

From: "The New York Times" <[REDACTED]>

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Subject: For Times subscribers only: here's your June newsletter

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Dear Subscriber,

Here's a smart move: Check out [Smarter Living](#), the new online Times feature spotlighting recent Times articles that can help you make more of your personal life. Editor Tim Herrera has a sharp eye and wide reach, calling your attention to stories you might have missed that can make a difference in your life, from tech and finance to health and culture. Read our interview with Tim below and you'll likely feel savvier for it.

A Resource for
Everyday Life



Smarter Living

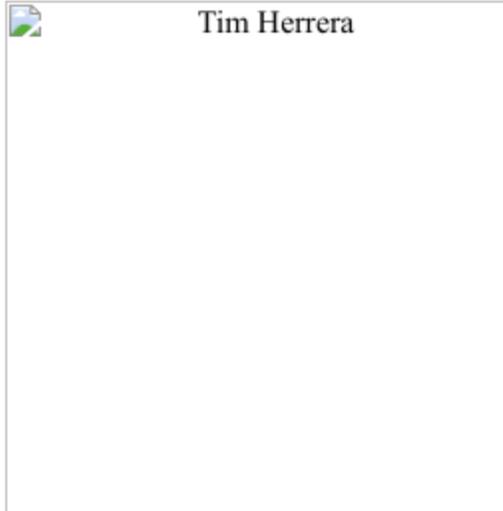
Illustration by Antoine Corbineau

Beyond The Times's reputation for covering the big stories and issues of the day, we also have a long tradition of enhancing readers' personal lives, with timely, practical guidance from experts in their field. Smarter Living is one of our latest ventures in service journalism, pulling together some of the most interesting and useful content from across The Times. Did you catch these? "[A Smarter Way to Clean Your Home](#)," "[Why It's So Hard to Admit You're Wrong](#)," "[Robocalls Flooding Your Cellphone? Here's How to Stop Them](#)," "[Things I Wish I Had Known When My Dog Died](#)," "[Why You Should Learn to Say No More Often](#)" and "[How to Avoid Stress When You're Moving](#)." You might be surprised by some of the insights contained in each.

A SELECTION OF RECENT ARTICLES

CATCH UP WITH EDITOR, SMARTER LIVING

Tim Herrera



In his own Smarter Living story on personal finance, Tim Herrera admitted to being an average 29-year-old who never learned how money works. With the goal of starting to close that knowledge gap, he interviewed Ron Lieber, The Times's Your Money columnist, explaining that he was seeking Ron's wisdom as "an exercise in selfishness." To which Ron replied, "It's also an exercise in smarts. The smartest people are the ones who admit what they don't know." Smarter Living speaks to readers of all ages who want to keep learning, have a wide-ranging curiosity and love to integrate what they learn into their lives. For especially timely gratification, here are ["5 Summer Movies to Put on Your List."](#)

HOW DID SMARTER LIVING COME ABOUT?

It was the culmination of two ideas: The Times's archive is a gold mine of incredible stories, and service journalism — writing and reporting that helps people live better lives — is something we should strive to be a destination for. So Smarter Living launched last summer, initially just to highlight the best service from our archives, and we've grown in huge ways since then.

WITH SO MANY STORIES TO CHOOSE FROM, HOW DO YOU MAKE YOUR SELECTIONS?

We're guided by really just one gold standard: Does this story genuinely help our readers live better lives? That can take lots of forms. Sometimes it's showing how to pack your luggage more efficiently or stock your first kitchen, other times it means learning how to effectively say no or how to create habits that make you more productive. If a story clears that bar, it's a Smarter Living story.

HAVE YOU HAD FAVORITE EXPERIENCES HERE SO FAR?

I know this is so corny to say, but honestly the best experiences are when we get emails from readers saying how much a story impacted their life. The media ecosystem can be a little cynical these days, and I think Smarter Living has become a sort of oasis away from that in a way. So when readers write in and say that a story helped them in some way, or illuminated a topic, or just offered an interesting idea they hadn't thought about before, it's incredibly rewarding.

TELL US A LITTLE ABOUT YOUR BACKGROUND, AND WHAT MIGHT HAVE MADE YOU ESPECIALLY WELL SUITED FOR THIS JOB?

I went to N.Y.U. for journalism and anthropology (yes, the two most lucrative majors a person can have), after which I worked at amNewYork and Newsday for a few years as a metro reporter. I spent a year and a half in [REDACTED] at The Washington Post — and fell in love with the city, I will defend it to the death — then came back to New York two years ago. I've spent the better part of a decade either reporting and writing or connecting with readers and building communities, so Smarter Living is the perfect marriage of those two. I really couldn't have designed a better job if I tried.

HAS YOUR PAST REPORTING WORK AT THE WASHINGTON POST AND AMNEW YORK — AND YOUR WORK IN SOCIAL MEDIA AT THOSE ORGANIZATIONS — BEEN USEFUL AT SMARTER LIVING?

I first knew service journalism was an area I wanted to work in when I wrote about my diet and food issues for The Washington Post years ago. The reader emails I got in response to that were amazing. They were thoughtful, earnest, open. People wrote in saying that just

writing about my own issues helped make them feel a little less alone in their struggles. So that was eye opening. I had spent years as a reporter and editor before then, but the experiences I had around that story really are why I was so thrilled to work on Smarter Living.

DO YOU HAVE PLANS FOR SMARTER LIVING OVER THE NEXT YEAR OR SO THAT YOU COULD SHARE WITH US?

Yes! Many exciting things are in the works: Most important, we're launching a weekly newsletter this month, which will pull together the best service journalism from the newsroom and offer a fresh take on a new topic every week. We've got some amazing guides in the works this year, and we're going to keep going deeper and deeper in our collaboration with Wirecutter and Sweethome.

ANYTHING ELSE YOU'D LIKE OUR READERS TO KNOW?

Smarter Living is built to help readers, so we want to hear from you! Email us at [REDACTED] — or write me personally at [REDACTED] — with any thoughts, questions, ideas, comments or anything else.

Sign Up for Emails About Smarter Living



Surfers

Illustration by Antoine Corbineau

There's a new twist to Smarter Living. You can now sign up for its newsletter, which we're introducing this month.

[SIGN UP NOW](#)

Did you know?



The Sweethome

Long before our Watching editors started recommending TV shows of merit, The Times helped readers make more of their lives with freestanding Living and Home sections. Introduced in the 1970s, these features were intended as a complement to our hard-hitting news coverage. Since then, the digital era has inspired a family of Times apps that includes The Collection, a fashion-oriented feature, and Cooking. And just last year, The New York Times Company acquired The Wirecutter and The Sweethome, product-recommendation services that serve as guides to consumer goods and services across categories. You can expect more insightful coverage of your world as well as the world in the years ahead.

[VISIT TIMESMACHINE](#)

Flashback



Monkey

There's a new way you can glimpse inside The Times's "morgue," where we house our historic archive of photos, clippings and negatives. We started sharing some of these classics on The Lively Morgue, a Tumblr introduced in 2012 by Times photo editor Darcy Eveleigh, and extended them last fall to our [REDACTED] Instagram feed. Now we've launched [REDACTED] as a new showcase for these treasures. So take a look. It goes way back and spans all categories. Including ever-entertaining cats ("a golden era for feline adventures in the late 19th and early 20th centuries").

[VISIT FLASHBACK](#)

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