

Meet the Media: Refinery29, Mailers and Riesling with Thatiana Diaz

SPEAKERS

Lexie Smith, Thatiana Diaz

Lexie Smith

Hey guys Lexie here, travel enthusiast, lover of puns, pizza and wine kind of sewer and founder of THEPRBAR inc., and you're tuning in to the Pitchin' and Sippin' 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 talk tips while taking sips and talking about all the things that make those in the world of PR tick. Let's get started. Thatiana Diaz leads editorial strategy, ideation and execution for Refinery29 first Latinx cross-platform channel Somos, in addition to serving as the senior editor of Somos Thatiana is a beauty contributor producing deeply reported beauty pieces and exclusive celebrity features. Thatiana joined Refinery29 from People in Español, where she launched Chica Meredith's first brand targeting Latina millennials with video and social media extensions. She is also the former Miss New York, USA 2015 and finalists at Miss Dominican Republic universe. And the episode to follow Thatiana delivers what I refer to multiple times in the episode as pure gold nuggets of knowledge. She walks us through how she first broke into the media industry, landed internships with Vogue, Seventeen magazine and others. She tells us her biggest pitching pet peeves, personal preferences, her predictions for media in 2021. And she takes us behind the scenes of the day in the life of a senior editor at Refinery29. Things get pretty sweet at the end when we talk sippin But first, let's kick things off by talking pitching. Thatiana welcome to the Pitching and Sipping podcast. I know I speak on behalf of all of my listeners out there when I say that we are so excited that you so generously decided to grace us with your presence and knowledge today. So you've accomplished so many incredible things in your life, all of which we will get to but first I'd love to learn a bit more about you outside of your resume. So where is home base? Do you have any favorite hobbies, Netflix binges? Whatever really comes to mind?

Thatiana Diaz

Yeah, so I'm Thatiana and thank you so much for having me on. I'm currently in New Jersey. I like to say that I'm because I'm originally from New York City. So every time someone I sound like New York, New Jersey, so yeah. For hobbies, it's so hard nowadays to have hobbies. Yeah, so I feel like bingeing as you mentioned is like my newest hobby. Before The Office left Netflix, that was my thing. I probably watched each episode dozens of times. But now I'm into a lot of murder mysteries. I was watching The Nightstalker recently, I'm bingeing on that Bridgerton like everybody else in the world. And

Lexie Smith

You, I think you literally just by the way, for I'm a huge binger, those two shows are the only ones I haven't started yet but they're top of list

Thatiana Diaz

You need to you need to get on it. I was like this is honestly once you start watching, I watched Bridgerton like in two days and the Night Stalker probably in one day.

Lexie Smith

Okay. Okay, yeah, next up I'm a huge True Crime fan. So yeah,

Thatiana Diaz

No, that's it's really good. So that and for hobbies, I'm mostly I just love to read. That's like my thing. It really takes me to another worlds and as a writer, I just love to read other pieces of work that aren't news based or headline news titles, so it's always great when I can pick up a new book.

Lexie Smith

Fair enough. Do you have a genre you like to stick to? Are you more business more fictional?

Thatiana Diaz

I adopt a little bit of everything fictional but also I love self help books. I love reading memoirs that have like that self help and self help angle. It's always great to kind of get a peek into other people's lives and like what advice they have to offer through the things that they've been through. Yeah, I love those.

Lexie Smith

So natural kind of tip. follow up question there. Do you have a favorite while we're on this topic or one one of your favorites. I know it can be hard to narrow down.

Thatiana Diaz

Mmm.. Elaine Welteroth's book. She was the former editor in chief of Teen Vogue. And she has an amazing book called More Than Enough. It's kind of memoir slash self help book and it's great has a lot of motivational content in it and something I've actually read this book over three times. That's how good it is. So I recommend everyone picking it up. You don't have to be a magazine editor, she kind of dabbles into everything from being a woman of color and kind of growing up biracial to being in the magazine world, and how that can apply to any industry. So I definitely recommend that

Lexie Smith

And the title one more time?

Thatiana Diaz

More than enough,

Lexie Smith

More than enough. All right, I'm writing that down. Okay. Thank you for that,

Thatiana Diaz

Of course.

Lexie Smith

Okay, we're gonna circle back around to those accomplishments. So first, if you could tell everyone what it is that you do today. And then I just want to go back in time and talk through what got you to what you're doing today,

Thatiana Diaz

Of course, so right now I'm the senior editor at Refinery29, it's Somos, it's our brands, first latinx sub brands. And it's really exciting because I started at Refinery29, as a beauty writer, really focusing on the different parallels of beauty when it came to not just trending topics, or trending news, or you know, new product releases, but also looking as to how identity really comes into beauty. And so in that I realized that I was talking to a bunch of Latinx voices. And for those that don't know that Latinx is a gender non conforming way of being more and more inclusive term of Latino and Latina. And for us, it was, I found that I kept using, you know, using this platform of beauty to really talk to these different latinx voices. And in that I was really inspired to create a platform that felt like a safe space for lantinx community somewhere where they felt like they were being authentically spoken to. And this all came really natural to me, because I actually had done that at my previous job, which was at People Magazine, and People in español, which is the Latinx sister of People Magazine. And they are they really wanted to speak to Latina millennials. You know, so often people don't realize that. So many Latinos and Latinas are first generation, and they're observing absorbing their content in English. But you know, they grow up with Spanish speakers, Portuguese speakers, with so much of a different culture. So they kind of live in these dual identities. And they really wanted to create a platform that existed that spoke to these audiences. And we created Chica, which lives on people.com, and live within People in Español as well and featured celebrities like Selena Gomez, and different all different types of celebrities that have this kind of same background and gave them this content. And from there, I brought, you could say, I brought the same thing to Refinery with Somos. And it's been exciting to see us speak to them, not only on Instagram, we were growing by the day on Instagram, with content that we stress the fact that we're trying to speak with our audiences and never ask them. And I've kind of been doing that. I didn't realize the way that I was kind of doing that no matter what, which whatever media company I walked into, it was so important for me to amplify the voices of me, I'm a Latina, and my parents are from Dominican Republic. And I always felt everywhere I went, I really wanted to amplify our voices celebrate our different cultures. because growing up, and when I realized I wanted to work in editorial, there was no one like no one in editorial that looked like me that had my name that had a similar background to me. So it was so important for me that whenever I entered this industry or space that I was giving these, you know, giving our communities this, this platform, you know, giving them the opportunity to have their stories be told. And that's really exciting of what I do now. I work with freelance writers, to let them tell their stories, we work with Latinx illustrators, designers on things for social or designs within our pieces. So it's really exciting. Now having that platform to kind of hire different latinx professionals and have their stories at the end of the day be told in an authentic way where they feel seen and heard.

Lexie Smith

So you touched upon growing up, you didn't see many people within the media space or editorial space that looks like you. So that begs the question, how do you break in? How do you get yourself that first

job within the media and then past that grow and create such as incredible platforms really carve out your own way?

Thatiana Diaz

It was hard, I will admit it was very difficult because I didn't have the connections. You know, my parents, as I mentioned, they're from Dominican Republic, they're Spanish speakers. So they didn't have the help of any one connecting me in the industry or I didn't even they didn't even know how to help me when it came to college applications or financial, you know, figuring out the financial health of college. So those are things I kind of have it instilled in me of learning how to do things. I was always asking questions my whole life because that's the way that I lived as a first generation student as a, as a child of immigrants. So for me, I was always interested in it's funny because I was a criminal justice major in college. And not a lot of you every time I tell people that they're pretty shocked, but my roommate, she started interning at magazines, and I was fascinated. I was like, I want to do this. And I remember googling, how do you get internships at magazines, I asked her a million questions. I started Googling the names of editors, and emailing them hoping that one day I'll get an opportunity and it just so happens to be that Seventeenmagazine was looking for an intern in their bookings department, I actually ended up not getting the position, but someone who did backed out and I was their second option. So never never quit guys. So I ended up getting it and it was one of the best experiences of my life. I ended up staying longer than my that one semester of the internships I ended up we found ways for me to stay for work for different departments and work at Seventeen for three different semesters. And from there, I started asking more questions and making myself as useful as I can and learning the ins and outs of each department. If I if fashion, if I was done with my workout, ask fashion photo, coms every department, how can I help and that really helped me learn every different department because people don't realize in editorial, you're working across all these different departments, you're in constant communication with everyone, as a team, and for me, it really helped me when I went to these interviews, stressing the fact that I have, you know, put my hands in different parts of the editorial world and I ended up getting internships at Latina, Sony Corporation, Vogue amongst other names, and it was really exciting to build the marinade, but it did require a lot of dedication because two internships I did one semester with 21 credits, which was a lot of work.

Lexie Smith

Yeah,

Thatiana Diaz

and for me, it was just I knew that as a Latina, I had to build up my resignation as possible, because as I mentioned, how not having those connections, I knew I needed to work three times as hard to get myself through those doors. And if it meant, you know, being stressed one semester, and doing working as hard as I can. That's what I that's what essentially what I did and then I landed at People in Español A few months after graduation,

Lexie Smith

well, first kudos for clearly being an underachiever just know, this seriously incredible and talk about dream internships. I'm a huge internship fan, I credit a lot of where I'm at today to having those early opportunities. And I loved the note of the first your first application wasn't accepted at Seventeen. You

were there, quote, unquote, called backup call, but really benefited from that. So everything's meant to be in that card. Hey, guys, Lexie here, interrupting the show really quick to drop a note. Did you know that in a study produced by Nielsen, it was reported that PR is almost 90% more effective than advertising? Well, it is, I swear, Google it. So if you've been enjoying learning about all things, Pitching and Sipping, I wanted to give you an official invite to visit my website, theprbarinc.com spelled t h e p r b a r inc.com. To learn even more about how you might be able to work with yours truly to increase your influence, impact and revenue with PR. If you're not sure where to start on the site, consider booking free consultation. All right, I'm done back to the show. You touched on a little bit the structure of how behind the scenes in editorial, you're working with a lot of different departments. I'd love to kind of fast forward back to present day where you are the senior editor at Refinery29. And just kind of here what an average Well, maybe average another it was different pre COVID and now we're in COVID. But let's talk COVID world What is an average day look like? For you with in your company?

Thatiana Diaz

Yeah, and no day is the same. I will say that. But there is sort of a structure which is working with freelance writers as a big chunk of my job and I'm taking in their pitches. workshoping their writing with then looking to the future with packages whether it's International Women's Day, Black History Month, Latinx Heritage Month, Christmas, whatever it is holidays. We're looking towards the future and planning for that what writers we want to work with what themes are we chasing a package or do we just want a kind of a franchise Pull kind of framework. So it's constantly looking towards the future, but also working with freelancers in the present. And whatever time they pitches, they might have evergreen, editing their stories from day to day. And then we have meetings, as you mentioned. And I said earlier, it's working with all different departments. At the end day, when you look at a piece, there's the design aspect, there's the photo at that top of every article, there's typically a photo. So that's working with the photo team, what is that photo? Do we want to do with an original design? Do we want to you know, what elements we want to put in here? Do we want a beautiful landing page that's really unique? We've done things where we we put video products or shopping, or whatever it is, it's figuring out what these teams what how can we best serve our audience with this piece. So a lot of thought goes into each and every piece. And it's different teams that are touching it, because then you also have strategy, who seeing what is the best way to strategize this piece and, and put it in a way that it's searchable on Google and things like that. But it's also you know, working with, you know, comms department is something that we want to put out to the world and in a specific way and packaged in a certain way. So really, it's everyone's kind of touching it. And I think that's important to know, it's not just like I got a piece, I edit it. And that's it, I never look at the piece again, if there's a lot of planning that goes into it. And a lot of, you know, post planning that happens as well as you try to make the best of that piece and make sure that it exists longer than a few minutes on your platform.

Lexie Smith

Okay, that's invaluable. Let me unpack that a bit. Because I am predicting a question that some of my listeners are having right now, with all those moving pieces, and with so many different people involved. First off, are you deciding what the article is or someone else? And then how are you deciding of all the ideas in this world? This is the right idea, or this is the right pitch I want to run with? What's the thought process that goes into that? Yeah, I

Thatiana Diaz

think what's amazing about the editorial world is just how collaborative it is. Especially our team. What I love is that like, so if we have like, when we have a brainstorm, or we're looking for these packages, we have multiple people in the room to make sure that all different types of voices, a diverse array of people are looking at this and saying, does this fit in with not only our brands? But is this just correct in the way that we're delivering this? I think it's so important to know that just not one person's opinion, as much as you know, I'm a Latina, and I, let's say I got a pitch for so most, you know, it's always great to work with the other Latinx writers on staff to get their perspective, because no community no matter whether it's Latina or not, is a monolith. And I think that's really important. You know, when it comes to diversity, we're not just thinking race, or thinking, you know, economic upbringing, we're thinking, their identity, things, just little things, because I think diversity, people just think it's race. And it's not. So it's great to have so many different voices and upbringings and backgrounds and races in the room, because that adds to the story. And someone can add and chime in and say, I think it'd be interesting if we cover it this way. And when we have even Latino Heritage Month, you know, meetings, I welcome everyone because it's important that people feel like, you know, they can, they can pitch in and maybe even learn something from the meeting. So, but if there's something that at the end day, you do have the separate editors of every thing and it's up to them at the end of the day, whether they want to move forward with what their opinions or ideas that are given to them. So, so yeah, it's kind of like half and half like or everyone's chiming in. But at the same time, you have that one person that's really making the big decisions.

Lexie Smith

So if I'm a brand or a publicist, and I'm sitting here and and listening, and I'm going okay, so should I reach out to Thatiana? Should I reach out to one of our contributors? Should I track down a freelance writer? What would be a good first step for people?

Thatiana Diaz

For definitely reaching out to the editor. I think it's, you know, because at the end day, they have this net, this network of freelancers. And they'll know exactly who the perfect writer for that is. You know, it doesn't hurt to reach out to freelancers. And you know, what their expertise is? Who are they really bonded with in regards to different platforms and different editorial spaces. But I do think it's great when when, when publicists reach out to me and I know exactly when I want to move forward with this story, who the perfect writer for this is, and I'm able to workshop with them how to put this in the voice of Somos. Summer, February 2009.

Lexie Smith

Okay, that is golden advice. I hope everyone just listened. Now, on that note, when someone reaches out to you, be that a freelance writer, a publicist, a brand. Is there any pet peeves that you have, or things that people really should avoid and then maybe something that might help them stand out, because I can only imagine working for Refinery29 probably get a lot of people pitching you.

Thatiana Diaz

Yes.

Lexie Smith

So what are some you know, pet peeves? What things people just don't do if you're listening or things that maybe could help them stand out?

Thatiana Diaz

Yeah, for don't I'll start with negative and then I'll go into positive, don't I think aggressive reaching out I think in which is typically with follow ups. It's I think I love it when publicists are understanding of the fact that my inbox is being filled every single day with hundreds and hundreds of pitches. So it's, it's, it's kind of disheartening, sometimes when someone's really aggressive with a follow up email. Another don't is reaching out I've, this is personal, but I really can't stand it when people reach out via LinkedIn, or, you know, different platforms that are just like, LinkedIn is like, not even like Instagram, I kind of get a little bit, but I prefer for people not to DM me, because that, to me, that's like, not where I work. I'm usually going on Instagram after I'm done with it. So I kind of want to escape it. And I'll just lead you to my email anyways. But LinkedIn was like, the newest thing that I'm seeing. And that kind of frustrates me, because that's a whole place for me to network. And I get that it's like a networking space. But it's also like, it just, it seems like a stretch to me personally. And again, no matter where you reach out to me, I'm going to send you back to my email. So yeah, so to me, it's like I don't mind, you know, pinging me if it's super important. And this is so timely, and like, if I've built a relationship with you, and you're kind of following up via Instagram, but if you're sending an initial pitch, I never recommend doing that via social media. This is like the spaces of editors to kind of escape their everyday job. There might be others who prefer that, I don't know. But I haven't seen that for the most part. But in this day and age, I think mailers is a big conversation that people are having as well. And just respecting people's spaces, I think as much as people are grateful to be receiving things, when we don't have access to closets anymore. And some of us are accessing boxes, walking up flights of stairs. And we're having to break down those boxes. And sometimes we will send like one product and like this giant mailer, which is like, it's just to me, I'm just like, Whoa, when I have to like kind of break down this box. Now, I don't know what to do with this huge glass compartment that had just like this one product. And while it's great, and it's like, eye catching, for sure. And I appreciate all the time and attention that was put into it. It's just at this time, I think people want to save as much space as they can in their studio apartments or their New York City, apartments, whatever it might be, even if they have a house. Nobody just wants to be breaking down boxes all day. So yeah, but do I really do love when people are very considerate or very straight to the point, if you want me to work with you, and you're very elaborate in your email, and I very much appreciate it when someone's like, Hey, I think this fits in this capacity. Maybe this could work for this story. And I'm like, that's genius, thank you. People have set like, pitches themselves, like so that just saves me time. And the back and forth of having to kind of figure out how we can best move forward with the story. And yeah, I just think when people are very considerate of our visitors time and kind of very straightforward. I think that's that's always great, because no one wants to be going back and forth via email, especially when they're being, you know, bombarded with a million emails a day.

Lexie Smith

Yeah, and I think the point of mailers, I've actually never even thought of that with COVID. And everyone pretty much working from home. You're so right, they don't have these giant offices anymore to house upon boxes. So that's such a great point. I hadn't thought about kind of one more question to

follow up on that. Should people pitch their product because you're within the beauty space, if it's a product, should they be pitching you the product or a story that that product can fit into?

Thatiana Diaz

So if in pertaining to mailers, I always appreciate when someone asks first, do you want to receive this? I've found that to be I always tell them that how much I appreciate that. I'm like, thank you. And if, you know I, I've given people my addresses, and they've continued to send me mailers. But I do appreciate when someone one confirms like, Hey, we have your address on file confirming that this is a correct address. Would you like for us to send you this mailer and ask every single time I think that's great, because we also don't I think a big problem with the beauty industry. And most industries in general is just waste and thinking about our environment and the ecosystem and just like how much goes to waste. And for us it's like I'd much rather you keep product there for someone who's going to use it versus me. Let's say like, for example retinal, I don't use retinol but as great as it that you're launching it I would much rather you provide me with the information versus me getting it and now we have Having just written a rule here that no one's gonna use, and I'm not seeing a lot of people for me to go give them this or in COVID. So yeah, for that for pertaining to that I'd prefer for people I think personally, and I've seen so many editors voices to to just asking, that's no harm. And then when it comes to giving us the information, I think it's great when we get all the information all in one email on Hey, this is the launch date. This is what makes this product unique. I think it's great when someone tells me, you know, everything that's different about this product, I've literally gotten pitches and for did to my team and been like, this is super interesting. Or, hey, I think we should cover this because they've really drawn me in with how unique their product is. And I think in a in a industry that's, you know, overwhelmingly packed with new products every day, and there's a new celebrity line every single day, it's really great when you are able to see what makes this brand unique. Is there a brand founder story that's unique or different? If this product isn't the most innovative thing in the world, which is, you know, what's common now and beauty because everything has been launched? Is there a brand founder story that makes it unique? You know, I've written so many times stories of brand founders that that really are compelling. And I know what you know, work well with our readers. And that in itself is great promotion for the product. But then we've also is your mission different, we worked with brands like Brown Girl, Jane, who won our Innovator of the Year award last year. And you know, they were all about wellness for women of color and looking at wellness from a different angle. And just having that different mission for a brand was so unique and something that we wanted to cover. But yeah, it's just how do you how can we cover it in a way that's unique? What are you offering that stands out from everybody else?

Lexie Smith

Thank you for sharing that. I think that's once again, gold, you're dropping lots of nuggets here. So

Thatiana Diaz

I drop all the time

Lexie Smith

You're delivering. So let's talk a little bit about future predictions. So specifically, this is a personal like a preference or a personal opinion question. Rather, looking forward? How do you see media media

generally, and then specifically within the beauty space evolving in 2021? So what do you think is going to become more important for journalists? And then the flip side, maybe do you have any predictions about what consumers are going to want to see more? So?

Thatiana Diaz

Yeah, so for journalists, it's just more so adapting to the times, I think so much minimalistic is the thing now, and it's just realizing that everyone's world has changed, everyone's like, the way that they perceive beauty or even taking their beauty is much different. And we've all every single media company, as of last year really had to shift the way that they speak to their consumers or to their readers, and what are we putting out there does this service and I think that's how this industry is changing so much, we're not trying to just put out whatever or thinking about, you know, what, what's gonna, what's trending more. So it's just how can we service our readers? I think more so than ever, we're looking at this industry is just like, how can we be useful? How can we help be a distraction against everything that's going on? How can we feel like you would want to come to our website and feel like, you know, you're, you're happy, you're comfortable, we're getting what you need out of us. because not everything is always happy, because we do have to inform your reader sometimes. But at the end, we just want to be serviceable. And I think that's, that's everyone at this point, because, you know, everyone, that's the content has just the whole landscape of content has changed. And you know, no one, it's like, someone's gonna read this. And it's important at this moment. So often with every something new happening in the news every week, that's a big question that we always ask is, is this? This is right, right now, are we should we be putting this out? How is this going to service our readers? So I think that's important when it comes to our readers in general, when it comes to trends and what to look to, they really are such conscious consumers. I have never seen an industry industry like this at this moment. You know, people are reading the back of their labels, they're looking at the ingredients, and they're, you know, seeing like, looking into the science of certain ingredients into as helpful for them. And I've never seen people shop like this and it's so great and be so educated on everything, which is really exciting, but they're also caring about the future of the world. And is this you know, what is the packaging? Is it environmentally friendly are people you know, using post recycling, you know, packaging is. So I think looking into that, I think that's going to be another big thing, especially as people buy products for their houses, you know, using the mailers as an example You start to realize spending all this time at home, you know what is wasteful? And as you get products delivered to your house versus picking them up, or you see these brands sending out these mailers to celebrities or influencers, you really start thinking about waste. And that, that I think that's going to be a very big conversation.

Lexie Smith

Yeah. And thank goodness that it is yes. Yeah. Very. And I would consider myself within that, that category of, I'm becoming far more conscious, mostly just because I've had some incredible clients who've educated me on the matter. But it's it is nice to hear that that's a larger trend that you're being able to see from a high level as well.

Thatiana Diaz

Yeah, for sure.

Lexie Smith

So anytime someone member of the media comes on here, I'd like to kind of end with two things. First, a little bit of rapid fire. So just yes, no, or quick answers. And then one final wrap up question. That's a little more fun. So if you're ready, we're going to do some rapid fire preferential questions.

Thatiana Diaz

I'm nervous.

Lexie Smith

I know I'm building it up, right. Here we go. So, first and foremost, do you prefer a certain day of the week to be pitched?

Thatiana Diaz

Yes. Monday or Tuesday? beginning of the week,

Lexie Smith

Beginning of the week, okay, certain time.

Thatiana Diaz

Mornings, right away. That'swhen I'm checking my emails and responding. .

Lexie Smith

Okay. How important do you feel photos are in a pitch?

Thatiana Diaz

Not important?

Lexie Smith

Not important. Okay. You kind of asked answered this earlier. But let's be a little more specific. How do you feel about follow ups? Can people send them? And if so how much?

Thatiana Diaz

I yes, I believe in one to two follow ups. And I just may just be aggressive. I mean, because I'll tell people I appreciate follow up. Sometimes your email gets lost, and I'll and you ping me, I always appreciate that. But as long as it's not an aggressive tone.

Lexie Smith

Fair enough. Do you prefer a formal introduction? Or do you even care for the person pitching you? So if the first time I'm pitching you do I need to introduce myself formally? Or do you not care? Should I just get to the pitch?

Thatiana Diaz

I didn't get to the pitch, I think you could quickly say, We don't need like a whole bio. But you could quickly say hey, I'm blah, blah, blah, from blah, blah, and then just greet strangers and pitch.

Lexie Smith

Okay, awesome. And last rapid fire does a pitch that is so product pitch, do they need to offer you product in order to be considered for feature? So do you need to physically experience that product before considering to feature it?

Thatiana Diaz

It depends on it depends on what this how I would use this product, like how I would feature this product because a lot of the time we don't like to just put whatever out there and whatever product we we like to test things out. And sometimes I've even written stories like I've tried five miscarriages, and these are my honest reviews. So sometimes it does help to be offered the product. But it's not always necessary. I kind of will let you know if I want to try it or need it for consideration. But you don't have to really offer it.

Lexie Smith

Fair enough. See, that wasn't too bad.

Thatiana Diaz

Oh, that was it. I thought you were gonna have any hard questions like McDonald's versus Burger King.

Lexie Smith

Oh, man. Ooh, that's a fun idea. I'm gonna be able to integrate that. Well, I do have one more fun question that maybe maybe it's easier. Maybe it's hard for you. So this is called the pitching. And sippin podcast, we talked about pitching. Now what can we find you sipping so what is your favorite beverage? It can be alcoholic or non alcoholic and yes, you can choose more than one.

Thatiana Diaz

I love Riesling wine. Okay, that's my go to wine but I also do love what is it called? It's it's like the sparkling lip I just love sparkling lemonade.

Lexie Smith

Sparkling lemonade so like a this is probably a terrible comparison like a Crystal Light kind of sparkling or

Thatiana Diaz

it's like I don't even know it's it's kind of like it's not crystal right. It's it tastes kind of the feeding is more like ginger. Oh, I'm like trying to remember what brand it was specifically. But I was at the Cannes from Trader Joe's.

Lexie Smith

Okay

Thatiana Diaz

Can you call it lean? ornata like the specific flavor?

Lexie Smith

Yes, yes. Yes. Okay, I do now know what you're talking. You like sweet and tart? Because riesling is sweet too.

Thatiana Diaz

Yes. I'm a sweet girl. I'm more Yeah.

Lexie Smith

Okay, love it and is that year round? Or is it like a summer I guess you're

Thatiana Diaz

all Yeah, all day every day. The specific brand I love is called for locks. bottle. And everyone that I've recommended it to always comes back and says that they love it.

Lexie Smith

Okay, so my white wine sweet wine fans out there. Relax. It's a recent clean wine. Check that out. So before we head off, last thing I want to ask is where can my listeners go to either learn more about you or your platforms or connect with you.

Thatiana Diaz

So my name is Thatiana Diaz but I think it's important to not forget the H. Ah, my mom decided to be unique with an h in my name. So it's t h a t i a n a dot diaz d i a z and it's my full name on Twitter with a underscore at the end not in the middle, so that the energy is underscore on Twitter. So for anyone looking to read our content on Somos, just go to Refinery29 r e f i n e r y 20 nine.com. And you'll find this almost tab under the menu bar.

Lexie Smith

Amazing. Thank you so much. My head is spinning so many great tips. And I know everyone is feeling the same way. So thank you for your time

Thatiana Diaz

course. always happy to help fellow publicists and talk about this industry.

Lexie Smith

Amazing. Well, cheers and have a great evening. Maybe with some riesling?

Thatiana Diaz

Yes.

Lexie Smith

Thank you. Hey guys, if you are enjoying the kitchen and sipping podcast, please do me a huge favor and leave a review wherever you are listening. If you want to connect with me to learn more about The

PR bar Inc. You can do so on Instagram @theprbar_inc or you can check out my website at theprbarinc.com. Cheers