



Jake 02:18

Thank you, John, for coming on. And taking the time today. It's really great to get to talk to you. You are a senior television anchor at Bloomberg News, also co host of Bloomberg Markets in the open. Then you're also a correspondent and anchor at CTV national news, which for those who don't know, is the number one news organization in Canada. And you're also prolific on social media. That's how I discovered you. On Twitter, you've got a few 100,000 followers there and several 100,000 likes on Tik Tok as well, where you do some funny stuff, some interesting stuff with the markets and tends to be tweets and tic TOCs around sort of investing in business and technology and things like this. So really enjoyed your content over the years. I'm very excited to be on the podcast with you today, I think the best place to get started would be for those who don't know you. And if you could start by just sort of telling your story from as early as you're willing to start to where you are today and some of the decisions you made along the way.

Jon Erlichman 03:15

Well, thanks for having me, Jake. I'm a big fan of the pod. And I'm joining you from Toronto and Canada where I grew up on the Toronto kid. And I always had an interest in media, I watched a lot of TV growing up, I thought that would be a cool career. Getting into news was not something that I necessarily wanted to do. But I was a big consumer of news. I was a big consumer of business news too. As I got older, I was interested in how the world worked. And money plays a big part in that. And when I was in college, I thought, how can I get into that world? I had initially thought I'd become a film producer. Maybe saw myself wearing like a long robe. Maybe you have a pipe, you know, one of these Hollywood producer types actually here in Canada, especially in cities like Toronto and Vancouver over the years and definitely in the time that I was growing up. You saw a lot more film and TV production. And I liked the business side of that. And I thought that would be a cool career. So I started working a little bit in that in the summertime. While I was doing at least in college, I was doing a degree in an economics and through that process, I realized how slow it is to make movies and and meanwhile there was a TV channel starting in this market in Canada that was going to try to grab some real estate on the on the cable dial alongside us players



like CNBC and I had this My background with numbers and I had this interest in media. And they didn't have necessarily a job available that I would be suited for, because I had no real TV experience. But I kind of knocked on the door and said, I'll do whatever you want me to do. And they said, Well, we definitely need those kinds of people. And so that's how I got initially into business TV. And long story short, it's almost 25 years later, I can't believe I'm saying that, Jake. But that is that is the truth. And along the way, I mean, I started working right around the time that felt somewhat similar to today, it was the internet bubble, and the subsequent bursting of that bubble, got a shot to eventually go in front of the camera, I worked a lot as a producer. So I kind of learned the industry before I started doing television as a, whatever you want to call it a reporter and anchor that kind of stuff, I had an opportunity to go to New York and cover the markets there for my channel ended up going to Bloomberg in New York, which was a really exciting opportunity. And within a couple of years of taking that job at Bloomberg, we found ourselves in another interesting market situation, which turned out to be the great recession. And so I spent a lot of time during my years in New York for Bloomberg covering the ups and downs of what was happening. In the stock market. I spent many a day during those turbulent times on the floor of the New York Stock Exchange, you'd see such dramatic declines. I know sometimes it feels like the market is going down a lot. But that was definitely a different moment that sometimes you could hear a pin drop, it felt like at the New York Stock Exchange just because nobody really knew what was happening or when it would end. And you know, around that time, I had already done a little bit of coverage of the media industry. As I said, I was always interested in media. And I had had done some some coverage of that area while I was doing more broad market coverage of Bloomberg. And Bloomberg was starting up a technology channel, which was called Bloomberg West and is now called Bloomberg technology. I'm Emily Chang hosts that daily. And they said, hey, you've you've covered some some of the media industry. What about technology, because as we had launched that show for Bloomberg, in San Francisco, at the time, it was unique. There was no real daily broadcast television program that was airing out of San Francisco. And it was also a moment in time that a lot of people were a bit frustrated to say the least Jake with traditional ups and downs of the markets because the market was going down a lot more than it



was going up. And people didn't want to hear about that. But they weren't curious about all these bright lights coming from Silicon Valley. So I packed up from New York with my wife, Caroline, and we went out with our young our for our oldest daughter at that time, from New York to San Francisco. And that was an exciting moment. There were a lot of the companies that are now the juggernauts that were big, but getting bigger and having milestone moments, covered the Facebook IPO, the Twitter IPO, Big Apple events, etc, etc. I ended up moving to Los Angeles as we continued to cover the the intersection of media and technology for Bloomberg, I had an opportunity to work at ABC News, which was really my first full experience into more broader news. So I'd cover whatever was happening west of the Mississippi, in LA sometimes as a correspondent, they just make you keep a bag of stuff that gets you ready if there's a fire and they've got to send you to that. Forest fires etc. And so got to know the the more traditional news business because I had spent so much time in in in, in business news over the years, but also had a chance to flex some entrepreneurial muscles a little bit as well. Because I had covered companies like Disney, for example. And ABC News is part of Disney. ABC had acquired Maker Studios, which was a obviously one of the early players and trying to create a talent network through YouTube. And they were thinking about different ways through which they might be able to bring those two worlds together traditional broadcast and the YouTube generation. And so I got to work with little bit with the groups there and think about what news would look like. In a YouTube world. Around that same time live streaming was starting to take off. And there were apps like Meerkat that were creating some curiosity. And then Periscope had launched under Twitter. And I decided I would jump on that. I was always interested in trying new areas of media and technology, and actually set out to start building something a little bit bigger. Some of it was rooted in news. So I'd go out and cover news on Periscope, but not unlike sort of the maker model started to develop the idea of well, Could you could you program on Periscope, the way that we program on traditional television. So obviously, you know, the world of apps and technology we live in today allows us to do things very differently. But since my sort of traditional upbringing in industry comes from TV, a lot of times I think about the parallels from that world. So started to do that, and, and had an opportunity to come back to Canada, where to your earlier point, I



work now with basically, it's Bloomberg and candidates called BNN. Bloomberg, and I do a morning show here, I do an afternoon show, which, which airs around the world for Bloomberg called Bloomberg Markets. And I get to do the news work too. And I get to have a say in some of the digital stuff we do, which is exciting. And then yes, you're right. I do some of the social media stuff, too, which is, which is very fun, and a great learning experience every day. So that kind of summarizes the journey. And I'm happy to go wherever you want to go from there.

Jake 11:37

Yeah, no, it's an awesome story. And I appreciate you sharing it. It's interesting, some of the terms you've taken along the way, let's go into one of the things you brought up more on the tail end, which was like, you know, it's pretty evident that you enjoy experimenting with these new media or social media platforms. And you mentioned like Periscope. And considering, you know, what could it be like to do something that's maybe resembles more of traditional TV programming? But on this new platform? Can you talk like, can you explain a little bit more about sort of like what you had in mind there? And the context is that for me, like I've always, I started this podcast about a couple years ago. And my sense is that even though it seems like everyone in their mother has a podcast these days, I feel like it's extremely early still in podcasting. And in audio. In general, like we only had, you know, it was only popular to wear, like headphones on the move or, you know, at your desk or whatever. The last what, decade or two, basically. And then podcast has been similar, like a decade or 12 years or something. And it seems like pretty raw and like just basic in the format, like you know, I send you a you know, video conferencing invite you accept and we're doing a one on one interview, and I love them. I listen to podcasts all the time, and I love recording them. But it just seems like there's a lot of room for improvement, even the most popular ones in the world, like Rogan, you know, it's just two guys sitting at a desk and there's like a couple of different angles of camera and like you just watching these guys at the desk. I think there's lots of room for innovation in podcasting. And I'm curious, like, I think Periscope was, correct me if I'm wrong, but it's sort of like a live interactive, sort of video conferencing type of thing. Maybe it was audio only I'm not really sure. But you



talked about, like what you had in mind for how that could develop? And if you're seeing anything that's along those lines today, or how you think about all that,

Jon Erlichman 13:34

for sure. Well, there's a lot of threads there. Let's dive into them. I agree with you. These are the early days of podcasting still. And I think that it is, I mean, I'm preaching to the choir, both with you and your listeners, but it has opened the door to a different kind of conversation. And by the way, I'll draw or sort of bring it back to traditional television. One of the challenges that I have felt growing up in more traditional media is, let's say, you know, we have an opportunity to speak to a newsmaker. viewpad recently, Bryan Armstrong, for example, on your podcast, when we're doing a live television interview. That is what we are presenting to the audience at that single moment. So some people are tuning in for that some were wondering if we'd be showing something else. It is a somewhat different experience for the audience, then people who have become familiar with your podcasts they can know in advance what they're choosing to listen to. So I think the the very nature of just delivering content through one lane, which is what television ultimately does, means that there's only so much you can get to and it gets even more complicated when we're talking about, let's say public companies, right? Because there's a A lot of motivating factors on what we're going to ask this person in whatever time, we might have five or seven minutes. So it's a very different experience for someone who is tuning in and watching a traditional business media interview with Brian Armstrong, versus what you were able to get into him with him in your recent podcast. And it then opens up the door to a question of what is it that people actually want in interviews. And so I think that's why podcasts really help us explore that in a bigger way. And I would agree with you that there's a lot further we can go. And, you know, since I cover a lot of these companies, too, I mean, take Spotify as a platform, which is very interested in continuing to see video growth. So video and podcasting, where that goes, what it looks like, what it feels like, you know, we will see, you asked about Periscope. I mean, Periscope, ultimately was a live streaming app. And I, I think, you know, along with the, what started as the meerkat app, you know, these were, these were a couple of the first successful live



streaming apps, because the technology had gotten far enough along that you could actually have a rewarding experience. You know, I like to say, and I think a lot of people obviously, got hooked on podcasts during the pandemic. But I think it also helped that you had products like, let's say, air pods, right, just to your point about not being tethered to the desk, that in many ways is allowed podcasts to grow and grow and grow. Well, same thing is true with going live on your phone, you need a phone that is powerful enough to do that. And so those were some of the, you know, early players in that market. You know, I think the challenge for Periscope was not unlike the challenge that its parent company Twitter had with something like Vine, which is, all of a sudden, if you're in a whole bunch of different areas, do you lose focus, especially when you've got other players that are going to, you know, jump into that world too. And so now, it feels like live streaming becomes an add on feature. And we know that exists within the world of Instagram and tick tick, but you know, really got started there. And I think that I think that one of the reasons that I like to experiment, outside of what I'm doing for a good chunk of my day and television is because you know, audiences or audiences, it's actually something I've always felt pretty passionately about. I mean, it didn't start this way, you have to get onto platforms and see what works and what doesn't work. But I don't necessarily always talk on let's say Twitter or Tik Tok about what I'm covering on television, because we know a little bit about those audiences, we know what they're interested in. And it is, is paramount. If you want to keep those people engaged in that more traditional way, it's really helpful to try to give them what they want. Social media has allowed us to get better metrics individually. So you know, I can't necessarily know what resonated the most per minute on television, the way that I get that instant feedback on social media. But we know enough to know how to program. And so, you know, I have, I have determined and I think a lot of people determine that every platform or every channel, however you want to describe it is different. And you have to be respectful of that. And that is true of you know, you learning through all your podcasts, what resonates with your audience, which you're getting feedback on, and then subsequently, you iterate on that sometimes drives me crazy when we you know, when something is successful in one place, and then people try to then move content over to another platform. It just feels like



a dilutive experience to me, sometimes it's good. I mean, look, you can cross promote, and all those great things. And there's a certain value there. But at the end of the day, these are audiences. They're all audiences, the different audiences, the fragmented audiences. And if you're going to be there and you enjoy the process of creating content, I think you owe it to those people and yourself to try to figure out what works the best in that particular place. And, and, you know, having grown up in, in basically startup cable channels, a lot of what I've always done is sort of okay, we're starting from scratch, what is it? That's new here? What is what's different, you know, what, how is it different. And it's, it's, it's very rewarding to me personally, and especially since I'm, you know, now, the older guy in the room, when it comes to covering the financial markets, I really get energized, by trying to address what the next generation of investors is interested in. And so that's, that's pretty powerful to me, I really enjoy that.

Jake 20:40

Yeah, I think this what you mentioned about, you know, going across, like, people sometimes post the same content across multiple different platforms. And it's just like, very obvious that, you know, this thing that you originally posted on Instagram, and then tried to, like, turn it into a tweet, it just like, doesn't really work on Twitter. And it's like, very easy to sort of identify like, oh, this, this is like, sort of off. But it's a little bit harder for me, at least to sort of understand intuitively, what makes the platform what it is and what the ideal, you know, content basically is for that platform, and how to sort of adjust yourself and the way that you naturally produce content or communicate with people to sort of the specificities of the given platform. And I think you've just been like tremendous at this, you know, from TV, and then, you know, to Twitter, where, you know, it's very different from what you do on TV. First of all, it's, you know, text rather than verbal. And you've got this, like, very distinctive, like, brand, maybe isn't the right word, but like, I know, when I see one of your tweets, like, it's very distinctive from other tweets that I see. And maybe I'll see one once in a while, that sort of reminds me of one of yours, but I'm like, that's, that's John's type of tweet. And then on like, you know, tick tock, you're doing something like totally different. And there's, you know, common



themes throughout, like, for example, you might be talking about various things in the market, and like this ongoing bear cycle that we're in right now, and things like this, but you're delivering the information, almost entirely different ways. And then the information itself is, I'd say, overlapping, but not the same. It's like a Venn diagram, probably if you compare, you know, your TV, to your Twitter or to your Tik Tok. And so I'm curious, like, when you get on these new platforms, how do you I don't know, if there's, you know, maybe it's an overly difficult question to answer. But how do you go about like, sort of isolating what, what makes a platform what it is and what people want there? You can obviously see like how your tweets do and which ones are more popular and sort of iterate based on that. But is there some sort of like intuition that you, you find when you go on these platforms, or some sort of systematic approach that you take to sort of isolating what's important?

Jon Erlichman 23:06

It's a great question. I think that a lot of what I'm doing is still rooted in some of my learnings from the traditional TV world, where most of the time, let's say, you know, it's an average day, and you think about people tuning in to TV, because they want to know what's going on. And you owe them that respect of giving them that, but then there's always a little bit of wiggle room to do something else. And that's where you, you know, can flex your creativity muscles. I try to do the same thing with social media. I mean, with Twitter, that was in many ways, like, an iterative process for a very long time, probably a decade. I mean, I've told the story before that. One of the reasons I've stuck largely to technology is because that's where I first really found my groove with, with an audience. I was covering technology for Bloomberg in San Francisco. Part of the initial evolution for me was that, you know, I have to, I'd have to cover quarterly earnings. And of course, with these fast growing companies, sometimes the growth is astounding, it's hard to sum it up. And not only that, there's this horrible game that Wall Street plays where you talk about performance versus expectations. And I know why it exists. But a lot of times, you'll lose the plot in talking about, you know, companies like Google's parent alphabet, or Facebook's parent meta or Twitter or Amazon reporting such and such number, but the street was expecting that and it can't loses the fact that in many cases, we're



talking about businesses that really not that long ago, were started by some young, ambitious people, and have now grown into these juggernauts year over year growing their, their financials. And so how do you show that and so I sort of I started experimenting with data to do that, you know, just the showing the, the raw numbers. And, and that was something that really resonated with people and then it it gave me energy to continue. And then as the platform itself, you know, we talked briefly there about how podcasting is going to continue to evolve. And that will undoubtedly see more and more add ons to the podcast experience and video. Obviously, these platforms are constantly looking for ways to engage, you know, everybody right now is talking about, you know, what Elon Musk will do with Twitter. And you know, a lot of roads point to well, at least more more ways to keep people engaged on a platform. And as as Twitter got older, and found a way to allow you to incorporate more and more pictures, more video, it was changing, and so you kind of had to change with it. So going back to my first point there about TV, you know, you know a lot about what you're going to do each day. But there's also room to try new things. And so that's kind of where it goes for me is is is is trying to try to deliver for people, but also try something new. Within that. I think the other thing, too, is having covered at least the financial markets for for like two decades, I've always had a beef with the way Wall Street speaks to the world. And we're even seeing that frustration play out right now, I've never really understood outside of it, it helps to sort of create a barrier to entry, or maybe a wall between the professional and the retail crowd. But I've never understood why we have to speak the way we do. In other words, why we have to absorb this language that is so prevalent on Wall Street, on how we talk about things. It's weird, to me, it's not natural, it doesn't really exist anywhere, I would never go to a gathering or party and use a lot of the terminology that sort of dominates Wall Street Monday to Friday. And so I really have enjoyed, you know, whether it's learning about business, through your podcasts or other podcasts, or, you know, learning what Tiktok forces you to do, which is to get to the heart of the matter. And there's some good and bad that comes from that. But talking in circles without just sort of getting to the heart of something is a frustrating process. And so I think that at least business or finance or financial markets has been a wonderful playground, to, to explore the evolution of communication,



through through all these new platforms. I mean, that is, that is amazing. And I I like every day, I'm excited to try that because I think I feel like I'm still fighting against a system that, that that ultimately puts information out into the world. That's, that's just too complex for people. So I think a lot about that when I'm, you know, in, in making television every day. And I think about it when I'm when I'm making content for other platforms too.

Jake 28:40

Yeah, it's always difficult with any discipline, I think where there's like a specific language within the industry, finance being one and you know, there's plenty of others a given field of science or whatever it might be. And it's, of course, you know, natural that in some cases, you sort of need a word to describe a concept that might be somewhat unique to the discipline, but it makes it just a lot more harder to grasp, like, in, you know, in finance, for example, like, depreciation or something, right? Like, it's not really a word that people use day to day, but you know, it's useful for accounting and it's like a fairly simple concept, like something becomes less valuable over time. But you know, all this shorthand and acronyms and everything like that, like EBIT, da, you know, people eyes gloss over or whatever, and no one knows what you're talking about anymore. So, I agree with you like these finance in particular, which is extremely important and fundamental for, you know, this is like, we're not talking about something that is just one particular path that you can go down for your career or something like which of course you can and finance but it's something you know, everyone needs to have some responsibility for their finances and whatnot. And to abstract a lot of it through this, you know, language that not everyone can really understand fully is You know, the more you can break that down in simple terms I think is, the better, the better it is. And so I mean, one of the things that I've, like I think about your Twitter feed, for example, and the thing I think of like statistics and numbers and facts, like you said, and I think of like raw, you know, just direct like data, you know, raw from the sources, like old videos of tech founders, or investors or things like this, there's not a lot of like, color. And I'm sure, you know, this is different from, I'm sure what you you sort of do and in some ways you don't have to do on TV and the like, but on Twitter, like you're very fact based, and it's it's



numbers, and it's the sources themselves and things like this, and you're not putting a lot of opinion on it. And I think it's really refreshing. And maybe this is why a lot of people enjoy it. Part of why I enjoy it certainly is because you know, you're not really taking a stance, you're just saying, you know, here are the numbers, or here's, you know, Jeff Bezos talking about something and 99, nine or something like that and take it for what it is. And it's just like, very interesting piece of information to consume, at least, in my view. And it's refreshing, I think, because a lot of the media these days that sort of, professes itself as factual and purely informational, and the truth and whatnot, is, in fact, you know, very opinionated. And it's sort of, it's frustrating for me when I when I see that, because it's like, well, you know, this is a an opinion, just as a fact. I'm curious, if you have thoughts from, you know, within the industry, you're out, you're both on the traditional media side, and of course, the active on digital media side, social media. How have you seen the industry? I mean, this is the larger question, I guess. But how have you seen these industries interact over the last 25 years, you've been involved with traditional media, and more recently, over the last decade or so social media? And if you could speak sort of specifically to that point on, you know, dressing, dressing opinions as facts and things like this? Do you have any sort of frustrations from inside traditional media about this type of thing?

Jon Erlichman 32:18

Well, a lot of a lot of how I approach this comes from that, that traditional world. And by the way, I think for both of us EBIT done the depreciation of fertile ground, we let's let's let's rip that one open one of these days, Jake, but you know, I, I still see my, my, my job every day, as one where I'm going to, I'm going to sit in the middle. And I am going to try to give people the information and let them reach a conclusion about that. I think that without going too deeply into the evolution of cable news, I think it is very clear at this point that there was a strong temptation for various outlets to pick more of a lane. And whether that was financially motivated, whether it was motivated just in terms of growing audience, whether it was a way to stand out or build a new brand, whatever started that. We've got it now. And obviously it is intertwined with social media as



well. Right. So I mean, are there certain people who like to engage with loud content from this side or that side? Absolutely. Are there people that focus on producing content that is very loud on this side, or that side with the full intent of sparking your reaction or playing to their side, quote, unquote, or the other side or whatever it may be? Yeah, that is the temptation. It's the same temptation, I think, in traditional television, as it is for social media. And it's complicated, because once you're there, it's it's, it's pretty established. Now I've traditionally worked in this world. Let's sort of use business news. As an example of that. There's been a, there's been an interesting evolution there in the sense that in the past, you would have had almost exclusively people reporting on the financial news. Now, I'm going back a long time, two decades here. And then you would increasingly introduce, you know, guests that maybe had a little bit more opinion, and then maybe those guests resonated so much with audiences that they would get their own show. And all of a sudden you've got a show where people are talking about things they like or dislike. And then all of a sudden, you're, you're kind of into new waters, because I think that for the audience, while you know, management of these entities might be able to differentiate between, well, this is this, this person is a reporter, and this person's a commentator, I don't know that audiences really make that distinction. The ones that are really engaged probably do, but I've never really made any assumptions. So it starts to get a little bit confusing, like, what are you. But just to go back to what you were saying, I found, I mean, what started for me is numbers and data. Tweets, I guess, I found, it was a good way to tell a story on a relatively restricted platform, just in terms of how much you can put out without having to feel as if I'm, you know, in favor of something or against something, because I just never really saw that as my role. But I thought, I think people would appreciate seeing this. And as the platform's like we talked about the evolution of, of Twitter, etc, and you can add more photos, you can add more videos, whatever, you know, I think there was, there was a continued opportunity to tell those stories. And, and also to introduce what, at least for me felt like something a little bit more positive in what is what is oftentimes a somewhat negative environment. So when we go back to sort of the loud voices on this side or that side, I think sometimes that kind of leads us into a darker place. And what I've been really pleased by is, you



know, in trying to just talk about how something evolved without, you know, having a strong opinion on it, I think it's been able to inspire people, in similar ways that, that podcasts, when you get to hear the full story of one of the entrepreneurs that you've spoken to, or even you sharing your own story, like, I think that it just gives people information, and knowledge, which they can then just interpret however they want. You know, there's room for everything. But that's, that's, that's kind of what was important to me was to find a way to communicate, that still is a parallel to what we that we've traditionally done in, in, in news, which is, we give you the news, we don't, you know, we're not, we're not going to give you as much opinion, or we're not going to give you any opinion. And, you know, I know that I know that traditional TV audiences still do very much appreciate that. And I think I've had the ability to connect with, with with certain people online, that, that like that as well. But you also run into people that are so accustomed to somebody stating an opinion in 15 seconds, that if you don't share an opinion, some people ask you, what's your opinion? You know, and, you know, that's, that's just kind of the world we live in.

Jake 38:25

Ya know, I'm glad you brought that up. Because I think, you know, I mentioned, the fact that your feed and everything is, is feels much more fact based, then and, of course, you've got all these people now with, like, fact checking and things like this, and I'm not talking about anything like that. It's just, you know, it's numbers, its videos, like I said, these are things that they just are what they are, it's not like you have, you don't need a fact checker, like you check the numbers and the quarterly earnings or whatever, and they just are what they are. So, you know, that's super refreshing. But the other thing you brought up, which I think about as well is that there's just like this, it seems to me and an inherent optimism about a lot of the stuff that you focus on, you know, you post, for example, a lot about, you know, some of the great companies that we have in the world today, and some of the great founders that we've had over the last, you know, couple of decades, whether it's apple and Steve Jobs, or Amazon and Bezos, or Google or Tesla, or any of you launch companies, and you sort of depict like a lot of what you do, which I think is also really interesting as you go on your Twitter feed, and,



you know, everything's sort of current and like, quarter of the people are talking about like the same thing that happened today or yesterday. And a lot of what you put out is timeless, in a sense, or at least time spanning. It's like you know, here's the bear market that we're in today. And here's how, you know the hiking of interest rates over the last few months has compared to previous cycles of hiking interest rates. Since you know, 2000, whatever, and 1990, whatever, and there's like a historical overlay, I think on a lot of what you do. And so anyway, one of the things that, that I like a lot as well is that you go sort of early on into sort of the journey of some of these founders that have built these amazing companies before they were great. And it starts to just sort of feel like, sort of a hero like journey and like a hero's epic. And that's not something that is really talked about, or, you know, on the news, or shared very often, it's sort of like, the majority of the founders journey is, you know, Amazon dot bomb, and Zuckerberg changing the name to Meta and like, that's never gonna work, VR is never gonna work, etc. And then, you know, some stuff fails, obviously, but those two examples thus far, at least have been, you know, insane successes. And there's no like, you know, we should have been more optimistic early, it's just sort of like, oh, let's move on. And, you know, the next founder is here to be doubted and whatnot. And of course, there's, you know, there's positive press as well. And especially like, within the technology community, there's lots of support from fellow founders and people who have come before them and investors and things like that. But nonetheless, it's just very refreshing to, to see that from you. What sort of drove you I guess, to? I don't know, do you think about some of these things that you're posting is as telling the, the founder story sort of as like a heroic thing, or What gave you that perspective, and maybe like respect for these people who just against all odds, have built these incredible companies over basically the course of your career?

Jon Erlichman 41:48

I think I'm, I'm thinking more about the people who see the content than the people who I'm shedding light on. I don't think it's my end goal to try to make people look like heroes. You know, there's a couple of things. First of all, I already talked about my own frustrations with the Wall Street narrative, you know, the, the short



termism, that dominates the world of money. And I understand why it exists. However, having covered many different cycles in the markets, I think sometimes that leads people astray. You know, we're going to keep having a conversation around the markets endlessly, for this next year, and we don't know where things are going. And it could get more complicated. But there are still plenty of stats out there that that, you know, tell people that, you know, if you get out of the market, because you're worried or you're fearful. And when you do come back into the market, you know, can you be as successful as someone who sort of wrote it all out. So I think what I do like to do, is a part of a conversation that's already taking place. And the cool thing I think about social media today is it allows us to have simultaneous conversations, you know, I can talk about something that is somewhat related to what we're already talking about right now. But maybe just put it in another light. And hopefully, I don't have to write a long essay to sort of bring that other perspective to the table. I think the biggest thing though, Jake, is my frustration with fear. Fear is constantly present in our lives. I have fears, I feel that everyone is battling their own fears. We consume so much fear, and it frustrates me. And so the founders that you highlighted that I might share their story. I just think it's a helpful gauge for people to remember that sometimes. Other people faced hurdles, and they got through it. There are a lot of people that, you know, the stats will tell you, Oh, gosh, it didn't work out. I shouldn't do this. But the beauty of us getting more and more connected over time is while there is this sort of negative energy that you can choose to tap into. You can also tap into a really motivational, inspirational A group of people around the world. And and I think those founder journeys are just a small reminder to people that they had hurdles, too. They had fears. And they they continued on, you know, this is going to be, you know, you've, you've covered the world of digital currencies, and the road ahead for blockchain and crypto, and how can we go from such a deep dynamic conversation a year ago, to now just sort of being flooded by fear. And I feel pretty confident that there are some really exciting things that are still happening in that area that we'll be talking about in 10 years, or 20 years when we look back. And so I just like to, I just like to provide my reminders, because, you know, as a member of the media and covering the ups and downs, in the moment, we just, we just lose some of the story. One, we're focused on the short



term. So I don't want to skip the short term, I spend a lot of time focusing on the short term. But I also think that other context is needed, because otherwise, what we'll do with our lives, I mean, we, you know, we just sit around and not dream and not try new things. And, you know, I wouldn't jump on social media platforms that people would say, why are you going out and doing that, or you wouldn't have launched your podcast, or someone listening right now, who's been working on something wouldn't keep pushing ahead. I mean, that's what we do. We push ahead. And, you know, I'm in the communication game. And I think as we evolve, you know, one of the biggest things we can do to help our society is to just keep learning keep iterating pass on information. And, and I'd rather I'd rather be in the inspirational camp did not.

Jake 47:08

Yeah, that's a really interesting answer. I did not, did not foresee that like, just to route everything back to frustration with the prevalence of fear in the world, and to try to shed more light on like inspiring stories and things like that. You know, it makes sense in retrospect, but just a very interesting way of thinking about everything. So really enjoyed that. You know, part of I'll try to shamelessly transition a little bit here for a final question. Part of my job, as you know, the host of this podcast, I think, is to try to draw answers just like that. And you never know, what exactly is going to get you there. And I certainly don't really, you know, I have some things that some principles I keep in mind and things like this. But there's, you know, I don't have a formula or anything like that I don't follow a script. There's no real hard and fast rules. But you've been doing this for a lot longer than I have on the other side of the microphone being the interviewer yourself. And, you know, you've talked to amazing investors and businessmen and, you know, other people like Kobe Bryant as well. What are you know, I guess two part question here to close things out. If you could talk about one or two of the most memorable interviews you've done, I'd be curious to hear that just because the sheer magnitude, you know, the quantity that you've done is just basically insane to me, I've done you know, this is gonna be episode number 100. And something 118 Maybe, and I should probably know that number, but, but it's a very small number compared to 1000s that you've done over your career. So I'm curious, you know,



what's, what's one of the one or two of the more memorable ones? And then, secondarily to that, are there any principles you've come across or kept in mind over the year for how to really conduct a great interview or a great conversation?

Jon Erlichman 49:03

Well, thanks for the opportunity to take on that two parter. With the first part, with the interviews, I think you're right, it's hard to it's hard to get, you know, this one or that one, as as the best you did mention Kobe. I had I had a chance to interview Kobe a couple of times during my time in Los Angeles. And, you know, I sometimes share a moment that he talked about, in one of our interviews when he had gone to Apple's campus for the day to to spend some time with Johnny I've, and I've always found that to be a helpful piece of content to share with people. It's not unlike, you know, even this week, some some content that I had shared Steve Jobs talked about how he used to, you know, Pick up the phone to get started, you won't get anywhere unless you you, you literally pick up the phone and ask someone if they would help you, you know, got him got him a job at HP back in the day. But what I loved about that was it, it, for me unlocked this side of Kobe that I hadn't had a big opportunity to see. Now mind you, you know, this is a few years back. Now we get to see, especially with celebrities or athletes or entertainers that are very interested in business, and I think many are today, but you get to see a side of them that we use to see less, when the majority of the interviews they did were tied to whatever they're doing. So a sports interview felt like sports interview, or if they had some kind of product, shoe launch that kind of stuff. You know, we're sort of, you're locked into those questions the same way, you know, someone from Hollywood is doing a film junket, you know, ultimately, you know, hear a few questions about the film. And that's cool, but it doesn't really kind of unlock the person behind and that motivation, I do think we now live in an era where you can see a lot more of that, right? Between the two of us, we could probably name dozens of people who you know what they're all about, even if they've got a day job. We've learned a lot about what motivates them. But that was a really good one for me, just because Kobe literally does pick up the heat, well, he would pick up the phone, and he would cold call people. The famous people, he might not know them, but he would quite literally just called to pick



their brain. And I thought that was amazing. You know, it's sad that we lost him because he was gearing up for a really exciting next chapter of his life. And what a motivated person. You know, I think I literally just did an interview today with a Canadian entrepreneur by the name of Jimmy Patterson. Jimmy runs one of the largest companies in Canada. And I've gotten to know him over the years. And he started with a single car dealership, and, and now has a massive empire that spans the car industry, media, forestry. You name it. But the thing about Jimmy is he's 94 years old, he celebrated his 94th birthday on October 1. And I, I always am curious about these motivational factors. You know, and you talked, we were talking a little bit about optimism. And here's a guy who's an eternal optimist. You know, he's excited to get up and keep going every day. He is at an age where he has, he has earned the right through all the hard work and success. He's had to step back. But he doesn't, because it's who who he is. So I love when we can unearth some of that, you know, because I get a chance to do that sometimes. Other times we're, we're talking about, you know, more of the specifics that are happening in the moment. So those are, I guess, a couple examples very different in terms of some of the rules of the road, at least, with with interviews. And I have to say like, I really enjoy a lot of your interviews and your style. I mean, that's the thing about podcasting. We're flooded with podcast options now. And I think the ones that stand out, and it has a lot to do with, especially ones that are based on guests, has a lot to do with how the conversation unfolds. And the kinds of questions that people ask. The biggest single lesson I would have for anyone who's continuing down this path is to learn how to listen. Now Intellivision, admittedly, because when I started my career, I didn't know that I was going to be in front of the cameras. I just I thought media was cool. And I had this job and you know, I got a chance to do it. So getting used to all the stuff that goes into an interview, or just being let's say, on television, right, the lights and all that kind of stuff. For me, at least, it took time for all that to melt away for you to sort of get so comfortable that you could actually be in the moment. But once you're in that moment, I think you have a responsibility to listen, because you can prepare you can have a list of questions, but like a conversation is a conversation. So if it goes in one direction the same way our podcast has gone in a few different directions, the fact that you're listening and sort of continuing down



that, that road, I think, I think it helps, again, because we've been talking about the person who was on the other end of this, you know, if, if, if somebody says something, and the thought isn't quite finished, or it's just starting to percolate, and we move on to something else, it just feels like a missed opportunity. And, and definitely, in traditional television, it does, especially, there's just a lot of moving parts, especially if it's live, or we're, you know, up against a commercial break, there's a lot of different variables that impact how a conversation goes, but I find learning how to listen, so long as you are listening to what someone is saying. It does wonders, you know, it's a sign of respect, it helps to, you know, bring out the best in the conversation. And so that's, that's my single, strongest piece of advice I would give to anyone who, you know, is a fan of your podcast, and maybe they're doing their own podcast, or, or even just in our, in our lives, like, you know, i We're busy. But if you listen, I think I think the the net result is a positive one.

Jake 56:16

So first of all, thank you very much, I very much appreciate the compliment. And just the fact that you've listened to an episode or you know, many episodes, it's not every guest takes the time to do that, I very much appreciate it. And I love your advice, because it's something that I've thought about quite a lot since getting started. And to your point, which I thought was a great one, like, in the beginning, you know, you're interviewing so and so person, you're sort of nervous, and you haven't done this before. And it's challenging to be in the moment, like you said, and that sort of a prerequisite for really listening and, you know, not thinking about what's next, or where am I gonna go with this, or whatever it might be. And there's some balance too, because, you know, not having anything prepared, I think would probably not go as well as to do a lot of preparation, I think I probably tend to over prepare, but I tried to sort of throw everything out at the beginning just to the extent, you know, to some extent as much as I can to be able to just be there and go with the flow of the conversation. But there's also there's benefits to having sort of a few ideas in advance of, you know, you consume a lot of the content, or in my case, like I just do deep diligence on whoever the guest is, and then have an idea of like, Oh, these might be a few



interesting directions to go with the conversation. So it's, it's a very interesting balance. And I've heard Rogen describe it as it's comparable to like a dance almost. And I think that's a pretty good analogy that I liked where, you know, you have to, you definitely want to be in the moment, you definitely want to listen, but you also want to prepare and it's that sort of mix between plan and spontaneity that I think can often make a great result. At least that's what I've found to date. So anyway, we'll we'll look forward to continuing to get better and to work on all this but I'm real pleasure talking to you today, John, and thank you again very much for for taking the time. I know we're a couple minutes past the scheduled block, but again, very much appreciated and great talk with you. Thank you for coming out where can people go and, you know, follow up with with you, right? You want to send them to Twitter or wherever?

Jon Erlichman 58:35

Yeah, you can find me on Twitter and Tiktok John Ehrlichman on Bloomberg. Bloomberg Markets 130. Eastern Time, Monday to Friday, and I agree, Jake, it's it's been a great dance and enjoy myself. Thanks so much for having me. Appreciate it.