

## Episode 6

# Meet the Media: The Realities of Journalism + Interviews - Brianne Nemiroff Spills the Tea

Speakers: Brianne Nemiroff, Lexie Smith

**Lexie Smith** 00:04

Hey guys Lexie here, travel enthusiast, lover of puns, pizza and wine connoisseur and the founder of THEPRBAR inc. and you're tuning in to the pitching and sipping podcast, from behind the scenes interviews with the media, to honest conversations with other PR pros to a look at inspiring brands and entrepreneurs that are rocking the world of PR, in this podcast, we talked tips while taking sips, and talking about all the things that make those and the world of PR tick. Let's get started. Today we're talking with Brianne Nemiroff who first started her career as an entertainment reporter all over the US performing interviews in Washington DC, New York City, San Francisco and Los Angeles. Upon moving to LA, she worked her way up to becoming a managing editor of Viva Glam magazine, a vegan lifestyle magazine, where she launched a travel column and interviewed the likes of more than 400 public figures, including Zachary Levi, Meghan lolly, Afro Levine, Fifth Harmony, Lady Antebellum and the Goo Goo Dolls just to name a few. Today in addition to freelance writing, she is a product sourcing specialist for Kinder Beauty and the co founder of It's Bree and Ben, an ethical vegan travel blog where she and her husband Ben, write about ethical travel, vegan restaurants and small shopping all over the world. In the episode to follow Bree and I take a look back on her career as a journalist thus far, and dive into tips, tricks and lessons learned along the way. Stick with us through the end to hear Bree answer some rapid fire questions on her personal pitching preferences. And who knows maybe she can lead you to your next PR win. You guys I am so excited to introduce you to Brianne Nemiroff. Bree and I go way back. I originally met her when I was working in my first Los Angeles based agency when she was a writer for Viva Glam magazine. I quickly became a huge fan of both her and her amazing partner Ben who is her co founder of It's Bree and Ben, which we will get to later on this show. But first Bree welcome. Before we talk about all the work stuff, tell us a little bit about you outside of work.

**Brianne Nemiroff** 02:34

Is there an outside of work right now? Who is me outside of work? I don't know. I mean, I love to travel. And that's not something we can do right now. I am an athlete who originally wanted to be a softball pitcher in the Olympics. And then they took it out and I was like well had to change that. I always love to dance. I'm generally someone who likes to help better other people's lives. And I try to be as kind as possible that pretty much whatever comes my way. I'm open to new things and new experiences. And I love people whenever I can see them and I'm just not right now.

**Lexie Smith** 03:21

Fair enough. And I can attest that you are certainly kind and we'll come back to that topic of kind a little, a little later on. But first off, okay, catch my audience up to speed high level on all the different

amazing outlets and publications that you've written for over the years and then once again, we'll come back to where you are today. But first, let's take a step back. Sure.

**Brianne Nemiroff** 03:47

I started as a like a unpaid staff writer for Viva Glam magazine and worked my way up to be the managing editor. I have written for craft beer, vegnews I'm now about to be published in kind traveler

**Lexie Smith** 04:09

Congratulations by the way.

**Brianne Nemiroff** 04:11

Yeah, thank you. I've written for the Kinder Beauty blog. It's kind of an all over the place. Valley C magazine back in LA so a mix of print and online. And a couple blogs here and there. Everything from music to lifestyle to veganism. I pop up in a variety of places.

**Lexie Smith** 04:35

Okay, so I know for a fact that you have stories I've been with you and seen you have to deal with some less than polite celebrities, although you've always handled it like a complete pro. So tell us who are some of the people you've interviewed. Do you have any favorite moments, any train wrecks? Give us the deets.

**Brianne Nemiroff** 04:54

Okay, some of my favorites. Um Megan Mullaly back in San Fransisco. Jordan from New kids on the block in Washington DC, um, I was at a couple roundtables for some Netflix movies in LA. And then my Broadway experiences where I was just trying to reach out and build this column for Viva Glam and just trying to talk to people who were lesser interviewed, and no one talks to costume designers. So I got a lot of yeses. And within a span of a week, I had to go backstage to seven shows. So it was a lot and I got to hold the Phantom of the Opera mask, I got to hold Jasmine's outfit at Aladdin and be it. The Carole King show beautiful. A couple others, Anastasia, I got to see the gowns. So those are probably my really most prized moments there

**Lexie Smith** 05:51

Epic. And before we hit record, actually, I was just so everyone knows, joking and apologizing because obviously, Bree has extensive experience interviewing people where this is new for me. She kindly offered to give me a few tips. So tell me like, what are some tips for people to keep in mind when they're when they're interviewing someone and feel free to put me on blast as a poor example

**Brianne Nemiroff** 06:23

No, no, you're doing fine so far. Um, Some tips I would say is do your research. Don't just walk in, like, let's say you're interviewing someone who's in a movie, don't just walk in and say, What was your favorite moment with your co star? I mean, they got it. When people do these roundtables and these press days, they're getting the same questions over and over again, try to actually wake them up. Try to offer something different. Make yourself stand out. Keep it interesting. Honestly, just know who you're dealing with. There's some people who really don't want to bring up some past experiences. Some

people really like talking about certain projects. There are some artists that want to like forget an album. And some of them really want to highlight their new stuff. I find with people who have been around for a long time, you have to be very careful and kind of tiptoe around their past because some people are really proud of it. Like Avril Lavigne is super proud of everything she's done. And then you have people who are like, I only want to talk about right now. Like, I don't want to deal with my most famous album that earned me you know, all the money I have. I just want to talk about my new album. And so just try to offer insightful questions and know who you're dealing with. And you'll find you'll probably interview better better than 90% of the people.

**Lexie Smith** 07:42

Yeah, no, I mean, that actually relates a lot to how I and we'll get into this in a bit suggest pitching writers, always do your research. Can you give me maybe some examples of questions that you've used? You know, do you start with asking them their backstory? Is that cliché? And over done? Where's a good place to start?

**Brianne Nemiroff** 08:03

It depends with who you're asking. So if you're, for the people that I interview that are just starting out, I try to understand that my audience probably know who they are. So I like to say like, Who are your, you know, inspirations? That's kind of a cheesy go to one. But if you'd no idea who they are, and also when they go, oh, my inspirations are, Carole King, and Britney Spears. They go, Hmm, not sure what to do with that. Maybe, but if they like have cohesive influences, they're like, okay, maybe this will make sense for me, or, you know, put into context. If they've been around for a while, we can kind of skip it. So let's say if I were to interview like Britney Spears, as I just said, that didn't happen. I hope it does. Because that would be that would be really cool. No one needs to know so how did you get started? Like everybody knows that right? You just kind of start off with with what they're trying to promote that day, what's going on? And then if there's a story they want to really talk about then you can really turn into a nice interview instead of a general

**Lexie Smith** 09:11

Yeah, I think those are all really great points. Britney Spears examples is fantastic. We know Britney Spears, right? We don't need to beat a dead horse. That's probably not a very politically correct thing to say, but we're on the pitch and sippin' podcast (BREE - or a vegan one) Lexie: Oh, god. Yeah. But okay, actually, let's use this as a great next question. What happens? How do you recover when you stumble? When you say something offensive when something slips out, that just isn't the best... case and point?

**Brianne Nemiroff** 09:43

Well, I think it depends whether you're being recorded or not. So if you are being recorded, if you are literally on camera, own it, just say just say like, Oh, I'm sorry, I didn't know that I would offend you. Let's move on to something else. If you have a moment, maybe turn to the producer and say, do we need to cut? Like what's going on? I'm happy to apologize off camera. Let's work on this. Let's make sure the vibe isn't strange, because we know that's going to go viral. Right? If you're just sitting in one on one with the person, just, you know, did you screw up because you didn't do your research? Did you just offend them by accident? I mean, just own it. And hopefully they're okay. But if you really hit a

nerve, just say, hey, let's just take a second. We're both here to work. But if we're done, we're done. You know, sometimes it just happens. Very rarely. I'm very careful with what I ask. But then people have very touchy things that you'd be surprised what they don't want to talk about. I think there was one that was, oh, I talked to a few. When I ended up having an interview, like some reality stars would be like, Don't bring up like this part of the show, or this ex boyfriend, like, Oh, Jesus. Like, I'm classier than that. But, okay.

**Lexie Smith** 11:05

Yeah, well, okay, thank you. Because I think that was a really, really great teachable moment. Um, now I want to kind of fast forward to where you're at today. Tell everyone if they don't know, what is ItsBreeandBen.com. What inspired it? What do you write about all the things okay.

**Brianne Nemiroff** 11:25

So ItsBreeandBen.com is just a ethical vegan travel blog. So it started because my husband, Ben and I were interested in traveling. And when we got married, we just put everything in storage and decided to travel across Canada and the US and add to my vegan travel column at Viva Glam. And we realized that we were just getting a lot more info than the magazine could handle. And we wanted to talk about more topics than just what was, you know, glamorous, maybe in the less glamorous place, or just really pretty food, we wanted to talk about why it's good to travel this way, and the effect of your carbon footprint and all that. So ItsBreeandBen.com turned into kind traveling, which means ethical travel, kind eating, which is our showcase of vegan restaurants, and kind shopping, which is a focus on small businesses, and every place that we visit. Oh, man, oh, and another that I'm also working for Kinder beauty. So my entire life is kindness

**Lexie Smith** 12:37

is kindness. I love that well, and you kind of already answered one question, but let's kind of if you would put it into one or two sentences because I know this is one of your taglines. What does it mean to live and travel kindly?

**Brianne Nemiroff** 12:52

Oh, God, now I'm putting my tagline on the spot. Now I don't remember because I'm tired. To live and travel kindly just means that you understand the impact that you leave whenever you visit somewhere, that the food that you eat, took, you know, effort to get there, it took it possibly took a bus, not a bus took a truck to bring it in. The places you shop, the money that you spend, you hope that it stays there. And when people just fly to New York, stay in a chain hotel and eat at Chili's, they're not affecting New York City, they're actually hurting it. So the mission is to make people understand that their money makes an impact. And to hopefully, if they want to see their destinations that they love, survive and thrive especially now. It's important to shop small and to not increase the damage, whether it's natural spaces or urban spaces.

**Lexie Smith** 13:56

I mean, talk about a more relevant time. I know you didn't foresee 2020 in your future, but I feel like everything you just said is well it should always be relevant but so hyper relevant this year, especially

with small businesses and the travel industry being so so impacted and I know it's not ideal as your guys's main passion is to travel.

**Brianne Nemiroff** 14:21

Yeah, we're not posting guides right now. We're actually interviewing small business owners right now to bring attention to restaurants who might be failing or just need online orders because right now I don't need to send people to cities and discover the new I need people to help keep the established in check.

**Lexie Smith** 14:44

I absolutely love that and if I have any restaurant owners listening ear mark that. Um let's dream for a second though because you have been to so many incredible places and I am so going to put you on the spot because it might be hard to choose but give us top three favorite places you've traveled in the US or in general.

**Brianne Nemiroff** 15:11

My top three in the US is pretty, pretty easy. I was super surprised by Philadelphia because the vegan scene is incredible. And I just loved the look of all the brick buildings and the history. It was one of those places that you actually learn about in school. So it was really like this aha moment of like putting it all together. I felt like I made it. And just being able to get there on my own. New York City. It I mean, speaks for itself. You got Broadway, you got amazing small businesses, vintage shops, decent food. I mean that seriously, and not seriously, depending on which places you go, because you can find some really strange stuff there. Central Park. I love Portland, Oregon. And I know that's where you're from. I know. There you go.

**Lexie Smith** 16:00

I was hoping that would come up.

**Brianne Nemiroff** 16:02

But yeah, I mean, the vegan scene is unmatched. But the vintage scene is incredible. Like, you could just walk around on Hawthorne and Division and just you know, you're good for a week. But I mean, otherwise, Vancouver, Canada is amazing. I loved Prague, and Rome. Those are a few of my favorites.

**Lexie Smith** 16:24

So let's go back to Portland for a second. I couldn't agree more. And my best friend who lives in Portland is vegan. And I actually I don't know if I told you this set her your guide when you publish it. Yeah. Because even though she lives there, you put a ton of stuff on there that she wasn't even aware of.

**Brianne Nemiroff** 16:44

Oh, cool. Yeah. That's a huge compliment when a local has no idea what's going on, and they find something new. But then again, often if you're a local, you don't do your own research. So Right.

**Lexie Smith** 16:56

Right. Now you have the time, right? Well, and I'm pretty sure I sent you with my suggestions. But that was my suggestions from you know, the 22 years I lived there. It's been quite some time, things have changed. And Portland has just exploded, but go to [ItsBreeandBen.com](http://ItsBreeandBen.com) to read that list. There's that little plug right there. So you clearly have a diverse and rich background in writing in the media. Tell us has the industry in your opinion changed over the years and past that for the better or worse?

**Brianne Nemiroff** 17:32

Has the writing industry changed? Oh, yeah. So it used to be a lot easier to get in. Because there were just print opportunities, newspaper opportunities, TV opportunities. Now it's, you got a blog? Yeah, you got all these little magazines that are like we're the best, the best. And I used to work for a few who you know, had big egos, but no merit. And so there's so many people just trying to grab the same spots at these roundtables, and it's insane. And so frankly, you have to work a lot harder to get anywhere in this industry. And frankly, I wouldn't even consider myself as made it I'm just self made in terms of landing connections, and networking. And I just have been able to be very smart with who I know isn't interviewed much and then sneak my way in the door. Right now I find that the industry is very off center in terms of entertainment, it's very young writers, or it's like, let's say women in their 40s who are like doing the centerfold interviews. I'm not like playboy centerfolds. But like, you know, the ones where you open like,

18:54

still kind of like, the main features. Yeah, like the main features and cosmic or, you know, like those go to like experience writers. And then in travel, it's super old, like, it's baby boomers who are half retired, those are the people who are getting published in all the magazines, see the people who have time. And then you have the very end of the spectrum, which is the bloggers who honestly probably don't know much of what they're doing. They're just getting paid to, you know, stand by a waterfall and say, go to Sri Lanka, and that's about it. It's, it's such a strange amalgamation of everything. And it really depends on the individual industry.

**Lexie Smith** 19:32

It's super interesting, because I think we hear people in the PR world complain a lot about how hard it can be to land press without pausing to think that actually it's kind of hard for these, these journalists, these writers, members of media to have even achieved or gotten to where they are. So it's kind of a good a good perspective flip. To think about and you know, speaking of PR, on this podcast interview three people, members of the media, people in the PR industry who know their stuff, and founders who rock PR. So if you're up for it, I'd love to get some super open and honest feedback about some of your biggest pet peeves when getting pitched. So what can our PR pros and founders avoid? Um, let's have it.

**Brianne Nemiroff** 20:27

Oh god. Um, so try to make the pitch personal. I know as someone who has pitched as a writer, it's time consuming. But if you really want to learn something, make it personal, research for your pitching see what I've written before. I know what my niche is so someone let's say my niche at Viva Glam was like non toxic beauty and like veganism if they pitched me Lancome I'd be like, that's not what I'm going to write about.

**Lexie Smith** 20:56

How about this flip side, what makes some founders or PR professionals stand out from the crowd, what when you receive something to your inbox makes you happy to see,

**Brianne Nemiroff** 21:07

I love to see when I just want to see new products that are actually making a difference. Whether it be in beauty, veganism, or travel or whatever I was working on for the magazines or for freelance, I just want to know that this is something different. This is something good. Or something tasty, something that's just not, like don't try to sell me the like, don't come in and say, Oh, this brand has oat milk so that makes them special now. No, it doesn't. It's all over the place now. But you know, if you're pitching me Myokos Oat butter, garlic parm, that's good. That's new. Just pitch me something that actually, you know, works for my beat, works for what I've written in the past and something on topic, something interesting. And maybe pitch me something that people haven't interviewed a lot before, haven't featured a lot before. I love to tackle those. Because if someone hasn't been interviewed in 10 years, I'd love to be the first one to tackle it again. Because I'll do it with dignity. And I'll ask people what they actually want to talk about and make it about them. I don't care about having a byline. I mean, for my resume, say, sure. But I really try to make it about them. Because that's what the interview is supposed to be about. It's amazing how a lot of people try to turn it on themselves. And when you see Q and A's, and it's like more q than a right. So, yeah, those are my go tos.

**Lexie Smith** 22:46

You brought up a really interesting point. Because I so is it a turnoff if someone reaches out to you, and they're pitching a product, let's say, and they say, as they name drop, this product has been seen in vogue and blah, blah, blah, and blah, blah, blah, is saying that that product has already had substantial media coverage turn you off from it?

**Brianne Nemiroff** 23:11

Since I haven't worked directly for people, let's say and like Heart or Condé Nast, I find that it gives my readers wherever I've been a bit more interest to try it because they're like, Oh, okay. It's also been in Vogue. This makes sense. I'm not trying to ever I was never trying to gain like seniority or like, Oh, we're the only one that likes it so far because we're special. It's not like we're no, I mean, if Cosmo likes it, that's great. If the beauty editors at Allure like it, that's great. The more people that like it means that the more likely you might like it. And I mean, we're all on the same game, hopefully. So I'm not offended or if other people happen to like it first.

**Lexie Smith** 23:59

Yeah, it's just an interesting point. And I'd be curious, you know, how if there if there was ever some data, I'm sure there is somewhere pulled on on that little factor right now. I'm speaking of data actually from, from as a writer, obviously trying to deliver something to your readers that they get read. When you worked for Viva Glam or you freelance for different outlets what constitutes an article as successful from the media side? Are you guys looking at the metrics or is that a whole different department? What makes it successful?

**Brianne Nemiroff** 24:41

Definitely metrics. We want to see it's been shared. We want to see if people bought the item. I know at Viva Glam we didn't get much of a chance to monetize in terms of each individual article, but I definitely know especially right now if you take a look at anything that BuzzFeed or, you know, glamour or anybody is posting, there's gonna be a lot of products in there, and they're just trying to make some money back. So that's how you determine if it's successful if it made you more money than you spent to create the thing.

**Lexie Smith** 25:17

Fair, fair enough. You know, we look at that similarly, from the PR side of things if an article was successful for us, did we make any money? Right? So works on both sides. I know. And you mentioned this earlier. And I know you've done this in the past, but you've always juggled a lot of hats. And one of those things, has been running a variety of social media accounts. So real quick, I'm just curious, do you feel that there are crossovers between being a writer and producing content for social media? Is it just another form of journalism?

**Brianne Nemiroff** 25:51

It can be. So I'm kind of stepping away a bit from social media just because it is more visual than, than I would like right now. I mean, I also am a photographer, but I'm not like an Instagram photographer. And by that, I mean, I don't travel with drones, I don't focus it on myself. And I want to turn it on to the food. And the food that I photograph for my account isn't always like massive junk food. And we all know, what does best is superfood bowls, or junk food,

**Lexie Smith** 26:27

or unicorn ice cream cones, right. Yeah,

**Brianne Nemiroff** 26:29

I mean, just not things that you eat right away. I just, it's not someplace that I see myself, like getting in the millions. And so my focus goes other other way. But it absolutely can. There's a lot of accounts on Instagram and on Twitter and everything that really make it a text driven, story driven account where the photos can really just be, you know, just on the side, just there just to grab your attention. And you can do storytelling on any platform. Sometimes on Twitter, that's a little harder, because you're dealing with like a word limit. But you can use any platform to be a true storyteller. Pinterest now has videos, Instagram has long captions you can use to sell give your whole background. And Facebook, obviously, you can do the same. And you can drive them to whatever you want them to buy.

**Lexie Smith** 27:19

Fair enough. Is it inappropriate? Or do you actually prefer it if someone quote unquote, slides into your DMS on Instagram

**Brianne Nemiroff** 27:28

It depends how you do it. So I'm an introvert. So I just it really depends how you're sliding in there. So again, kind of like how, how I like being pitched. If they're just going in there and saying, I have a vegan t shirt company. Here's the link and the discount code. I'll buy it like you no, just no, like, if you want to

work with me, first of all, I'm not paying to be an ambassador. I'm at the stage where I'm at least with one social account. I'm not saying you have to pay me but at least it has to be gifted at a certain point. I mean, I know there's some people that actually fly to the DMZ as a way to sell. But they're claiming it's like gaining ambassadors. It's absolutely not

**Lexie Smith** 28:16

I get this all the time she by the way, they blow my mind.

**Brianne Nemiroff** 28:19

Yeah. So again, just if you're, if someone says, Hey, I want to work with you, gift them. If you're just trying to work with them in general, you know, you really have to just do your research. Like, if someone's trying to sell me. me right now. That's, I mean, I'm going to be like, did you even look at my page? Right? So it'd be like, well, I saw it said ethical and like, Yeah, but read the rest of my bio, it's just not going to work. So if you're going to slide into someone's DMS, do your research. See if they're even willing to discuss products on their page, just see if it's a good fit overall, then it won't be such a cold pitch, it will be closer to warm, you might realize,

**Lexie Smith** 29:04

yeah, no, I think those are all fantastic points. And it kind of leads me into I'd love to do a little kind of rapid fire with you so so don't spend too much time just just give me your honest first reaction. And this is still on the the pitching side of things and kind of just your personal preference. So to piggyback off the sliding on DMS. Where do you prefer to be pitched email? Instagram, LinkedIn, Twitter.

**Brianne Nemiroff** 29:33

You know, email.

**Lexie Smith** 29:34

Yep. Okay. Do you prefer a certain day of the week to be pitched?

**Brianne Nemiroff** 29:41

Are there even days of the week right now? That is anytime question anytime.

**Lexie Smith** 29:46

And valid. Pre-COVID. Was it like avoid Friday, avoid Monday or neh

**Brianne Nemiroff** 29:53

Doesn't matter. I think that's general. I think as someone who's been doing a lot of pitching for other things, I find I get my best responses on Tuesday and Wednesday. So I would assume that's when I'm on my email as well.

**Lexie Smith** 30:04

Okay, fair enough. Let's talk pitch length. Is there such thing as too long?

**Brianne Nemiroff** 30:09

I'm a writer, so no, but but don't waste your time. Don't waste your words. Don't give me a backstory on the history of one ingredient in something in there like, unless it literally is like a one ingredient argan oil or something like that. Just make it sweet. Make an important and if it needs to be long, great. If it can be short, even better,

**Lexie Smith** 30:31

Even better, okay, so honestly, do you read every single pitch that comes into your inbox? Are there keywords you scan for, you know, maybe at the height of when you're receiving pitches, how did you filter?

**Brianne Nemiroff** 30:53

When I was at Viva Glam actually my inbox didn't get super crowded. So I was actually able to open everything. But I, the ones that I could tell could work for us. I mean, if they had images in there, that was even better, if it had an attachment. If I could tell that it was pretty lazy I just would ignore it. Because, you know, a lot of these people aren't necessarily expecting a response. They're just trying or sending out press releases. I mean, I was a little bit different. I responded, almost everyone and at least just said yes or no. I'm rare.

**Lexie Smith** 31:30

Yeah, you are rare, which is why I've kept you as my friend. On the other side, I have two more rapid fire. And then we have some fun questions. So you actually touched on this, how important are photos in a pitch?

**Brianne Nemiroff** 31:48

I would say very. Unfortunately, because I worked at a very visual magazine that was very focused on looks, it was very important to see if either the person matched it matched or what we can consider glamorous. For food would have to be, you know, at least look good. You know, in the fridge, it just needed to fit into the lifestyle. So if you're working for like, if you're pitching something that's more ethical or a bit more green or something like that, you know, looks may not matter. But if you're trying to fit into a certain lifestyle, whether it be luxury, or green, specifically, or I don't know even more vintage, aesthetic matters. And so we need to see what you're pitching us directly.

**Lexie Smith** 32:31

Fair enough. Last rapid fire. How do you feel about follow ups?

**Brianne Nemiroff** 32:37

Yes. Do I love them. I do them all the time. I expect people to do them. I don't find it annoying. I'm busy. And maybe they just got back to me first, but it's about timing. Give me a week. So don't follow up within the same week.

**Lexie Smith** 32:54

Okay - I think that's a great note. And once again, people if you want to end up pitching Bree listen to listen to this. Take notes, please. So I have a couple of fun wrap up questions here. This is called the Pitchin' and Sippin' podcast. We've talked about PR we've talked about media we've talked about

writing. Now what can we find you sippin' doesn't need to be alcoholic, or it can be what's your favorite beverage?

**Brianne Nemiroff** 33:24

Oh, I would just say I'm I love tea. When we travel, I pick up tea wherever we go. So hot or iced right now I have green tea. I mean, right now it's the summer so anything to have it not make it feel like it's 100 degrees. So I like some kombucha. I like some tea. And the current Elmhurst oak chocolate milk is amazing. So okay, if you haven't, that's those are my top three right now.

**Lexie Smith** 33:57

Love it. I've tried to switch from coffee to tea for the obvious health benefits and I failed my entire life thus far.

**Brianne Nemiroff** 34:05

But it's alters your brain chemistry.

**Lexie Smith** 34:07

I'm aware. It's anyways, that's a whole nother whole other topic. Um, I'm a book nerd. So first question, do you read? If so, do you have any suggestions or favorite books?

**Brianne Nemiroff** 34:22

That would really suck if I was a writer and didn't read at all.

**Lexie Smith** 34:25

I just I assumed so but

**Brianne Nemiroff** 34:29

Yes, In my case, it's just I don't have a lot of time, but I've been trying to make some time. Suggestions. I'm getting into some classics right now. I'm about to dive into some Bronte sisters. I mean, I just read "I don't know if you know me from" by Judy Greer because she's like a co star in everything in Hollywood. In turn, I don't know. It's hard for me to give book suggestions. Just because I focus a lot on classics. I collect Nancy Drew books. I collect Alice in Wonderland. Yeah, I mean like when I just want something that's just clean and simple and fun. Doesn't take a lot of thinking when I'm just exhausted from the day I just need a little a little stimulation without like thinking Oh crap, I need to look up a word. Yeah. Maybe a little bit of a Nancy Drew.

**Lexie Smith** 35:26

I love it. No, I'm the same way. And I do want to kind of end with you telling the audience you know if there's anything you're working on right now that you would like to share with us or anything you're looking for. And then after that, just you know where we can connect with you.

**Brianne Nemiroff** 35:44

Sure. right now I am working for a few publications. One of them is I'm always kind of pitching veggnews. I haven't been writing for them as often just because I have my own website to write for. But

if something works for vegnews, I'm open to pitch that. I'm working for kind traveler right now and starting to write for their blog. So anything that could be about ethical travel and veganism and overall kindness on the road, I'm writing guides and that's that's a fun thing to consider if you have like an event or a sort of place. For my personal publication, anything that has to do with ethical travel veganism restaurants, take a look and see if you'd be a match. We're open to a lot we just want to promote small businesses right now. And I also source for Kinder beauty so if you have a non toxic vegan and clean beauty brand hit me up I'll see what I can do.

**Lexie Smith** 36:41

I love it and where can we so give us one more time your personal website and then maybe a social channel we can connect with you on.

**Brianne Nemiroff** 36:50

Sure I'm at Itsbreeandben.com. link below so I don't need to spell it since there's four thousand ways to spell my name. And then on Instagram and Pinterest and Facebook and probably soon Twitter boy, we're going to be it's we are It's Bree and Benas well.

**Lexie Smith** 37:08

Amazing. This has been so great. I once again I'm afraid at the start of this interview I was a little too excited. I came on in my screamed hello into the mic you guys missed that. But really no, it's great to see your face. You're a familiar face for me at this point, I don't know a lot of people in my career that have stayed with me for going on seven years. So

**Brianne Nemiroff** 37:29

this is like one of three for me. So

**Lexie Smith** 37:31

It's rare! So you have a special place in my heart. So thank you so much

**Brianne Nemiroff** 37:38

Yeah, thank you, Lexie. Bye.

**Lexie Smith** 37:42

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