course, just one. I know this is supposed to be rapid, but my biggest pet peeve is you send an email, you get my out of office that I'm on vacation, and I tell you what day I'm coming back. The next day you send it again. Then when I come back from vacation, you send it again.
- BB: God. Yeah. Does that happen?
- Yes. Like I'm out until the 13th. Okay. On the 10th, I'm going to email you again. Then I'm going to email you again on the 13th. Then I'm going to email you again on the 14th.

### Direct or creative subject lines? I know we've covered this, but just to put the record clear.

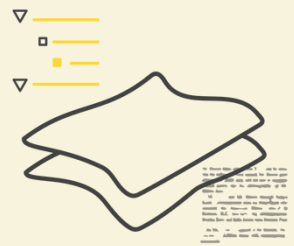
- Yes. Direct. Give me who you are and what you're asking for in the headline.

### Press release or media kit?

- Usually neither, but press release, I guess. I mean, give me the information I need. Again, I kind of feel like I do about images. If I need other assets, I'll ask for them.

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## Pitching Preferences:

### **Video or phone interview?**

- Phone.

### **Bullet points or paragraphs?**

- Bullet points.

### **Images attached or Dropbox zip file?**

- Images attached.

### **Short or long pitches?**

- Short.
- BB: How short?
- As short as possible. If I need more information, I'll ask for it.

### **Pitches in the morning or at night?**

- It doesn't matter.

### **Email or Twitter DM?**

- Oh, God. Never DM me. Email only.

### **One follow-up or multiple?**

- One. Oh, my gosh. One.

### **Direct or creative subject lines? I know we've covered this, but just to put the record clear.**

- Direct.

### **Press release or media kit?**

- Media kit. I like to have the pictures.

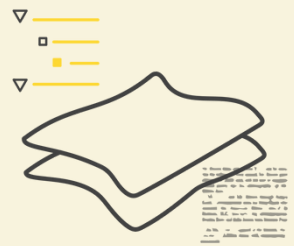
### **Is there a way people can build a relationship with you?**

- Instagram is kind of my communication of choice. I feel like –
- BB: Really?
- Yeah. That's still the beauty stronghold. It's funny. At beauty events, nobody has business cards. It's just, "I'll follow you."

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# Ray Wong, Inverse



## Pitching Preferences:

### Video or phone interview?

- I prefer a video and mainly because I see enthusiasm or emotion. For a phone interview, it's usually a last resort if there are no other options like there's no in-person, there's no on-camera or a video call. I'll do the phone interview, especially if it's someone really prominent or someone essential for my story. Otherwise, I want to know that you're a human being and also like understand why you care about this product or this story. Why should I care, right? Make me care.

### Bullet points or paragraphs?

- I think, I love like a good mixture. Give me the bullets, but also give me the depth after. It's really no offense if like I just don't accept your pitch. I think using every possibility to give you a succinct, this succinct pitch on what you're trying to communicate to me and then also giving me that additional depth without me having to ask for it is a good medium.

### Images attached or Dropbox zip file?

- I've no preference either or is fine. Just as long as you include it.

### Pitches in the morning or at night?

- Mornings or afternoons. Nobody wants to be looking at their emails. I mean, I'm a lunatic. I am looking at my inbox at night. Yeah, I would say if you send an email at night, expect the email response in the morning or after the next day afternoon. I won't be responding unless it's something killer.

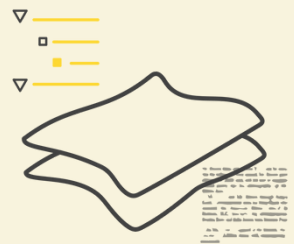
### Email or Twitter DM?

- Definitely, email. You can just say more in an email. Also, Twitter is like, I know a lot of people use Twitter as a professional outlet, myself included.

### One follow-up or multiple?

- I put down one follow-up every two to three days or one per week. Ultimately, it really depends on whether I've replied to this email. If I have not given you a response in a week and you haven't gone back and wondered why I haven't responded, maybe because you pitched me on say, enterprise, right? Then please don't respond and bump it up a million times, because it's just like, especially email that says, "Hey, have you seen my email?" No. Yeah, I have seen your email and I deleted it.

# Ray Wong, Inverse



## Pitching Preferences:

### Short or long pitches?

- I mean, a short pitch is good. Get right to the point, especially if you're on point with the subject line. Then in the email body, you're just like, "Okay, here's what I'm trying to pitch you on." I actually brought an example today of a good pitch that just completely gets straight to a point, doesn't waste my time, and provides all the details. This is one that I responded back to, because I was like, okay. They gave me everything I need to know. I didn't have to go back and forth responding to get additional details. Something as simple as,

"Hey, Ray. I hope you're doing well. I want to reach out to run a feature idea by you. I'm going to redact this company, right, gearing up to launch the next evolution of their flagship redaction. We'd love to work with you on an exclusive interview/deep dive on a proxy."

This person clearly has seen that I've done exclusives recently.

I am very interested in deep dives. They gave me an example and linked out to that piece, which is by another brand for another brand. They also gave me additional details on like when this embargo is lifting, why they think that this product is important, and why I should specifically cover it because I've covered similar products in the past, the embargo at lift time. Then here's the part that's really important to me, details on who I would be talking to and what like, access I would get, right?

Oftentimes I get a lot of emails saying, "Okay, I've got an exclusive for you." But then it's like two or three emails back and forth to find out who they're going to give me access to and when. I just don't have the time for that. Nobody wants to be sending emails back and forth and you're, one email of hundreds that are incoming every day. So just getting straight to a point and tell me, "Hey, it's this guy, Charlie. He's head of industrial design. He's worked on this product line for X, Y, Z years and you've done reviews on X, Y, and Z."

### Direct or creative subject lines? I know we've covered this, but just to put the record clear.

- Yeah. Direct subject lines. Let's save everybody some time.

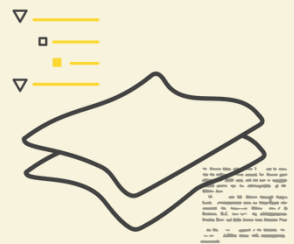
### Press release or media kit?

- I have no preference. I prefer both. If you have both and include the media kit, that works just as well.

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# Lucia Moses, Insider



## Pitching Preferences:

### **Video or phone interview?**

- Phone, unless I've never met the person, and I expect to be talking to them a lot. It's nice to see what people look like.

### **Bullet points or paragraphs?**

- Short paragraphs are nice.

### **Short or long pitches?**

- No more than one screen.

### **Images attached or Dropbox zip file?**

- Attached. So I don't have to click 1,000 times.

### **Pitches in the morning or at night?**

- I would say the morning.
- BB: Morning ET time too, just so people know. Yeah.

### **Email or Twitter DM?**

- Email is better, even though – Despite what I said about my inbox being a hot mess. I mean, it's just hard to monitor all these other places, and I do sometimes miss Twitter DMs. So I don't want to miss your pitch.

### **One follow-up or multiple?**

- I think one is fine. If I haven't responded the second time, it's probably just not for me, and I just haven't had time to get back to you.

### **Direct or creative subject lines?**

- I would keep it direct. Keep it simple, and economical.

### **Press release or media kit?**

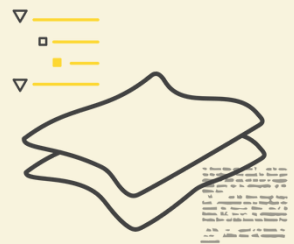
- I just like to get the press release. I just like to see it in the email.
- BB: Oh, like copied and pasted like right there?
- Right there. Yeah. Again, the fewer things I have to click and open, the better.

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# Matt Safford, Tom's Hardware



## Pitching Preferences:

### **Video or phone interview?**

- I don't have a strong preference. I mean, if it's something like specifically that you want to show me that's visual, obviously, video is fine. I've done a lot more video stuff through the pandemic. So that is fine by me. Whichever is fine.

### **Bullet points or paragraphs?**

- I think I have a slight preference for bullet points. But paragraphs, if there's a reason for paragraphs, it's absolutely fine.

### **Images attached or Dropbox zip file?**

- If it's one or two, attached. If it's a media kit or a bunch of images, Dropbox. Something like a Dropbox is better.

### **Pitches in the morning or at night?**

- I mean, I don't think it matters a lot. But I think late at night probably helps it to be at the top of my inbox in the morning.

### **Email or Twitter DM?**

- Email. I don't use Twitter that much. So although I do have a couple of people that respond to me through Twitter, I prefer email, for sure.

### **One follow-up or multiple?**

- One is usually plenty. Most of the time when I get more than one, it's because I'm ignoring you because your pitch is irrelevant to me. The only time I really get annoyed is when somebody is following up three or more times.

### **Direct or creative subject lines?**

- Direct, usually. I mean, if it's going to be really creative, it better be really good.

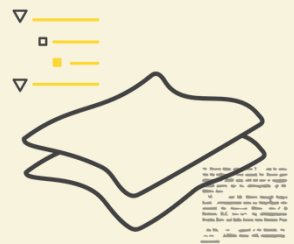
### **Press release or media kit?**

- I mean, usually, if it's a news item, a press release is good. If it's something more complicated with more lead time, a media kit is good.

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# Russell Contreras, Axios



## Pitching Preferences:

### **Video or phone interview?**

- Phone interviews are quick, fast.

### **Bullet points or paragraphs?**

- Bullet points.

### **Images attached or Dropbox zip file?**

- Images attached.

### **Pitches in the morning or at night?**

- Doesn't matter, but more than likely in the morning.

### **Email or Twitter DM?**

- Email.

### **One follow-up or multiple?**

- One.

### **Direct or creative subject lines?**

- Direct.

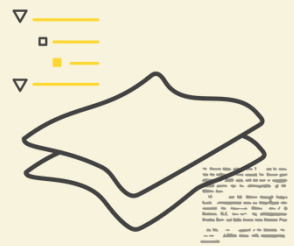
### **Press release or media kit?**

- Press release. We can always ask for the media kit later.

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# Riddhi Kanetkar, Insider



## Pitching Preferences:

### Video or phone interview?

- Phone.

### Bullet points or paragraphs?

- Ooh. I like a good paragraph.

### Images attached or Dropbox zip file?

- Oh, images attached always for me.

### Pitches in the morning or at night?

- Morning for me.

### Email or Twitter DM?

- Definitely email.

### One follow-up or multiple?

- I would cap at two follow-ups.

### Direct or creative subject lines?

- Direct for news. Creative for features.

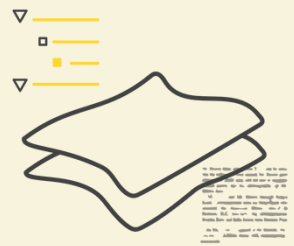
### Press release or media kit?

- Press release always.

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# Kathryn Lundstrom, Adweek



## Pitching Preferences:

### **Video or phone interview?**

- I could go either way. It's more what other people are more comfortable with, but I'm happy with phone all the time. I mean, we don't have to be putting makeup on before we do this.

### **Bullet points or paragraphs?**

- Bullet points.

### **Short or long pitches?**

- Medium, short.

### **Images attached or Dropbox zip file?**

- Dropbox file, I would say because then they'll be usable. Big enough to actually be usable for a story.

### **Pitches in the morning or at night?**

- Morning.

### **Email or Twitter DM?**

- Email.

### **One follow-up or multiple?**

- One

### **Direct or creative subject lines?**

- Direct.

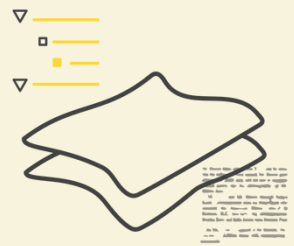
### **Press release or media kit?**

- Probably press release, honestly.

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# Samantha Maldonado, THE CITY



## Pitching Preferences:

### **Video or phone interview?**

- Phone.

### **Bullet points or paragraphs?**

- Maybe a strategic combination of the two.

### **Short or long pitches?**

- Short in the beginning with some more information at the end.

### **Images attached or Dropbox zip file?**

- Neither. I would say no images unless I asked.

### **Pitches in the morning or at night?**

- It doesn't matter.

### **Email or Twitter DM?**

- Email.

### **One follow-up or multiple?**

- One

### **Direct or creative subject lines?**

- Direct.

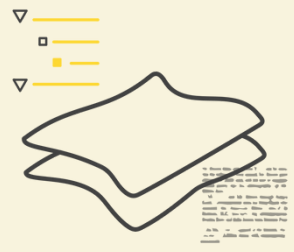
### **Press release or media kit?**

- Press release.

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# Brooke Masters, Financial Times



## Pitching Preferences:

### Video or phone interview?

- Ah, that's tough. I think these days more video.

### Bullet points or paragraphs?

- Bullet points.

### Short or long pitches?

- Short.

### Images attached or Dropbox zip file?

- [00:16:53] BM: Not first thing in the morning because if you imagine, our bosses are in Europe, we wake up to five hours' worth of emails. Anything that comes in before 10 ET, I'm waiting through it. I'm much more likely to read something that comes in between, say 11 and 5 ET.

### Pitches in the morning or at night?

- Morning.

### Email or Twitter DM?

- Email.

### Direct or creative subject lines?

- Direct.

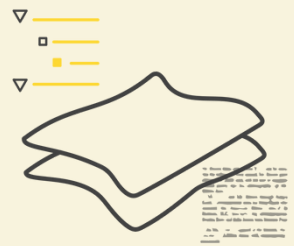
### Press release or media kit?

- Press release.

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# Phoebe Bain, Ad Age



## Pitching Preferences:

### Video or phone interview?

- Phone.

### Bullet points or paragraphs?

- Bullet points.

### Short or long pitches?

- Short. A couple bullet points.

### Images attached or Dropbox zip file?

- Images attached.

### Pitches in the morning or at night?

- At night. You'll have more of a competitive edge in my inbox. I'm reading through dozens in the morning, right? Like usually while I'm walking my dog. But at night, if it's the last thing that I'm seeing before I'm signing off, I'll respond and say, "Hey, let's talk about this in the morning," or whatever, right? I just think that there's a better chance of me actually reading it and going back to it at night when the inbox isn't as crowded.

### Email or Twitter DM?

- Twitter.

### Direct or creative subject lines?

- Creative.

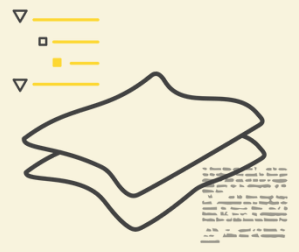
### Press release or media kit?

- Press release.

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# Kate Irwin, Decrypt



## Pitching Preferences:

### **Video or phone interview?**

- Video.

### **Bullet points or paragraphs?**

- Bullet points.

### **Short or long pitches?**

- Short.

### **Images attached or Dropbox zip file?**

- Attached.

### **Pitches in the morning or at night?**

- Morning.

### **Email or Twitter DM?**

- I guess email because my Twitter DMS are closed.

### **One follow-up or multiple?**

- Only one, please.

### **Direct or creative subject lines?**

- Direct.

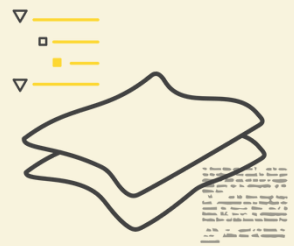
### **Press release or media kit?**

- Both but I like a press release.

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## Pitching Preferences:

### **Video or phone interview?**

- Video, 100%.

### **Meetings in the morning or the afternoon?**

- You don't know where I am. You don't know what time zone I'm in. Just tell me when you're available. We'll work it out.

### **Coffee or drinks?**

- Oh, coffee.

### **Images attached or Dropbox zip file?**

- Either way but not embedded in the document. It's like a PDF, and I'm reading it, and it's supposed to be like a beautiful display. I get it. But if you want me to use those images, yes, you got to make them accessible as like already cropped and nice for me.

### **Pitches in the morning or at night?**

- Morning.

### **Email or Twitter DM?**

- Email.

### **One follow-up or multiple?**

- One is good.

### **Direct or creative subject lines?**

- Be direct but show me what you got.

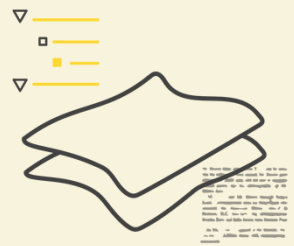
### **Press release or media kit?**

- I think I want the press release first and the option to download the media kit.

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# Emily Rella, Entrepreneur



## Pitching Preferences:

### **Video or phone interview?**

- Video.

### **Bullet points or paragraphs?**

- Bullet points.

### **Short or long pitches?**

- Can I say medium? Like short paragraphs, but I'd rather have one or two-sentence paragraphs, but maybe like four or five paragraphs in the email rather than one long essay-looking thing that I probably won't read.

### **Pitches in the morning or at night?**

- I'm weird in that regard but at night? I look at my inbox. I'm usually off around like, five, maybe later, but even randomly through the night, especially if it's during the week, I might just pop on my email and just check to make sure I didn't miss anything. And a lot of the pictures I get that I actually sit and open and read, I usually get later in the day because I feel like a lot of people are in that ten to 11:00 a.m. Time spot and they're just all coming at once. But if you get it at night, I'm someone who will check on my email, so I'll always see it.

### **Email or Twitter DM?**

- Twitter DM.

### **One follow-up or multiple?**

- Usually one, unless it's something that really would warrant multiple, but usually by the time there's multiple, there's probably already been a conversation.

### **Direct or creative subject lines?**

- Creative. Creative.

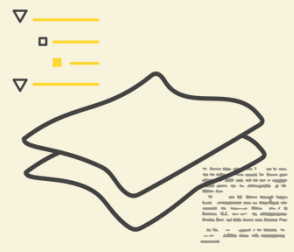
### **Press release or media kit?**

- Media kits. That makes it so much easier. ad the media kit.

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# Rose Minutaglio, ELLE



## Pitching Preferences:

### **Video, phone interview, or in-person?**

- Oh, for an interview, I always prefer in person. I think you get more color, or what we call them colors. It's just background information or like, what were they wearing or where did you go to eat with that? For an interview, if I'm interviewing the person, I want to do in-person. But like I said, if it's a publicist that I'm meeting with, let's just do email.

### **Bullet points or paragraphs?**

- Paragraphs, but very short ones.

### **Short or long pitches?**

- Can I say medium? Like short paragraphs, but I'd rather have one or two-sentence paragraphs, but maybe like four or five paragraphs in the email rather than one long essay-looking thing that I probably won't read.

### **Images attached or Dropbox zip file?**

- No pictures until I request it? Not even a link, not even anything. Nope, until requested. Fascinating. Because I think people are like, "Oh, well, let me let me show you all the things I have. I'll attach everything." You're like, "God, that's a lot."

### **Are there any sources you particularly look for? How would you like them pitched to you?**

- Sources. Well, I will say in some of the bigger feature stories we do, we will quote experts. I've actually found it pretty helpful from pitches I've gotten for experts. If it's a story about women's health, I get pitched doctors all the time. I've actually used some of the doctors that I've been pitched. I find that really helpful, I guess, especially when it comes to health, women's health stories. Because it's sort of a world that you don't know a lot about until you do, if that makes sense. It's really helpful to have people come to me for that.

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# Sara Spruch-Feiner, Glossy



## Pitching Preferences:

### **Video or phone interview?**

- Video. I can't do in-person. I don't have time. I would be like literally running around the city all day. It's not realistic. But video I think I can connect with people and I tend to do three to four Zoom videos a day.

### **Bullet points or paragraphs?**

- Bullet points. Not enough people use bullet points.

### **Are there any sources you particularly look for? How would you like them pitched to you?**

- I really find my own sources.

### **Images attached or Dropbox file?**

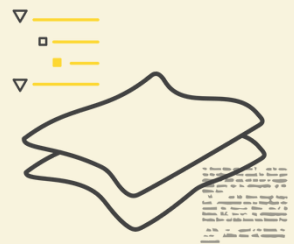
- Attached. I hate Dropbox, just personally.

### **If people do not have a relationship with you, what is one way or a few ways they can establish one?**

- I think if you can show that you've like actually read our stories and are familiar with the vertical, then that does go a long way. Sometimes, though, it can kind of backfire. If it's like, "I read the story on," blah, blah, blah and you're just like they literally went to your author page and picked the most recent story and like hyperlinked it. Again, I know that sounds kind of like a double-edged sword. I think there does have to be some authenticity to it. I know that's hard. I really do appreciate that publicists are trying to keep up with a lot of different writers and their work. But, again, my vertical is so specific that, for better or worse, I really can tell.

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## Pitching Preferences:

### **Video or phone interview?**

- Phone. I have a really good recording software on the phone I use, so it's easiest for me to transcribe after that. Also, being a remote employee, honestly, I'm not always looking my best, so phone is nice.

### **Bullet points or paragraphs?**

- I think I mentioned earlier that for me, shorter is better, and like to the point. I think bullet points are part of that. It's easy to scan, easy to see what the point is of the email. I think they're really valuable and useful, and they save time for the PR person too. You're not writing whole paragraphs.

### **Are there any sources you particularly look for? How would you like them pitched to you?**

- I look for experts in the field, and I want them pitched in a way that really tells me what their expertise is from the beginning. I don't want to have to go through a long email to see what their expertise is. I want to know it from the top.

### **Images attached or Dropbox file?**

- I prefer a zip file. With Dropbox, I often run into password issues, like I need a password. So that just adds a whole other step. When you're on deadline, you often don't have time for that whole step. Then attached, I mean attached isn't bad, but attached would be my second choice. Zip file to me is just like, you can open it up, it's on your desktop, you can save it easily. You can have them to reference for however long you need them.

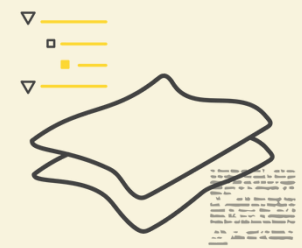
### **Creative or direct subject lines?**

- I appreciate the creativity, but not for this. I love subject lines that are simply expert source in inclusive fitness, expert sources for beauty story, source in nutrition. It's like, that's it. That actually probably is what helps those emails come to the top of my inbox when I do search. So for those who want to be a little more fun with it, this one was "Mental Health Month: Doing This Before Bed Helps Decrease Stress." I love this subject line, I honestly clicked right into the email because it reads like a HuffPost headline, which is great. Already envision how this would read on our site. It grabs my eye, and there is that knowledge gap. I'm curious to click in and read what this that they're referencing is.

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# Kevin Dugan, New York Magazine



## Pitching Preferences:

### **Video or phone interview or in-person interviews?**

- In-person. I think it's just pandemic fatigue. I did so much Zoom, and I just don't like it. I would much rather get to know someone, and I also – there are so many interruptions that happen, Amazon delivery packages.

### **Bullet points or paragraphs?**

- A little bit mix of both. If you can explain to me why I should care and then bullet point the facts that are backing it up, then that would be great.

### **Are there any sources you particularly look for? How would you like them pitched to you?**

- I want to hear from bankers. I want to hear from financiers. I very much want to hear from people who are trying to change things in their industry or their company. For instance, if they are involved or thinking about being involved in, let's say, a class action lawsuit about sexism, that would be someone who I would very much want to talk to. You know what? As much as I care very much about those issue-oriented stories, I also care a lot about fun stories. I want to talk to people who are doing something cool and exciting. But by that, I do not mean that if someone has a brand new product that they're trying to sell. Can I help them sell it? I don't want to do that. I am talking about is someone who – again, it's a little bit like pornography, right? You know it when you see it. I'm sure people will be emailing me with all kinds of stuff, but it's often I know, and I understand, and I appreciate the difficulty from the side on the PR person's perspective that every client thinks they have like the cool amazing thing. But it's – yes. That's fine. That's cool. That's the job. But I'll take a look. I'll hear them out often.

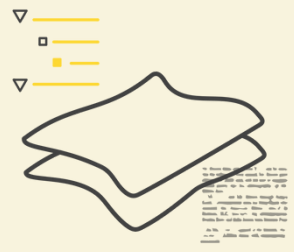
### **Images attached or Dropbox file?**

- Neither, really. Especially if it's a cold pitch, I'm never going to open that.

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# Rebecca Ruiz, Mashable



## Pitching Preferences:

### **Video, phone, or in-person interview? Why or why not?**

- Phone. I will do video meetings in certain cases, but I type at the same time that I'm recording. So it means I have to keep eye contact with the camera, even though I'm not watching the camera. I find that to be like a big thing. It's a lot of mental gymnastics. So unless it's an off-the-record or on-background conversation, we're just chatting, I really prefer phone.

### **Bullet points or paragraphs in a pitch?**

- Bullet points.

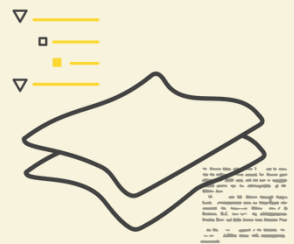
### **Images attached or Dropbox zip file?**

- I prefer Dropbox link. It just is easier for me. I don't like to download a ton of things onto my computer, partly because then I have to organize it, which I don't like doing.

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# Sarah Burke, Them



## Pitching Preferences:

### **Video, phone, or in-person interview? Why or why not?**

- Oh, in-person. I just love meeting people in-person. I used to work at an Alt Weekly and I did almost all of my interviews in-person. Again, it's not always possible particularly because of scheduling. But I prefer face-to-face.

### **Bullet points or paragraphs in a pitch?**

- Bullet points. Easier to digest quickly.

### **What types of sources do you look for? And how do you want them pitched to you if you had to say?**

- In terms of via PR, mainly we're pitched kind of medical experts, researchers, experts in the field, that kind of thing. I like them pitched to me mainly in terms of what they can offer as far as a story. I care about credentials and I care about who they are. Of course, I care about them as a person. But in terms of the subject line, what I'm most interested in is what is the data or what is the story or the op-ed that we're going to create with this person?

### **Images attached or Dropbox zip file?**

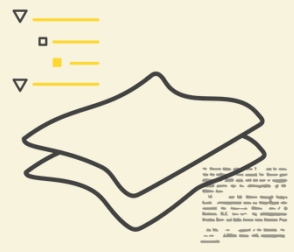
- Images attached; The less that I have to click through or download in order to see, it's helpful.

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# Aarthi Swaminathan, MarketWatch



## Pitching Preferences:

### **Video or phone interview?**

- Phone. Phone interview.

### **Bullet points or paragraphs?**

- Paragraphs.
- BB: Paragraphs. Why? This is a rare answer.
- Because I can see the sentence in its full construction. If you just give me bullets, it's just like headlines. Paragraph, I can get your point fully.

### **Short or long pitches?**

- Short.

### **Images attached or Dropbox zip file?**

- Images attached.

### **Email or Twitter DM?**

- I don't use Twitter anymore. Email.

### **One follow-up or multiple?**

- Oh, just one.

### **Direct or creative subject lines?**

- Direct.

### **Press release or media kits?**

- No. Press release.

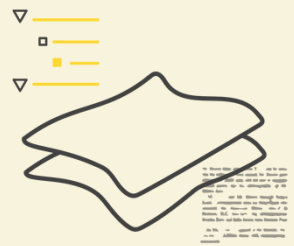
### **Time you read your pitches?**

- In the morning.

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# Christopher Zara, Fast Company



## Pitching Preferences:

### **Video or phone interview?**

- I prefer the phone. I usually sound better than I look.

### **Bullet points or paragraphs?**

- Bullet points can be effective.

### **Short or long pitches?**

- Short.
- BB: Well, actually, how short?
- Short enough to where I can get context and make an informed decision, but not too long that I'm going to not read the whole thing.

### **Images attached or Dropbox zip file?**

- I usually don't want images unless I ask for them. And our software often filters them out anyway. So if you send the images, we usually don't even see them if we don't know you.

### **Email or Twitter DM?**

- Email, please. I try to use Twitter very little these days with all that's going on. I use it to find news. I have to be on there and use it, but I don't necessarily communicate on there.

### **One follow-up or multiple?**

- Usually, you know, one or two follow-ups is fine. We do get busy and there are times when a good idea slips by and it's something you've meant to respond to, but didn't. So they can be effective. I'd say if you're following up more than like twice on the same idea, yeah, it's probably no.

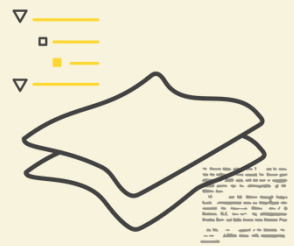
### **Direct or creative subject lines?**

- Direct.

### **Press release or media kit?**

- Press release pasted into the email can be very effective. It gives me the context I need. If the press release is already drafted and you can just paste it in and it's text. Yeah. That really helps.

# Christopher Zara, Fast Company



## Pitching Preferences:

### **Time you usually read pitches or is it all the time?**

- I try to keep it to daytime hours and weekdays. I have to do things for work all the time after hours, deal with emergencies. You're a journalist so stuff comes up. But pitches are a workflow thing and I like to keep it during business hours. I rarely look at a pitch on a weekend.

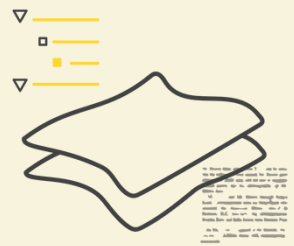
### **What type of sources do you look for?**

- Yeah, that is a broad question. I mean, if we're still talking about the PR world, there's nothing wrong with a PR person who wants to spill, I can't believe I'm going to say this, spill a little tea. I can't believe I just said that. I really want to jump out of the window now, but I said it because I couldn't think of any other way. The scoops are great. Even if you just want to say something off the record that you know you wouldn't want printed, it shows trust when you do that. I think that I like people who know what's happening. You know, we're news people.

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# Colleen DeBaise, The Story Exchange



## Pitching Preferences:

### **Video or phone interview?**

- Video Interview.

### **Bullet points or paragraphs?**

- Bullet points. They're just easier to see.

### **Short or long pitches?**

- It depends. If it's something – well, gosh, this is supposed to be rapid fire. A short pitch to get me interested, but maybe even an attachment that's a press release that has all the information I might want, or a link to where it can find more information. So, you don't want it to be too short.

### **Images attached or Dropbox zip file?**

- If it's one or two images, they can be attached. Anything more than that definitely Dropbox.

### **Email or Twitter DM?**

- I don't do Twitter. So, email. There's just too many issues with Twitter. I've been getting some pitches on LinkedIn and I feel like there's a professionalism to LinkedIn. Yes, so I would be receptive to LinkedIn of any of the platforms.

### **One follow-up or multiple?**

- Multiple because I miss half of them. They fall through the cracks. Yes, it's fine. I'm just being realistic because I'm going to miss so much stuff that it doesn't hurt to do multiple.

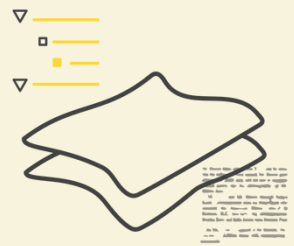
### **Direct or creative subject lines?**

- Direct.

### **Press release or media kit?**

- Both.

# Colleen DeBaise, The Story Exchange



## Pitching Preferences:

### **Time you usually read pitches or is it all the time?**

- They're constantly coming into my inbox, which in for my particular purposes, if I were a PR person, I wouldn't bother to send me anything between the hours of like 6pm and 8am, just because I don't check my emails much at night. But I do a big search in the morning when I'm reading all my newsletters and things like that. But throughout the day, if things pop up, I'll be in front of my computer. I'll be looking at my inbox. So, I miss a lot of stuff that comes in like overnight.

### **What types of sources do you look for, if any?**

- Actually, this reminds me of the third pitch I was going to share with you, which was an expert source and it made it clear. Well, I really liked this one. I got pitched earlier this year, when there was sort of a big news story that Target, the big chain store, had Pride merchandise. It was for Pride Month, and nice to see. Then, there were a lot of complaints about it from certain states. Then Target was moving some of the merchandise to the back of the store, and then that was causing some controversy. Because we write content for entrepreneurial women, some of whom are running businesses, we like to sometimes provide services or tip articles about should you put Pride merchandise in your stores? Or how do you best celebrate Pride in your store? So, what was nice was that when I – so, I got a pitch that was that reference, the Target's sort of bad decision to be moving its Pride merchandise, and the subject line mentioned Target and mentioned Pride, and it mentioned that there was an expert who could speak on this. I thought that's great. So, that caught my attention. It was nice to know that there was an expert available, and I think that even in the pitch there was a very good quote that we could use as we're kind of building out a story that we can use in the story too.

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