

EPISODE 1753

“MS: People talk a lot about the value of having a personal brand, and sometimes it gets a bit of an eye roll. The reality is, personal brand is just shorthand for what do you want to be known for? What problems are you trying to solve for people? What is your area of expertise? What is the quality that you have when delivering that expertise? What's your style?”

FT: So Money episode 1753, how to create rich content and build a personal brand that stands out and makes an impact.

[INTRODUCTION]

ANNOUNCER: You're listening to Money with award-winning money guru, Farnoosh Torabi. Each day, you get a 30-minute dose of financial inspiration from the world's top business minds, authors, influencers, and from Farnoosh herself. Looking for ways to save on gas or double your double coupons? Sorry, you're in the wrong place. Seeking profound ways to live a richer, happier life? Welcome to Money.

[0:00:59]

FT: Welcome back to So Money, everybody. Thanksgiving week. For those of you who will be traveling this week, safe travels. We've decided, after many years of going out to California for Thanksgiving to visit my parents, that we're going to stay at home base. We're going to invite people to our house. I don't mind traveling to California, but not during Thanksgiving week. Not with two kids. No, thank you. It's expensive. The prices get jacked up. Flights are usually delayed. My kids are my kids. We're going to stay put. Thinking about what I'm thankful for this week, I'm thankful for my friendships, especially the ones that I've had, I've been fortunate to have for many, many years, over 20 years, and counting with this guest that I'm about to bring on the show.

You may know him if you've been listening to the podcast since the early days. His name is Michael Schreiber. He and I go way back to our Columbia Journalism School days. Now living in

Montclair, I can call him a neighbor. I've been fortunate to witness his incredible career journey firsthand. My goal, having him come on the show wasn't just to catch up, but to learn from him, have him teach us how to create dynamic, interesting content to stand out in our professions, in our thought leadership, in our businesses. Michael is the founder of MediaFeed. It's a company that's redefining how businesses and individuals create and share content. He's also a former award-winning journalist, who transitioned from telling stories to now helping others amplify their voices and reach their audiences.

In our conversation, he'll talk about the secrets to building impactful content strategies, leveraging platforms, like LinkedIn. For those of you who are not putting out content, maybe LinkedIn is where you dip your toe, and he'll talk about ways to find creative outlets that fuel both your personal and professional life. For me, it was stand-up comedy a few years ago. Mike has a band. What's your unicorn space? As my friend, Eve Rodsky, writes about.

This episode, whether you're an entrepreneur, already a content creator, or just someone looking to stand out in your field, this episode is for you. Stay tuned until the end, because Mike and I are going to give you a sneak peek into a fun collaborative project that we're working on. It's going to come out in January. Fingers crossed. Very exciting. Stay tuned. Here's Mike Schreiber.

[INTERVIEW]

[0:03:10]

FT: Mike Schreiber, welcome to So Money. You're not a stranger to the show. If anyone's been listening for a while, you know Mike Schreiber.

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MS: Thank you.

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FT: You and I met over 20 years ago at Columbia J School, which, by the way, I was at a dinner last night with your wife, Vanessa, and your friend, Barbie, and she's asking me, "Was it worth it?" I said, I probably, I would do it again at the price that it was in 2002. I'm not sure I would send my child there paying \$100,000 for a 10-month program.

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MS: It's a lot of money, but it was a lot of money back then. I mean –

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FT: It was a little bit more manageable. I don't know. \$30,000 in 2002 is not \$110,000 today. You know what I mean?

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MS: It definitely outpaced inflation.

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FT: For sure. I digress. What I really wanted to get to is that you and I have known each other for a very long time. You're someone I admire for not only having the foresight into how the world of journalism and content is evolving, but someone who actually took steps to address it. You're an award-winning journalist, and you decided to pivot into running your own business, still within the media world. Tell us about that decision and what led up to starting your own business.

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MS: Sure. I went to journalism school really to learn how to make documentaries. I wanted to learn all the practical skills that you needed in the shortest amount of time possible to make long-form documentaries. It seemed to me Columbia was a good place to do it, and it was. I also learned a lot about the burgeoning world of online news, which it was still at that point.

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FT: There was a one credit course called New Media.

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MS: New Media. I went to J School. I learned those things. I met lots of great people. Let's be honest, it's also a lot about the network.

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FT: Sure.

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MS: In any case, I got out of the program and immediately went into TV, and I started doing long-form stuff, first for ABC News. I worked on episodes of Frontline for New York Times television. One of the episodes of Frontline that I worked on was about the credit card industry. It blew up. It was a big, very successful episode, and it won a lot of awards and things like that. After that, I was a personal finance journalist by accident. I had a pretty good understanding of how credit works and its impact on individuals. I ended up getting into personal finance journalism first at TheStreet.com, where we worked together for a period of time.

It was there that I learned about content syndication, which I didn't really realize was a thing, until we were sending this content to places like Yahoo. If you did it right, you could get a fire hose of traffic back to your website. I learned how that system worked beyond just Yahoo. There are lots of places that take syndicated content in different forms. Ended up at credit.com, which we should note, and we know that this –

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FT: It had some overlapping companies.

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MS: Farnoosh got me the job at The Street and at credit.com.

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FT: I recommended you for both of those jobs, and you did the rest. Yes.

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MS: Yeah. Well, I wouldn't have gotten in the door with that. It should be noted that Farnoosh, despite being the youngest person in our J-School class, was also by far the most successful and the real mover and shaker of the group. In any case, so I went to credit.com, which was really the first company that was doing free credit scores. Credit scores are now ubiquitous, and everybody gives away free credit scores. All the financial institutions give them away. They've become de-commoditized. They're just an expected thing. Back then, people were just starting to get them, and no one knew what they were, or how they worked, or how it impact interest rates on mortgage and credit cards and all that stuff.

Credit.com wanted to be seen as a news organization by other news organizations, so that they would be a resource for people looking for answers about this stuff, and so that they also did the syndication thing, where they could send their content out to places like Yahoo and MSN and AOL and various other places that aggregate content from providers. We built that team and created a really great system for both developing the content and distributing it.

What we found was that you would definitely occasionally get that fire hose of traffic from syndication, but it was more about organic growth. That's organic in the SEO sense, just syndicating content really does help with organic traffic, helping your stuff to rank in the search engine. Also, there's just the overall organic awareness that you exist, and you are a resource for people looking for information.

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FT: You see how the media landscape is changing, the importance of syndication, the importance of standing out in a world where now we called it new media in 2003, but it's now the Internet and it's taken over, and magazines are dying, and networks are consolidating, and everything in the media world is consolidating and growing in different ways. Your next move wasn't to try to find another job, but to try to create something new and more meaningful and spearhead that yourself. Tell us about it.

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MS: After credit.com sold, I mean, that was really taking a fintech company and helping them to become a media company, and it occurred to me. I was like, there's no barrier to distribution. Companies in general are used to renting audiences through advertising, and they still do that through advertising and sponsored content and all the different ways that paid media works. The reality is, is that any company can create legit editorial content, and do all the things that traditional media does to get that content in front of people. As long as they follow the rules of journalism and objectivity and just being transparent and honest about what you're reporting on, to the extent that you have any conflicts of interest, you either avoid those topics, or disclose those conflicts, all the things that you learned to do in journalism school, by the way, then any company can do that. That's what we did at credit.com.

Then when I had the opportunity, I was like, I want to do this at scale. I started MediaFeed, and we have our own owned and operated website. We do our own journalism, but we also help publishers, as well as businesses develop and distribute content. We've got our own syndication network and we can help them get that stuff out there in front of people, because for a business who's used to just trying to get earned media, this is earned media that they own. They have some control. That was the realization that I had when I made that first transition that when you're creating and syndicating editorial content, you can link back to your related editorial content back on your site. Whereas, anybody who's doing PR and trying to get some third-party media company to acknowledge and please, please, please link to my story. That can be very difficult.

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FT: You mentioned your company MediaFeed and you miss the older days of being on the flip side of the news as a journalist, as now you are more of a media entrepreneur. Was there a grieving when you transitioned?

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MS: Oh, yeah. I grieved.

[0:10:37]

FT: Yeah. Because I hear this from people who are like, "I work in PR now, but oh, I did work in journalism, but it led me to this, because I had to make money."

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MS: Yeah, there's that. But I'll be honest with you, journalists make that tradition when they go from being reporters to editors, to managing editors, to executive editors.

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FT: True.

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MS: There's a track in the media world where you go from getting your hands dirty and calling sources and doing all that grunt work. When I worked on that documentary about the credit card industry, my job for six months was to try and find people who had gone through personal bankruptcy and were willing to go on camera about it. That was not easy. That was lots of phone calls and lots of just real shoe leather journalism, and it's very gratifying when it works and you eventually get the people to come and share their story and it makes an impact. It's also really hard. I miss it and I don't miss it in different ways.

I'll be honest with you, not a lot of journalists get to have the experience of working on one story for six months, which I got to do a few times. I loved going deep into stuff and working really collaboratively with other smart people and figuring stuff out.

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FT: We're going to take a quick break here, but when we come back, Michael, I want you to break down your step-by-step advice for creating your own content system. We'll also explore how new tools like AI can save us time and help to amplify our voices. I'll even talk about how I'm using it. Stay with us.

[BREAK]

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FT: I want to get into your advice for our audience, because content's important. I think we all know that, but I think what a lot of us struggle with, whether we're entrepreneurs, or we are thought leaders within our industries, professionals, professors working in industry, we don't know how to, one, come up with the content. What is the content that we're going to come up with? Then, how do we actually share it so that enough people read it and it is worth our time, because it does take time. At MediaFeed, you're helping many companies, big ones in particular, create content for internal, external use, bring some order to their chaos. Let's bring it to the individual now, your advice for how to create your own content system. First, maybe we have to talk about how it should really even just tie into your brand. Maybe the first question is, what are you trying to be known for, right?

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MS: That's really important. People talk a lot about the value of having a personal brand, and sometimes it gets a bit of an eye roll. The reality is, personal brand is just shorthand for what do you want to be known for? What problems are you trying to solve for people? What is your area of expertise? What is the quality that you have when delivering that expertise? What's your style? All of that stuff is wrapped up in what is commonly referred to as a personal brand.

For an individual who's looking to do that, A, they need to have a digital destination. In some cases, that's a website. For some people, that's their TikTok channel, or their YouTube channel. My point is that all of these places are just distribution mechanisms and that landscape is evolving. Brands typically have a website, where everything lives and then all of these different places are leveraged for distribution. Whether it's syndication, or the various social channels. You figure out how to take your core content and present it in all of these different ways. For an individual, that's a lot to do. It's picking your spots and picking what you want to be known for. It's important to think about what your audience is in that case.

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FT: My advice is if you're listening and you're like, "I'm not a writer." Okay, but are you a talker? Are you a teller? Are you a shower? There's all different mediums to share content. Pick the one. Now with technology, you can grab the transcript. You can use AI to create summaries of everything that you just shared verbally. How's that still on a personal platform? What is your website, your blog. I like that if you want TikTok, that works for you, great or YouTube, but have it all stem still from your personal zip code online. Because that's your ownership of that. If TikTok goes away, if YouTube gets dismantled, who knows? Right? You still own the content and still safely housed somewhere.

Maybe you generate initially with TikTok in mind, or YouTube in mind, but you grab that transcript and you make it into an article, or a blog that is also something someone can read. I always try to think about how to leverage the content to create more content. That's right. You only really do the work once.

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MS: Exactly. It's making the most out of the original content that you've created. We're doing this podcast right now. We are going to have a transcript of this podcast at some point. You're right, we could use AI to take this podcast and synthesize it, essentially, quoting what we're doing and turn that into an article. Now, I don't love when companies create AI out of nothing, but this is a little bit different. This is taking inputs –

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FT: Yeah. We're giving it a lot of inputs that it's original.

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MS: That's right.

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FT: We're now more than ever, we all live scattered in busy lives. But now more than ever, we have these tools that makes your desire to become a content player so much more achievable and faster. I just think about myself. The other day, I thought to myself, a lot of people are wondering about this new Trump administration and how it's going to manage, impact our finances. I've done some podcasts about it, but I thought, what's my offer to social media? What can I do on social media that could be meaningful?

I went to ChatGPT and I said, "Hey, ChatGPT, I am coming up with a five-part series on what the Trump administration's policies, or how they're going to potentially impact our finances. I want to cover these five pillars. I want to talk about tariffs. I want to talk about taxes in another video. I want to talk about women's reproductive rights in another video. Tell me what the policies are, and that way, I can come up with the action steps."

I'm using ChatGPT as a research partner. The magic is in the inputs. That's where as a human, you can really make some dynamic content if you know how to really guide the agent. People like to call ChatGPT an agent, and produce some really high quality stuff.

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MS: I use it, too. When I have an idea for an editorial destination that I think aligns with a specific business, I stream of consciousness, the idea into Gemini, or whatever it is I'm using, and just keep going, keep going. I ask it to preserve this, essentially, and outline this idea in a

way that is understandable to a third party, potentially. But I've got it at that point. I can then take it down the road when I'm ready to actually dive in and start doing mockups and start having real conversations about it. It's not just this random stream of consciousness note that I've got. It's an outline that somebody else can understand.

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FT: It's a decent first draft.

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MS: It is. It's still got to be fact checked. If you're asking, you know.

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FT: Of course. Yeah. My pro tip is – for me, again, back to the whole Trump stuff, I know that ChatGPT can get things wrong. Last thing I want to do is give wrong information about the election, right? Say, when you give me these policy facts, I want links to sources, so that I can then go and just check it. Again, it has a shortcut that whole step for me. Otherwise, it's just me and Google, me crying over my keyboard on Google for hours. But this way, it shortcuts it and I can go more directly to the sources and verify.

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MS: We'll turn this episode into an article. It'll be some list, or something like that. Then, we'll be able to embed – this is one thing that we do with podcasters is that we'll then embed a Spotify player, or whatever player into the article. I mean, one thing about pod, this is case in point. Typically, people find out about new podcasts either because it's been featured and promoted on the podcast app, or they're listening to a podcast and there's a promo for another podcast on that app. It's very much a closed system in terms of growth.

What we try and do is find new audiences by taking that podcast content, adapting it into a different format, and then promoting it in the context of an article on a completely different platform. That you can play the podcast right in the article.

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FT: Get that download.

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MS: Do the same thing with videos. Obviously, you can embed YouTube videos and stuff. It's not brain surgery, but it really is all about taking advantage of the technology that exists to leverage existing content to make more content that can go more places.

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FT: I mean, I'm redoing my site, because I want to start giving MediaFeed, your company, some rich articles about these episodes to syndicate this show into the webosphere and hopefully, grow the audience that way. I think it's the easiest thing I can possibly do at this point.

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MS: It's pretty passive. You should be creating the content anyway. In some cases, you're creating pillar content, because maybe there are three things that you want to be known for in terms of managing money, or coaching, or what have you.

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FT: Going back to that very earlier question about how to identify your content, you touched on it now, but yeah, just to double-click on that. Basically, the steps are figuring out, what do you want to be known for? Keep it simple. I want to be known for helping people with, fill in the blank, right? Or when you introduce yourself. It's not about my title, or my credentials. It's like, I ultimately want to be in service of this. Also, important to know wherever your content is

showing up, that reader cares about certain things. When someone comes to you and they're like, "I really want to be in in Forbes." I'm like, okay. Let's think about the Forbes reader. What do they care about? What are the articles that have done, performed well on Forbes? What is doing well there? What is it made of? What are the categories there? Where would your content show up? And try to reverse engineer it, as opposed to thinking in your bubble? What do people want? Now, people will tell you.

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MS: We knew exactly that with companies. We do exactly that with companies.

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FT: You can hire me at media feed anytime. I can come in and do it.

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MS: I'm happy to.

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FT: Sounds like you know what you're doing though.

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MS: Well, do a content gap analysis. That's an old SEO term, where what you do is you figure out, okay, here's my expertise. Here's what I want to do with either an audience, or customers, or what have you, but these are the people that I'm trying to attract. You figure out who your competitors are, A, and you figure out what they're doing that's successful. To your point about Forbes, what are people reading on Forbes that are highly engaging within my vertical? There's a way to do that in a big way, where you're essentially looking at all of the search data and finding out what people are searching for.

It doesn't mean you have to just do that, but it'll be a good indicator of what content you can do that will resonate with people where you know there's traffic there. It doesn't mean you'll automatically get it, but you create these content pillars and then you start creating more content related to those pillars, and you have a distribution strategy that's designed to drive traffic back to those pillars. Then you have a call to action, so that when people land on these high-intent pages, meaning like, if you have a page that's like, how to apply for a mortgage in New Jersey, people going to that page are probably trying to buy a house in New Jersey, or some portion of them, right? They're not doing it for academic reasons. So, there is a call to action that you could have, whether it's apply for a mortgage, or download my eBook about mortgages in New Jersey, or what have you.

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FT: Right. That's the next step. Yeah. What's the goal of your content. Right.

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MS: That's what really sets this strategy apart, because it is really ultimately tied to a conversion metric, if you're doing it right. Businesses care about this. They're not doing it for their health, right? They want to engage with people. They want people to go from passive consumers of content to active users of either a service, or just actively doing something. That could be signing up for a newsletter, commenting, sharing. There's any number of active things that can be a conversion then.

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FT: I think, though, speaking as a personal brand, sometimes, yes, you want that transaction and you want to be very specific about that call to action. Other times, you're building a brand, you're building visibility. Having content out there, I do think creates a halo effect. It's not easy to measure this part of it. I do still trust and believe that the more you put yourself out there, we talk about it on the show, actually, in terms of mind share, where you may be a personal brand and you're not going to ever scale to 100 million products on shelves, or 3 million. Maybe that's not even your goal, but there's still a way to become a known entity within your field and have

scale in people's minds. That happens through your own doing, of creating content and putting it out there.

Then the boomerang of that, which is people reaching out to you to work with you. "Hey, I saw your article." Let's talk about how you may be dancing with some new content in the new year. I know that a lot of people have been looking at LinkedIn and trying to figure out LinkedIn. What is it about LinkedIn that makes it so hard for people to really engage consistently? It feels very corporate and it feels very too perfect when people write. I'm so thrilled to announce my new mentor and my partnership. It's all just self-aggrandizing stuff.

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MS: It's ironic right now, for me personally, that I'm going to be doing more on LinkedIn, because I made a concerted effort to get off of other social media platforms. I'm on Facebook, basically, when my band has a gig. I feel guilty about not doing Happy Daughter's Day for my daughter, but I just can't. I can't. LinkedIn is special when it comes to building a business. I mean, it is critical, because my whole network is there. I know there's value in me creating content that will attract and potentially, people who I don't know will find engaging. That's great, and I hope I'm able to do that. It's also great for me to create content that just people I already know, or have worked with in one way, shape, or form can see just to remind them that I exist, and here's what I'm doing.

Most of my business over the years has come through referrals. I mean, case in point, you got me two jobs. A lot of people that I either went to school with, or worked with in the past and know what I do and understand my approach come to me with opportunities, which I'm super grateful for. LinkedIn is a really good medium for that. It's also a place where people who have real insights into how either their business, or the economy as a whole, or what have you work, can share those insights with people who are likely to be interested. Or at least pretending they're interested in.

Because you're right, people are on there and there's a lot of self-promotion and it's hard to figure out how to do that. Even when you're really trying hard not to do that and you're saying

something nice about somebody else, but it's also clearly designed to boost your stature in the end.

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FT: Very business casual. Okay, that's what it is. It's very business casual at its remote relaxed on LinkedIn. Whereas, I feel like, some of these other mediums, it's anything goes, try it, be yourself, be a little wild, whatever, or be conservative. There's not a lot of judgment on LinkedIn and maybe it's just me, but maybe it's just my feed, but I feel like, it's very conservative in terms of what's allowed to be discussed.

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MS: Oh, yeah.

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FT: How vulnerable you can get.

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MS: My favorite is how doing anything political or social.

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FT: God forbid, you talk about a party on LinkedIn.

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MS: I mean, they just don't – It says that this is not the place for that. This is a safe space for doing business.

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FT: But you're considering posting more on there.

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MS: I am going to be post – It's going to be more of a conservative effort with my team. I'm going to be doing it on my feed. I can't believe I'm saying this publicly, because this means I'm really committing to it, but I'm going to be writing columns. I used to write columns all the time. I love it.

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FT: What's it called? What's the column called?

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MS: My column in college was called Rocky Mountain Oysters. Do you know what those are?

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FT: Nope.

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MS: Google it. It's a delicacy in the south. That's just what I'll say. Any case, and I used to, I was a guy, every college had one of these guys that –

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FT: Eww.

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MS: Sorry, you looked it up? All right.

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FT: Okay.

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MS: That column in college was all about me complaining about various things. I was like the wise ass that wrote the weekly column in college. I would figure out interesting things, I thought, to write about every week, and it developed a following. I'm going to try and do that for the media world. Then use that as my source material that I'll then try and leverage. I'll probably post it initially on Media Feed. Maybe I'll post it on LinkedIn, too. I haven't quite figured that out, because you can't post blogs on LinkedIn. Then, we'll use that material to create posts and engagement and I'll interview people, and I'll try and create something that has value that doesn't seem too self-aggrandizing.

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FT: It'll be great. I'm sorry to say this, but it won't be as great as the Montclair Podcast that you and I are co-producing with our friend Alexandra Privitera in Montclair, coming soon. I'm really excited about this podcast, Mike, more than ever. I mean, we've been talking about it for years. We should do this thing. But the timing feels really important and great. It's a great time to be doing something that's community oriented. It's just also a really interesting time in our town. Lots of new businesses, just some changes in terms of who's running the town and new people are coming, and some people are leaving. It's just a really trendy time for the town. It'll be good to capture all that with you.

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MS: It will be. It'll be fun to make fun of the town a little bit, too.

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FT: There'll be some of that. I mean –

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MS: There'll be some of that. I mean, we live in this town that is – it's like a media hub. There's a lot of people that –

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FT: I don't know who does the PR from Montclair, but they're doing a great job.

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MS: Yeah. Anybody who lives in New York, I'm sure you have lots of national – people all over the country in the world who listen to this. Montclair is a suburb of New York City, where once people get priced out of New York for one reason or another, they move to Montclair.

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FT: This is what I call is diminishing economic return of living in New York. Unless, of course, you're super wealthy. But even the super wealthy don't live in New York full-time. They've got their houses all over the world.

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MS: That's true.

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FT: You know, it's not for everybody at some point.

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MS: There's this very interesting New York expat community here, along with a lot of locals who – and there's friction, frankly, between those two groups in all the predictable ways. Then you have a lot of media people here and a very niche local media business. People like this town, because the restaurants are so amazing, which is like, they're good restaurants here. But a lot of people are coming from New York, which is one of the restaurant capitals of the world.

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FT: We're a bunch of snobs, basically.

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MS: Basically. That's the thing that I want to make fun of a little bit.

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FT: Cultural snobs. Yeah.

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MS: It's fun.

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FT: It'll be fun. I think we're going to give the people what they want. It's a very engaged town. People are invested here for all their own reasons. I think it'll be a really interesting exercise, as I like to say with anything new that I start. I go in with like, it's an experimentation. Let's give it our best shot. Really, we're in it to learn. We're not committing to doing this every week for the rest of our lives. We're doing one season. We're dedicating 10, 12 episodes. We'll have a capsule season. That way, we can really think about the arc of the season and the things we want to talk about and just be more thoughtful about it. Then we will take a rest and then go back and see what worked, what didn't. If we want to keep it going, I hope we will.

I encourage anyone listening, this is content for us. This is another way of putting interesting content out there. It's not really about our personal brands, but it's just more of a passion thing. I'm curious, Mike, if you've ever done any – I mean, you have a band. I mean, that I think is important to have a creative outlet. I'm just curious how Bard Band has actually helped your business or your professional life in some ways, that experience.

[0:33:13]

MS: Well, you asked before, do I miss writing? Writing and being a reporter is a creative endeavor. The band for me is a creative endeavor, because it's all original music. We basically, we write original tunes. A lot of the music is based on very old poetry that will adapt into new tunes. Just the act of creation in that way is a great outlet for me. I played a lot of music in college and then took a 20-year break and then ended up syncing up with an old friend, who happens to live in town and got involved in this.

I think, even though, you know, it's a time commitment and it's a mind commitment as well. It takes energy. To me, it gives more than it takes. I mean, it's fuel for me to keep doing all the other things that aren't always as fun. This is fun and just that expression is affirming in all sorts of ways for me. I don't know. I love it.

[0:34:22]

FT: Yes. I think your body appreciates it. It's using your brain in ways that it hasn't been in a while that it probably misses.

[0:34:29]

MS: Oh, totally. I did a play.

[0:34:32]

FT: Yeah, I came. It was great. It was a Shakespearean play. One that I had never, ever heard of.

[0:34:39]

MS: Me neither. It was a lot of labors lost. I had a bit part. It was a comic relief part. I hadn't been in a play since high school. Just the act of having to memorize stuff again, activated a part of my brain that I feel like has been dormant since the advent of the smartphone. When's the last time you memorized a phone number, for example? We just don't do any of that stuff anymore.

[0:35:03]

FT: Yeah, I can't be bothered.

[0:35:04]

MS: Having to memorize lines was so gratifying. It was not easy at the beginning. Again, I didn't have these long soliloquies that some of the people had. I'm not sure I could have managed that. It was a really satisfying experience just to activate that part of my mind again.

[0:35:24]

FT: I give you so much credit. You were excellent in it.

[0:35:26]

MS: Thank you so much.

[0:35:28]

FT: Yeah. I mean, to have to memorize all that. I still have nightmares about being backstage and being told, you need to go out in 10 minutes and play this role. I'm only now looking at the

script. I did a lot of theater growing up. I think that's where the dreams are rooted. It's just that anxiety that is natural when you're performing. Then it shows up in your nightmares as a 44-year-old woman, who has not done any theater in a long time, but here we are.

[0:35:56]

MS: What I'm hearing from you is that next year, you're going to do the play, too.

[0:36:00]

FT: No. I will get on a stage maybe, but not for that.

[0:36:04]

MS: Come on.

[0:36:06]

FT: Oh, Mike. Thank you so much for joining us. By the way, the first time you're on So Money, it was quite a record download. I've had on Barbara Corcoran and Queen Latifah and people wanted to hear from Michael Schreiber.

[0:36:18]

MS: I'm bigger than Queen Latifah?

[0:36:21]

FT: Well, hard shoes to fill. I think, I'm hoping this one will also get out there. We'll syndicate it on MediaFeed, we'll see what happens.

[0:36:30]

MS: Yeah. We'll do an article and we'll put it out there, and we'll embed the podcast and all that stuff.

[0:36:35]

FT: Thank you so much. More from me and Mike in the new year on the Montclair Podcast. We'll be sure to keep you all posted on that if you're curious. Thank you.

[0:36:43]

MS: Thank you, Farnoosh. It's always a pleasure.

[END OF INTERVIEW]

[0:36:48]

FT: Thanks so much to Michael Schreiber for joining us. You can learn more about him by visiting mediafeed.us. I'll put that link in our show notes. Take this week to slow down, connect, maybe even start thinking about the stories that you want to tell in the new year ahead. Wishing you all a safe, happy, gratitude-filled Thanksgiving. I hope your day is so money.

[END]