

Pull Up! Presents Digital Music Experiences: Then & Now Video Transcription

- I'm Fresh Moses, And we just wanted to thank you for joining the panel discussion today. We're really excited. You guys are joining us and we just wanted to start off by acknowledging the land that we're using to virtually connect in this, and we wanted to acknowledge that the land that we're using to virtually connect is the traditional territory of many nations, including the Mississaugas of the credit, the Anishinaabe, the Chibaou, the Hodnoshoni, and the Wendat people, and it is of course home to many diverse first nations and people. We also acknowledge that Toronto is covered by treaty 13, with the Mississaugas of the credit. living on this territory makes all people in Toronto treaty peoples, including those who came as settlers or immigrants of this generation or previous generations. This also includes people who are brought in voluntarily as a result of the transatlantic slave trade. I really think now more than ever in this climate, we're appreciating the necessity of this land to connect and build community. And it's important to acknowledge this, especially for this panel discussion. With that said, I'm going to kick it off to LoveBonz, to talk a little bit more about what we're doing here today.

- Hi everyone, I'm LoveBonz and together with Fresh Moses, we make up the DJ duo behind Pull Up. So Pull Up originally started as a project in conjunction with Myseum as part of their intersections festival to highlight the stories of black youth in Toronto's nightlife and celebrate the resilience of black youth in Toronto's nightlife. And then that project eventually developed into a collective that's run by myself and Fresh Moses, where we connect and celebrate emerging artists and creatives through Skillshare programming like this panel and other events. Today's panel is going to be with some black youth that are creating digital music experiences before, during and after COVID-19. We're going to be discussing strategies used by the creators of these experiences and learning about their individual journeys and just re imagining the future of both live and virtual music experiences. And, all of this wouldn't be possible without our presenting partners at Myseum, so now I'm going to be passing it off to Josh, the director of marketing, to say a few words.

- Hello. Hi, my name is Joshua Dyer, I'm the director of marketing at Myseum of Toronto, I'd like to thank you all for joining us today, I don't know about you, but, as the Sun shines longer and the days get hotter, I'm finding it more and more difficult to spend so much time in front of the screen that said, you've made the right choice today, we have a great discussion lined up with some of Toronto's talented young creatives. For those of you who are new to Myseum of Toronto, Myseum is a Museum without walls, we convene, curate and share the stories of Toronto's past present and future. Today's event was originally part of our annual arts and culture festival Myseum intersections, a festival that explores intersectional perspectives of Toronto through exhibits events, workshops and tours. And led to the postpone of that festival due to COVID-19, we've been working with the artists and organizers from each project to reimagine how we can share their work, or collaboratively host events online as part of the

quarantine edition of our intersections festival. So we were not only grateful when the Pull Up crew agreed to host this panel online, but also really excited, considering our team at Myseum is also in a position where we're now constantly looking for new ways, and ambitious ways to connect with and convene our community online. With that said, I'd like to again, thank Pull Up for coordinating this event and for all the panelists for sharing your time and insight, and lastly, if you find today's event insightful or impactful, I encourage you to check out Myseum's website, follow us on social media or sign up for, or subscribe to our newsletter to stay in the loop. With that said, I'll pass it back over to Bonez and Fresh Moses, Thanks again everybody for joining us.

- Thanks Josh. So in an effort to activate change in our community, we've kicked off a GoFundMe in collaboration with two organizations, which is, Serious Betty and ISL radio, so this panel that we're doing right now and the IG live that we'll be doing from 7 to 8:00 PM today on Myseum's Instagram, they're all really just an effort to kick off this campaign. So to speak a little bit more about how it'll work is the funds raised from the GoFundMe, will be distributed to selected DJs in exchange for an original one hour mix, and that mix will be part of a series curated by LoveBonz and myself, Pull Up, and it will be featured on ISL radio, which if you haven't heard of ISL radio, it's a broadcasting station started right here in Toronto by local DJs actually. So we really urge you guys to donate to the GoFundMe, we're starting to see some traction today, which we're excited about, and you can find the links for the GoFundMe in the chat, and also if you would like to apply for the GoFundMe and see if you're eligible, you can also find the link to apply through the GoFundMe link itself, or again, we'll be dropping that link in the chat as well. So, again, please make sure you donate, if you have the means, and I'm just going to flip it back to Bonz to kick off the panel.

- Okay. So I just want to remind everyone that's attending right now, although we can't see you, we're definitely hearing you guys in the chat, so keep your questions coming, we're going to be answering relevant questions throughout the discussion, and we're also dedicating some time at the end for a short Q&A and if you see any questions that you really like, you can up vote them, So you'll click it or give a thumbs up and it'll get up voted and it'll be prioritized to be answered. Yeah, I think we're ready to start, so I'm going to welcome our panelists, have them introduce themselves, we're going to start off with Kif Radio, So if Sound Curator can just come on and give us a quick hello and introduce yourself.

- Hello. Hello ladies, hello Myseum, thank you for having me, for having us Kif radio, and myself Sound Curator, I'm a DJ, I'm a creative, I have two, creative companies that I have created with like friends, first one is Excuse My French 416, that basically, creates events in Toronto for like, five, six years, almost six, seven years almost. And the other part is with Kif Radio, and my boy Imanzi, that's gonna get introduced later, basically it's a radio show podcast where we play music from the entire globe, it can be for anywhere as long as it's good vibes, and is like RNB vibe, Afro beats vibe and, chill vibes when you can listen to new artists and, yeah. That's pretty much it. My accent from France, if you ask too. I know some people are going to ask where's the accent from, so yeah. I'm from France.

- Cool. Thank you so much Curator, and as well, you guys keep your eyes on the chat, we're dropping their bios and their Instagram and all the links to get some more information on Sound Curator, next up, we're going to be speaking with Imanzi, If you can just come on, introduce yourself, say quick hello.

- Hey was going on, Pull Up? What's going on, Myseum? What's going on attendees? I'm Imanzi, I'm from, Rwanda actually, this is my real name. I'm one half of Kif radio, the project that, Curator just talked about, so I'm not going to, re-explain what it is. I'm also the official DJ of, the Toronto/Montreal based label, Ring Music. So in a nutshell, this is what I do yeah.

- Sweet and next up, Joelle White of Girls Need Love.

- Hey guys, thank you so much to Myseum and Pull Up for having us here today. As you know, my name is Joelle, I'm that girl behind Girls Need Love. And that's pretty much just a platform that, was created to highlight and showcase the talented women right here in Toronto.

- Dope. Thanks so much everybody for introducing themselves. Joelle, we're actually going to start off our first question, with you, so, Girls Need Love started off originally as a digital experience, it was really getting a lot of traction and a lot of great feedback from what I was seeing. Why did you feel it was important to take that big step in December, 2019 and make it an in person experience? And if you want to just give a little bit of context for people who might not know what that experience was.

- Okay cool. So, GNL originally started out as a playlist, so I launched that in December, 2018, just off the whim of like, I have all this music in my library, why not just curate it put into a playlist and see how it's received, and to your point, it was received very well, and so that kind of pushed me to do more with the platform. And then, from there I connected with Serious Betty, and she kind of, worked with me to curate the first GNL and Serious Betty, showcase. So I was responsible for finding the talent and we worked together to put together this lineup and it was a huge success, and then that brought me into being interested in, while I'm curating the playlist still, I kind of got offers to curate more lineups and basically just taking the people from the playlist and just putting them in front of an actual live audience, so that was, I'm new to this, but, honestly I'll stay true to it, 'cause it was a huge leap for me, but it was a success every single time, and I just see the benefit of, honing it, honing your audience online and then translating that to a live, experience, because you get to see like the people who are supporting you online, actually being able to come out and receive and hear this music live while also supporting the women that are based here.

- Yeah. that's dope Joelle. And do you feel like also part of the success for Girls Need Love, is the focus on kind of the local? you know what I mean, to like spotlighting local artists, like you show so much love to local artists. Like, do you think that's like part of like the great reception that you've received?

- Yeah. A huge part of it. I feel like a lot of people know that there are women in Toronto, who are creating and putting out music, they just don't know where to go or where to start to find those people, so that's where I came in, like being an original, like SoundCloud music Digger, and, just making that resource for people to easily find the people that are right here in their backyard. so yeah, so I feel like, the support came organically just because people knew that it was around, they just didn't know how to kind of, tap in and be able to support. So GNL is all about making that experience super easy for everyone.

- Right. So, in terms of like strategies that you were using, I guess, before the pandemic, so how have your strategies changed now that you have pretty much everyone is just online on their phone in front of a screen, so what would you say was the biggest difference that between what you were doing before versus now?

- So I would say consistency, I can admit, because we're all friends here, it's a safe space that I was not being consistent. By now that we're in a space, as you said, where people are on their phones, they're continuously looking for entertainment. they, I kind of had to figure out how can I kind of differentiate myself from all the other lives that are taking place, so I basically curated and created a themed night, I call it GNL Radio, So essentially it's just like a space where everyone can come in on a Monday night, listen to some music, I'll usually have a guest, that is, either in and around, the music scene in Toronto. and then I'll also have a portion called the Quarantine Confessionals. So that's where the audience can tap in and kind of talk about how their experience is while in quarantine, and also let us know what music they're listening to and, like what new artists that they were able to connect with from the GNL playlist, so it's like a full circle, just making it a bit more intimate and being consistent, I would say.

- Definitely yeah, Consistency, with like digital anything is the key to like engagement and gaining followers and stuff. And actually, speaking of you were saying GNL radio, I kind of want to like, get Kif radio in on this and just ask you guys, what about your strategies?

- Can you hear me?

- [Imanzi] Sorry, can you repeat the question?

- Yeah sorry. So, yeah, just wanted to ask you guys what your strategies were before and if they've changed at all now, because Kif, well, I guess you can talk a little bit about what Kif radio is and what you guys are doing.

- Well, we've been doing Kif Radio for, 16 episodes today, we released the new episode today. So, go on Spotify, listen to Kif radio, K-I-F radio, but now we've been doing this for, since, although Imanzi I've forgot June, last year,

- It was actually May. So, in two weeks, it's going to be a full year now.

- Oh for real? Already?

- Yeah.

- Oh see, I didn't even know. So, I didn't even realize because time flew by very fast because we were doing it once a month, and then we switched to a weekly show. Cause we had so much music to share, that we were like, we cannot wait for a month to share music that we have, and that we listen, on a daily basis. So, technically Kif Radio was just a collaboration with Imanzi because we, kind of like love the same type of music, and we vibe on the same type of music, he's a very skillful DJ and I'm a very vibe DJ. So like it blends together very well when we do like--

- That's facts, I co-sign that absolutely--

- You know what, the funny thing though, is, surprisingly, although we love the same vibes, I don't know the songs slightly, a lot of times, I don't know the songs he plays and vice versa. So although like we love the same kind of music, I'm always discovering new music through him and him through me, so that's why it was just like the perfect blend for us to work together.

- It's like every week I can listen to some music and I'm like, "what is this? What is this?" Every time we have to track this, you can be sure we download the live music from the other one track list. But, that's what we love to do, we love to dig for some new artists, new music, personally, I love that, I love to hear new music, I don't spend too much time on music, unless I'm a real fan. Like what I mean by that is like I listen, because I listen to so much music, I cannot just spend like, I think the most that I spend on the album that I like, would be two weeks and then I move on to something else. That's why, that's how I listen to music 'cause that's how I can dig for some more artists and new artists. So, Kif Radio is all about like, putting out new artists and new music and making sure people listen to something different than what they listen on the radio usually or at the club.

- Yeah. And even though you guys are like, you just spoke to, really about kind of those beside tracks or digging in the crates like that sort of music, in general do you, have you guys experienced more traction during COVID with people on their phones and stuff, like, even though it's more underground, are you guys still, like during this time of COVID like seeing more clicks and more people just headed to your page,

- There's definitely a change, and we've also noticed this in terms of artists also like the way that they release music, and we discussed this throughout the last episode, like, we feel like there's, an increase in the amount of releases that artists put out. And, I feel like there's also, an increase in the, like in the audience, like how they consume the music and whatnot. So there's definitely, I feel like a lot more people tuning in, and, like, so in terms of strategies, as you were asking earlier, like, as we said, initially, we're a monthly podcast like we used to release monthly

and we decided to switch to biweekly to have more content. But if we hadn't done that move before COVID, I think we would have done it now just to be more in front of people, to be really in their faces and to have that much more content, because we're noticing this increased consumption, of music right now.

- I feel like during this pandemic, you can be forgotten very fast. Like if you don't put a lot of like contents, people can forget about you very, very fast. So, it's all about having like, I'm very happy we have the biweekly show and now we're trying to, find new strategies, new thing to add more contents. Cause we, realizing that people are asking for more content. So yeah.

- Yeah.

- Cool. We're going to, actually pull a question that we saw that's pretty relevant. So Iman asks, since everyone's on their phones more frequently and there's an increasing amount of content, how do you all approach content overload to make sure that your followers or audience are not overwhelmed?

- Well, there's definitely a schedule that we like to put in place so that we don't just like bombard people with like with content, but, they can definitely know and predict when to have content from us. So, our releases in terms of, the podcast is by weekly, but another strategy that I was going to talk about too, is that we started doing lives, on Instagram. And I think that's cool, because like it also gives a different, consumption from the usual,

- It's not the same thing. Yeah.

- Exactly. And it can actually put a face to what Kif radio is. 'Cause if you look at our, like our profile pic, is just a logo, like there's no one in there, you know? And I feel like it's a bit like, impersonal, but whenever you see like the people that, spin your favorite records or your, your new discoveries, you can actually like start to relate to them, especially--

- Absolutely it makes it a bit more intimate.

- The way they look, the way they talk, et cetera. So, yeah. I think like doing the lives has definitely been a helpful experience for us. Yeah.

- For sure. And Joelle, what about you, do you use like a content calendar or, how are you making sure that people aren't like, "Oh my God, she's blowing up my feed."

- Yeah, so, I do use a content calendar, especially now that my theme or goal for the year is to be more consistent, I found out that the calendar is super helpful, and then along with that calendar having, frequent and occasional check-ins with my audience to be like, "okay, do you have any feedback?" And then they'll share with me just to like, let me know. So it's kind of that personal, energy that I kind of like have, or connection I can say that I have with the audience

to kind of say like, "when, do you feel that you would want to tune into a radio night or a slumber party themed night on IG live?" so, connecting with my audience was pretty much how I was able to figure out the time or day, when to host something on IG live, and then when it came to like the actual promo posts, just spacing that out and scheduling it on a content calendar. But to, Kif radio's point, about the IG lives, it was huge for me because I kind of was thinking, should I be the face of GNL or should I just, continue to put out content on the feed and, leave it to the artist to be the face of it. but again, with the feedback and connection that I had with the audience, they kind of just like, that would be interesting to see who is behind like hearing this playlist, and that added like an additional personality to the brand, and made it a bit more intimate.

- And even if you're not like a content, like a creative and you create content, you can see the difference. Just like by posting a picture of yourself, If people see your face, you're going to have more likes than if you post like a picture of a tree for example. Right? It's just like how social media reacts to a, seeing a face. So, having our faces out there will definitely help us like increase and get more followers for sure.

- Yeah. So, I think a definite takeaway for anybody tuning in and for us is that personal touch--

- And behind the scenes kind of footage.

- Yeah, for sure. So, one thing that I wanted to ask you guys actually is people tend to think of the internet as like this great equalizer, right? Like the space that anybody can enter and like pop off like it doesn't matter, your background or anything like that. With that said, do you think you would have still started off as a digital experience? Doing a radio show or a playlist if accessibility to space or funding, wasn't an issue. Kif radio, like, do you guys think you guys can kick that off? Do you guys think you would have still started off as a digital radio experience? If there weren't barriers to doing it in person.

- So, we have a, we're not going to hide it. We have a blueprint that we following. Which is a selection. Because we've been like, Imanzi and I have been like, especially Imanzi 'cause it's been on selection a lot more --

- Shout out Joe K.

- A lot longer than I did, but, we are fan. We like the way that they put those content out, we love the way they put the music, new music that we love, pretty much everything. So we have the blueprint. Now we have a different, package to show and to, basically, add to that, already, like selection platform that's already there for a certain type of music, and we're adding on top of that platform, something else with like a, different types of music as well. So, we already have the blueprint, we just need to make it like, like Joelle said, like consistency is key, and being authentic is key as well.

- Yeah. And if I can add something too, like, we want also want it to reach a wider audience with like, through the digital experience that we offer. Because like, when you're, if I can give a dumb example, when you're in the physical space, it's like having your Tinder, with a like 10 kilometer radius, when you're on the internet, it's like to the infinite, like there's no limits literally. And the thing too, is when you're online, like with our kind of experience, when someone likes you, like, they're not going to keep it too. They're not going to keep it to themselves. Like they're going to share with everyone. So you don't know where you can end up. Like, I was looking at our stats earlier today, we have listens in like, Israel--

- Exactly.

- And I'm just like, wait, what? Like, we obviously don't know anyone there, but this is like how the internet, like basically, gets your shit out there. So,

- And just by showing in new audience, there's like, there's always, there always have a fan base, right? Even if is just like 50 people there's always fan base That's going to come and listen to what you do because you show the love to the, the artists that they love. So, being online, to be honest with you was like a no brainer that was there that we can develop from there. But, the first step for us was to have an online presence for sure.

- 'Cause the other thing too, is people consume music differently. Whether it is because, as I said, like, the logistic, they can't reach a certain location or maybe it's because of work their scheduled doesn't like, doesn't make set up. Like makes sense for them to reach a club or a bar, maybe, I don't know, like they just don't like the club experience. some people just like to chill at home, kick it, listen to music when they jog, listen to music when they do their chores, So, this is why we wanted to have like this online experience to personalize the experience for the consumer. They can, listen in 10 minutes increments, they can listen to it at night, in the morning whenever they want. So, yeah.

- Good to know. So, Kif Radio, you guys have your blueprint, more in the making, Joelle, like, did you also have kind of a blueprint laid out with starting with a digital experience? Something that was very intentional or was it something that was as a result of--

- Not having access maybe to like a physical space?

- Hmm hm.

- I would say, it's a bit of both, truly because like, I, my platform's DIY kind of just started out with me saying like, let me just try to create my own lane, like I'm inspired by so many other platforms, and artists. So it was just like, let me just see what sticks, I'm not saying that I'm just throwing everything at the wall, but just strategically trying to, try different things. So starting out with the playlist, that was just something I was doing on my own. And then actually putting it out there and then, getting like a lot of interest and feedback from the artists that are

featured. So I just figured, okay. Let's create a platform, so I created a website, an Instagram page where I would highlight the artists with their bio's and if they created a video behind it, I'll plug that in as well. So the digital space, it was organic, like, it was inevitable to say, like GNL would live online, and then, taking it outside to be on a live, to be in a venue, having artists perform live in front of an audience was the next phase organically I feel, because there's only so much music that you can listen to digitally, so for me personally, if I like an artist, I'm going to be checking in like biweekly to see when they have tour dates, and even if they're coming to my city, so even like tapping into the artists and saying like, "Oh, do you have any live shows coming up?" And they're like, "no, not really, I'm neither creating or I just don't have any bookings." So I was kind of pushed that way to say, okay, GNL should have a live show because not only do I want to see you perform live, I am pretty sure everyone else, should be want to hear you too right? So I got the opportunity with a local venue, that I've worked with and was supposed to be working with, but due to COVID-19, we're just gonna try to like pivot and, try new things. And hopefully, it is received the same way, but to Kif radio's point when, they were just talking about, tapping into different audiences, being online and having that virtual experience has allowed, the playlist to like touch in many different markets or even like the people who are visiting the websites, you can see are visiting from all over the world. And so this is providing an experience for people who are not physically able to go to a live show that's based in Toronto, until we get the funds to travel outside. But, for now it's just like a good spot to be in, when it comes to expanding and growing your audience.

- Absolutely yeah. So, actually I wanted to ask Kif radio, so I know you guys were thinking about doing live shows and obviously I'm assuming it was kind of like, you felt like it was the right time to enhance the experience and now you can't, and, but like you guys are using, you have new ways that you're like enhancing the Kif radio experience through the Instagram lives and through the different content that you're putting out. So do you feel like a digital experience will ever be the new normal, or do you feel like, people are still always going to be craving that like, "I need to see this live, I want to see these DJs play this song music live, or I want to see this artist perform live."

- I think it's a question of being comfortable of going out with this whole like situation. Cause I think people are, still want to experience live music. 'Cause live music is different than being in front of a TV screen. Right?

- And they always will 100%.

- They will always exactly. Now it will maybe take time for it to pick it up again, as for us to be out there with DJs. So as DJs, the only way we have to share the music, usually it's the clubs. Today it's IG live. So as DJs, you have to at least have a couple of IG live, or you are going to be irrelevant in the next few weeks. So, the digital platform right now is very important, I think it's going to keep on growing, it's going to keep on improving, so, I definitely think you have to tap into it and make sure you have your brain out there on IG live you sharing music. Definitely.

- Yeah.

- Do you think that, like, let's say when outside opens up again, do you feel like you will still be putting out as much like digital content? I mean like, more than you normally would have?

- The thing is, we always want it to increase the amount of content we wanted to put out. That's why we first moved to biweekly instead of monthly. Right? Maybe the IG lives won't be, as frequent, but, we definitely want to upkeep the momentum that we're building right now. One of the next strategies, that we're about to, get onto is by having a website. But, we obviously can't start writing articles for the websites, et cetera, et cetera. Like, so, the team is going to grow too. So as the team expands, the content is going to increase too, but, the goal is definitely not to reduce the amount of content, but to always keep on going or at least keep it at a status quo.

- And, even if you, I don't know for you, but technology grows very fast. Right? I don't know if you remember like the first few, few days of, even like Facebook, if you go back there, like, when you first started to use Facebook, who ever thought you could watch TV on Facebook, no one. So, technology goes so far that we have no idea what's coming to us like in the next few months, even like.. so, to start already with that, being out there, being online, it's already a good set 'cause, if everything like switch to actually like being online, only online content, at least you already have a foot in it, people are already used to see you online, And, basically, it's like easier for you to get your feet, into the digital platform.

- I also wanted to jump on that, I feel like, now that we're in a space where we're consistently, and actively putting out content on digital platforms, once outside opens up again.. That sounds funny to me. But once outside opens up again, we definitely want, well for GNL, I want to make sure that I'm still consistently keeping up with that, so that also means growing my team, but, I don't want to neglect the audience that I've kind of tapped into and kind of introduced to GNL during Covid, I want to kind of keep them on board and keep supplying content to them, 'cause again, physically, they may not be able to like, enjoy the experience live, So, it's kind of.. I'm basically saying that the virtual experience is going to outlast Covid and you want to make sure that you're merging the two experiences so that you're catering to everyone.

- That's a really good takeaway Joelle. And one thing that I just wanted to say, like, Girls Need Love from day one, you guys have had really dope creative. And, even something that I noticed recently, Imanzi, on your Instagram, just with your videos, like the experience has really been elevated, you're doing different angles, like you've really--

- I saw that

- Yeah.

- Camera going into the ceiling, I was like, what?

- Yeah. so like with that said, we can start with Kif radio, do you guys feel like this is the time for creatives to start upping their investments in terms of their gear, or just, again, like their flyers, their posters, all of, kind of that creative content.

- The thing is that like, it's inevitable, like if we want to stay relevant since everyone is home too, it's just a matter of time, if not like minutes before people start raising the bar. So since everyone's at home, we do need, to keep like leveling up the standard, so, it hasn't come without its amount of setbacks, 'cause we always have to figure out new stuff. We have to buy out new equipment, webcams, mics, whatever it is just in terms of like recording the podcast too. Like we've--

- Exactly for us yeah.

- How are we going to record remotely? It's like, usually we are in the same room if not in a studio. So, yeah like, we always have to figure these things out while staying on schedule. So I think that has been like the biggest, the biggest obstacle, but, like we've been able to, stay on track right now,

- I was going to ask actually, I was so curious because I was listening to your shows and then it was like the first one after lockdown, it was just Imanzi on, and then I think Curator did a mix and then the next one they were both on and I was like, "are these guys meeting up?" so yeah, like, I just like, maybe let people know how you can remotely do a podcast or a radio show.

- So the way, we usually do it like Imanzi said, we usually in the same moment, where like, microphone plugged to the laptop, so like USB microphones. Right? So, those microphones are usually with one person, So when that whole like pandemic arrive and everybody had to stay like that, I didn't have a microphone at home. So I couldn't record. I could have recorded with my laptop, but, we have like a certain type of quality in the sound that we want to keep, so I'm like, you know what? You do it yourself, It's fine, I'll just make a mix, I'll send it to you, You talk, it's fine. 'Cause we don't really talk much either right? In that show so, it's more about the music. So, and by the next show, I had like ordered like a new microphone and it's actually the one I'm using right now, and so, we try to find ways, we try to find ways to make it, even like my, I actually changed the whole setup of my house. Like, what you see right now is every.. Behind me, everything is new. Because I knew I had to have like a nice setup, a nice look for my live. I can have a white wall and just myself, but when people look at you, they want to have like a, good experience, on top of the music, but they also watching you. So they can watch like a, I don't know, I feel like just a white wall will have been just too boring. I don't know. Maybe that's me but,

- And even in terms of the lives, like on Instagram, like, I don't know if you guys have experienced it, but we get taken down regularly. So, just figuring out what other live streaming

platforms there are right now and how we will be able to make our audience migrate to whatever platform we decide to use is a,

- It's a learning process, but, we love what we do, so when we love something, it's always easier to learn new stuff. Right? So, yeah.

- And then you were talking about like the quality, cause that's definitely something I've noticed in your shows like, it's crystal clear. The sound. So good.

- Big up Imanzi, he's the one who does the whole mixing and all that that's him.

- All right, dope. So how do you guys, like, you're doing the show separately, how are you guys having it sound like you're still together? Like it's literally like the conversation, there's no pauses, So, if you can just like share with us how you guys figured out a way to make it like still--

- I mean, it's not that complicated. like for one, like we get on zoom, to be able to see each other too, so we have, something to sort of feel like we're in the same room. Exactly. But then, like when it comes to recording, like he records on his computer, I record on mine and whenever I get like the vocals, I definitely make sure like, even if, cause sometimes it's not always going to be seamless, like, oh no gaps, no whatever. So like, this is when the editing comes in place, So to make sure that there's no like awkward pauses or whatever, that would have been prevented if we were in person. But yeah.

- Joelle, what about you in terms of different resources and that sort of stuff in terms of an online digital experience? Like, is there anything that you want to let the audience know about?

- The resources in the sense of?

- So, whether it's like Canva or any apps that you use, for your editing--

- Oh I know you're a last on your last IG live, which Fresh Moses was deejaying on, You had.. "I was like, how does she do this?" Cause you have like the graphics going on

- Yeah.

- And then you were there, and I was like, "can you teach me?"

- So spill the tea, like give us the deets.

- Oh yeah, for sure. so Canva, so one thing like I'm a one person team right now, goal is to grow that in the future. But Canva has been holding me down and GNL since 2018. and then like, occasionally I'll use like Photoshop to create flyers, but for the most part, Canva is a huge

tool to create flyers and, communicate what you need to get out there to your audience, in a creative way as well. They have a lot of templates and whatnot, but you can customize it as much as you like. then I also connected with a designer, her name is Howie and she, I kind of connected with her, told her I had this vision, of being on IG live and I had the windows visualizer, like, when you'd play music on the windows music app and it would have the visualizer, app yeah. So, I knew that I would be having a DJ each episode, so I wanted to have that same effect, and so I connected with her, I also did a bit of research on what, IG's guidelines were or end dimensions and whatnot. So she decorated it, and then the first episode was just a trial and error to see if it worked and it looped the entire time, it worked perfectly fine. so it's kind of just keeping up to date with, what Instagram is capable of or whatever platform you're using and what they're capable of and trying to be creative and working around that. But yeah, like mood boards, 'cause I just know like windows music was just something that I was always consistently on burning . But, yeah just gaining your, inspiration to be able to create, and then put that, incorporate that into your brand and whatever it is that you're putting out there.

- We also have a question that came in, so Ace or Acy was asking, do you know any good platforms besides IG live that are good for live sessions? So Joelle, you can start us off.

- Yeah. So I know, my, DJ collective new culture, they have been, they transitioned from IG live to Twitch, so they are finding it to be a huge success, clear audio, clear visuals, and a bit more flexibility on what you're able to do. So I know a lot of DJs have transitioned to platforms like Twitch. But, I wouldn't, I would say like zoom webinars. I know that Vimeo is also something that has come up. I just don't know too much about it, but I do know that they have a pay wall that you can put in place, so that you can kind of charge the people that you're having join your live, I have to do a bit more research on that, but that is definitely a thing. But for the most part, that's, the only few they have on the top of my mind right now.

- Actually I can add some more--

- Yeah. I was gonna say, I think you had

- So definitely, in terms of deejaying, Twitch has been the one that's been recommended the most. I think it's also more in terms of the audio not being taken down. So there might be some sort of licensing out there but. Twitch for one, I know Mix cloud has, decided to do a live streaming options to their platform, I don't know of anyone's who have used it, but that's definitely something new. I've heard of something called mixer. Facebook is definitely used a lot right now.

- And I feel like Facebook is not really looked at the, the right way 'cause the quality on those Facebook lives is amazing.

- But the problem is with Facebook though, because like Facebook owns IG, so they have the same sort of licensing. So a lot of people get taken down off of Facebook too. And YouTube is being used a lot too in terms of streaming, but they have their own sort of licensing so, not maybe not the same songs that are going to be taken down, but, yeah, it gets taken down.

- And see, that's one thing that I think in the future is going to be looked at by the social platform and about all those live streaming platforms, because I think there's a real business in there right now. And if, and I'm sure there's people thinking about it very well, actually better than we do, trying to make ways to make money out of it. So, I'm pretty sure the quality is going to be better, I'm pretty sure they're going to be more options for us, I think there's already an option for like a stream path, I don't remember the name, where you can basically get paid, while you're on the platform. I don't remember which one is it. But anyway yeah.

- Yeah. what you guys just mentioned and what Joelle had mentioned about the free wall and an opportunity for DJs to get paid, do you guys have any useful strategies? And by the way, I'm referencing a question from, the question and answer chat. do you have any useful strategies that DJs or Joelle for you, maybe other creatives, creating music experiences can use to monetize your efforts through digital platforms? And this might be what you're doing. Kif radio or Girls Need Love, but it's also maybe something you've seen other people doing. Is there anything you can think of?

- [Joelle] I Know--

- [Joelle] Oh, go ahead.

- Go ahead, no go ahead Joelle, please.

- Okay. I know a few other platforms have transitioned to Only Fans. so they're kind of like, similar to Twitch, how it started out as a gaming platform. and then transitioned to.. Or DJs found the purpose in it, to kind of have that live experience. Similar to only fans where it has that paywall or subscription format. They kind of create input content in there and has it has that natural paywall where people can pay for the subscription and then have access to exclusive content. So it's just again, figuring out what content that you can, package is as if it's exclusive and then offering that to your audience, just so that you can kind of, not entice them but kind of encourage them to help you monetize what you're working in.

- And, If I can add on that, I know a lot of people laugh because Only Fans has always been thought of to be like a porn website of sophomore or whatever it is. But, Only Fans, really have their finger on the pulse right now because, the way they spin them, has changed thing, people want personalized experience, they don't want the pretty feeds, with the same palette and whatever like, they want to connect with people because they can't go out right now. And they're willing to pay for a more personalized experience. So this is why a lot of people, not just like porn stars, but like actual, celebrities or actors or singers or whatever are migrating to

Only Fans. I don't think we will, but there's definitely, there's definitely like other options, that people are still like figuring out right now, for instance, I've heard of people like, looking for sponsorships with, like restaurants, and bars or whatever, a status man trying to have, trying to create content for their pages because, they're close right now or they might have like a pickup option, but they still wanna, garner that, anticipation for, for whatever they make so, yeah. This is the one thing that I've heard about like the sponsorships with restaurants and bars.

- And for us I have to give an example for, Kif Radio, like we don't really, we're not, it's not a platform to make money, Like it's a platform to share, right? So, we're not looking for strategies to make money. I mean, not right now at least, it's not in our mind. But for, Excuse My French, where we used to throw pollys every week. I used to be a DJ every weekend and now everything has stopped, so that income is basically, I mean it's basically the income is zero. So, for us, to make money, we actually have the, I would say the fan base, you have that PayPal link when you DJ and people send you money because they like you and they want to support you, so that's a way to make money like, have your fan base basically supporting you, during those times. But, it's, as a DJ, it's not like if that's your main income, that's not very nice. There's not many ways to make money, those live, will give you like that platform to stay reliving, but you probably you're not going to make much money. So, keep working, hopefully, it's going to be over and then we can all go back to like, even as a DJ, I wouldn't mind going to a restaurant and kind of a vibe if there's like, we know everybody's like keeping the distance, I wouldn't mind, but personally, I wouldn't go into like a nightclub right now, having like a hundred and people like sweating and dancing on top of each other right?

- [Imanzi] Yeah.

- I don't think that's going to happen.

- Shall I? Patio.

- Exactly right? So that's not going to happen soon. So, in my mind, Excuse my French police, nothing until like next summer. So we're, we are there we're still doing live, with Excuse My French as well, we invite a guest DJs, cause that's what we were known for. We always have guest DJs from everywhere in the world, and actually, that's a good thing being online, like on a platform like IG, you can technically have DJs from France, cause I know a lot of DJs from France connecting with us and you don't have to pay for a flight ticket anymore, you just going to ask for them to be on live right? That's all. Yeah.

- Yeah. So guys, like through the panel discussion, you've discussed some of the clear benefits and advantages to an online digital experience and in the chat, some folks are mentioning the disadvantages. So for example, more competition, is one that stands out. Like I think we can all remember that moment where literally opening up your Instagram was just annoying because everybody was doing a live. with that said, when you're thinking about more competition, how would you go about building your audience? Like, if you had to start today from zero followers,

on Instagram for example, what would be some strategies that you use? Like what would you do to build up a following?

- To be honest, I think we would do the same thing like for one, like focus on the strategy and what are our short term goals, mid term goals and longterm goals. And not just focus on what everybody's doing right now. And it's like, I forgot what the title is in English. Like the fable, like the turtle and the Hare, a lot of people have seen like people go on IG, do their lives and then they jumped on live without really thinking the same way that people saw people, buy toilet paper and then there was a panic of buying toilet paper. Like that shit doesn't make sense. So, I think it's really a matter of like, just, taking a step back, really focusing on what you want to do, what are your goals and then executing that, that plan despite what everyone is doing because looking at everyone is going to make you divert from your plan and, yeah. Like, that's just sad, detrimental for you.

- I agree a hundred percent. 'cause at one point I was overwhelmed because I'm like, "Oh my God, I'm not doing enough." But, essentially I had to take a step back and then I felt like it came in, the scheduling, your content came into place where it's just like, okay, you see what works, what doesn't with everyone else. And that's, one of the things that don't work is just doing it sporadically with no goal, no aim is just like jumping on live and, if you have that audience and they'll tune in every single time, Drake, like cool, it makes sense. But a smaller platform that's growing, you kind of have to curate a theme, and schedule these kinds of things. And also, it's not all aimlessly putting it out there 'cause in your mind or in your like strategy, you have a target audience, you have people that you have in mind that you're trying to target. So you know what they like, you know what times they're online. So it's just like thinking of the basic like marketing tactics and integrating that into your strategy.

- I'm a firm believer in less is more. I think being out there every week or every day. Some people are there everyday like, and actually we know a DJ that's there every single day, but he's a great DJ. He can allow himself to do that. But not a lot of people can do that, they have like, 200 people listening to their live every single day. Right? So, for us, it makes more sense to be like, Oh, like Joelle said, have a schedule and be like, okay, every Thursday, Kif Radio is going to be live or every Saturday Excuse My French is going to have a guest DJ. Or even like, basically it's like having people miss you. 'Cause at some point they get tired. To watch the same people to listen to, I mean hopefully, not the same music, but a lot of DJs are playing the same music every single week. And so, it's not easy to have, to keep your fan base like that so, that's why I feel like, less is more, don't blow out your timeline with like live every single day.

- If I can just, like add a little thing to, just to wrap everything up. I think it's about the execution, and not necessarily being the first to do something but being the one that does it the best. Google wasn't the first of its kind, but it was the one that did it the best. Same thing for YouTube. Same thing for Facebook. So, there's great wisdom to like watching what people are doing and paying attention, but taking notes too and learning from their experiences without having you fuck up your own shit, So yeah.

- Sweet. Thank you guys. Okay. We're just wrapping up now, really quick I definitely wanted to ask Joelle about the Girls Need Love filter, where you got the idea for that from and like, maybe,

- The reception.

- Yeah. What the reception was like and yeah.

- If there's anything else you want to plug for, Girls Need Love too, like, now's the time.

- Absolutely. So first things first, is the GNL playlist, It's on Spotify and Apple music. So that should be dropped in the chat somewhere. But in terms of the filter, one of the things that I kind of wanted to learn while in quarantine was coding. So Facebook has got some software called spark XR or something like that and that's where you can create, Instagram filters. So I already knew that what the game that makes sense for my platform is song association and this automatically will get the singers in their bags like just ready to sing anytime, anywhere. So I just try to make it fun, and so I created a filter, it uploaded, it became public, and right now I'm sitting at like maybe 80K in impressions and like a lot of engagement and these are people that are just like finding it, organically using it, 'cause I had, I didn't have to like promo it or put any, enough like yeah, put out a lot of promo about it. It kind of just like gain that traction on its own. So look out for more GNL filters coming soon.

- Sorry. And KiF radio, do you guys have any upcoming projects you want to talk about?

- Well we have these, hopefully when the pandemic--

- Kif radio or individual? like I know you guys are doing your own thing as well.

- Yeah exactly. There's so much, the good thing about being a creative, in those times you have a lot of ideas and you have time to put those ideas on paper and think about how to, put them out like the right way. So, for us as Kif radio we have, we always went to have those live with artists and musicians that, we want to have and have those, also those parties 'cause obviously we DJ so we still want to throw like Kif radio parties as well, and, so there's a lot of things we want to do, there's a lot of things that we cannot do right now, but we, are working on, a few things and as well as, Excuse My French, we always trying to, revive our parties, like creme dela creme, hopefully next summer we'll be able to go out and social life will come back. So there's a couple of policies that are on standby, but we're working on, upgrading them. Yeah.

- Yeah. But I think, like specifically for Kif radio, the main thing we're focusing on right now except for the podcast is the website, and that's going to allow us to diversify the type of content that we have. So we can literally have now like album reviews, we can put out specific videos, we can talk about whenever the world's opened up, opens up. concert reviews, tour

dates, et cetera, et cetera. But yeah, so, this is literally going to be the hub for everything that we put out afterwards.

- Dope. I also just saw in the chat that we put in the website, but actually the website is still coming soon, right? Yeah, so, sorry guys, ignore the website that we just popped in there, but you can find them on Instagram, on Spotify. yeah, listen to Kif radio,

- All the streaming platform, google play,

- Everywhere.

- iTunes, everywhere.

- [Imanzi] New episode drop today by the way. So,

- That's right y'all, you heard it here first. Okay. So, we're just gonna wrap up now. Thank you so much to all of our attendees, to our panelists, to Myseum, thank you guys so much. Like we literally couldn't have done this without everybody. And before we sign off, we just want to remind everybody again about our GoFundMe, So the link is in our, there we go. We have, you fill out a Google poll if you're a DJ and you can apply for funding and the GoFundMe, the money from there will be distributed to select a DJ's who'll have the opportunity to submit an original one hour mix and get paid for that. And the mix will be streamed on ISL radio. So, again, all of the links are in the chat, so you'll have all of the links for Kif radio stuff, all the links for Girls Need Love, all the links for our GoFundMe and the DJ poll the poll for DJs to apply for the funding. And Oh, and we're also going to be taking over Myseum's Instagram tonight at 7 o'clock so in two hours, tune into Myseum Fresh Moses and I are going to be playing a live set for about an hour.

- I'm moving my furniture, I'm getting ready.

- Woo, that's right yes. Everybody get your dancing shoes on and we'll see you guys later.

- Bye.

- Thank you everyone.

- Thanks everyone.

- Bye and thank you.

- Thank you so much. Thank you so much.

- Bye.