

UNLV Podcast: Season Finale Part 1

Frank: When we started this process we had no way of telling who it would reach and how far it would take us. I'm Frank Muller, general manager of KUNV at UNLV and a professor of audio journalism. This is part one of a two part episode looking back at the experiences of a handful of very talented students who took you through the first season of UNLV: Different, Daring, Diverse.

[00:00:30] When administration at UNLV approached me about the opportunity to have some of my radio students work on the university's first regular series podcast I was excited. Podcasting has seen a resurgence and major media outlets are creating quality content that is consumed by millions. It was an incredible opportunity for our students to learn cutting edge skills that would help them succeed in the new media marketplace, but it was also new and something we knew we would need help with. Thanks to the folks at Swell Story Media our students were able to get the guidance they needed to create incredible podcasts interviewing people on and off campus, and showing how UNLV really is different, daring and diverse.

[00:01:00]

Over the next two episodes you'll hear about some of the unexpected successes, as well as the unanticipated challenges that made for not only great stories, but real growing experiences. Here's Tray Norman and Genevieve Grippo with a look into their experience.

[00:01:30]
Genevieve: We're here Tray.

Tray: Yes, we are.

Genevieve: We did it.

Tray: We did it.

Genevieve: It's crazy!

Tray: I mean you can say that. It's good, it's been good. I think so. I know for myself I got an email from Katie and the email was like there's this podcast thing happening. I was like, I had to check email because I had a bunch of emails and I had to look again. I was like oh snap, this is podcasting happening. I've never done anything like that before, let's check this out. So then I went, I was intimidated at the meeting. I was like these folks coming over here, they all professional, this is a big deal. I'm intimidated. I'm like am I going to get the part for the host? I might have too much energy. They might not be ready because sometimes I feel like I'm overwhelming for folks so you can imagine how my regular grocery store encounters go with strangers, right? Cashiers get like oh my gosh ...

[00:02:00]

Genevieve: All uncomfortable.

Tray:
[00:02:30] They're like this dude got too much energy. I'm like I'm just happy to buy my products from you. It was cool. I was nervous, and then as soon as I came in for the first host session it was like this is cool. [inaudible 00:02:39] They let me by myself and I was like okay, let's do this. It's been smooth, but the journey has been real good.

Genevieve:
[00:03:00] I didn't have a choice. I was kind of forced into it, but I'm happy that I was because in Frank's audio class we're assigned our different beats and I got podcast luckily enough. I came to the meeting, I didn't know what I was doing either. I'm glad you felt intimidated too because I was like this guy's got a radio voice how am I going to compete with that?

Tray: Thank you.

Genevieve: But we didn't have to compete we all got to do it together.

Tray: You're right about that. Speaking of the radio voice, you got yourself a nice voice too. The clarity is there. So it's like I don't know what she's saying, like nah ...

Genevieve: I think we fooled everybody.

Tray: What do you mean?

Genevieve: Everyone thought we were professionals, right?

Tray: I mean probably.

Genevieve: We were learning along the way.

[00:03:30]

Tray: Probably. I know my Grandma definitely be fooled, even my little cousin as well. I think we got that wide range of folks probably whatever. I don't know about you but what was your favorite part of doing it? You had a particular episode where you were just doing the hosting for, and you were like this episode seems really cool?

Genevieve: Yeah. I really liked the episode that I did interviewing with the Hotel Business School. He was really cool. I love someone who can make fun of themselves in a light-hearted way, and he felt super personable. Other than that I really like the process of it. You know who you're gong to interview one week. You've got to do your research, figure out what questions you're going to ask. That was a really cool part of it too. What about you?

[00:04:00]

Tray: My favorite episode, I don't know. I had a lot of fun hosting one of the diversity episode. That one was really fun.

Genevieve: That little snip you did in the beginning was awesome! I loved that.

[00:04:30]

Tray: Thank you. That was so fun recording, making that because we were in the other room I believe, and I was just writing, and I was like, "What's this episode going to be about? Okay, let's do it!" Then I just started writing, and then like as I'm sitting there writing the little piece that I was going to do, every time I wrote something that was like real in my opinion it was nice, it was a nice little bar, nice poetic touch right there I would just like jump up and scream. Then Chris and Lacey were like what is this dude ...

Genevieve: You exclaimed?

[00:05:00]

Tray: I exclaimed, absolutely. I jumped up and I was like, 'Ohhh! This going to be so cool! This going to be tight.'" Then I laid it down next thing you know I was listening to the podcast when I was driving, and I was like I like that a lot, that was good. You can't just do it once, you've got to come back and do it again.

Genevieve: As a host what kind of like, did your family really share it? Did they really like listening to you?

[00:05:30]

Tray: Oh yeah. My mom is like a big supporter of your boy, which is nice. Anything I put on Facebook my mom is like sharing it and talking about it.

Genevieve: She'd hang it up on the refrigerator if she could, huh?

Tray: She probably would, but we got to find a way to make those Facebook posts attachable to the fridge or something like that, otherwise she'd probably do it, but my mom always sharing things that I'm doing. Whether that's the podcast or just other cool things she wants to brag about me. Like I made that, that's me right there. My mom, my grandmother is the same way. She'll post something and be like, "Look at my Tray. My Tray, my grandson, my grand baby doing all these ..." I'm like, "All right Grandma. Cool, appreciate it." I'm really looking forward to actually seeing them for graduation. That's going to be a big deal for me because I'm originally from New Orleans, from the south, and I haven't seen my parents or my, basically my immediate family, since January of 2014 so this is going to be like 3 and a half years so when graduation comes it's going to be real fun.

[00:06:00]

[00:06:30]

Genevieve: You're graduating in May?

Tray: Yeah. Same thing with you, right?

Genevieve: Yeah.

Tray: How you feel about that, like graduation?

Genevieve: I feel like this podcast is like, I'm so happy I got the chance to do it before I graduated because really like I feel like podcasts are definitely an up and coming thing, but they're not as pervasive as some other forms of media are. To be a part of something that's so up and coming and so new is really cool, and to do it during the semester when we had the debate here, what an opportunity, right? Definitely.

[00:07:00]

Tray: I don't know about you but do you have this like newfound respect for podcasts?

Genevieve: Oh yeah. Definitely. It's so much harder I think than people realize because it's just you at a table looking at somebody else trying to think of something to say.

Tray: [00:07:30] Nah. I completely agree with you on that. Before doing this podcast I remembered people would say like, "How much do you spend listening to music and watching YouTube videos, and all these different types of things?" They also said how about you listening to radio, you listening to podcast and things like that. I recall I would listen to the different radio stations and podcasts when certain things were happening. During the election time for instance I would tune into the public radio just to try to see what was going on, but I felt like doing this podcast it really made me develop this newfound respect for it because you sit there and you go ... You know how intense it can be. You're in a quiet room by yourself, and you don't have like other people around to hype you up and get you all pumped and primed and ready to do the takes, but you do it and bring your style and your personality to the table, and that's going to be conveyed to all of the people who listen.

[00:08:00]

[00:08:30] Just that in of itself and think about and think about all the people who do podcast. It's a really, I think it's a really cool experience, but at the highest level it's like an art form. It's definitely an art form.

Genevieve: It takes skill really.

Tray: And I think that's one of the coolest things I learned from this is just it takes skill.

Genevieve: You've got to be able to tell a story. For me also I find myself listening to other people's podcasts. Like I never really did before, but now that I was a part of one it's like this is really cool. I want to see what else is out there.

[00:09:00] Tray: I totally feel where you're coming from. It's really like this, you know Chronicles of Narnia how they went into the Lion, Witch and the Wardrobe, went in the wardrobe and it's like this new world. That's kind of how the podcast is. I didn't, like I said I never was really one to pay attention to podcasts or anything. I'm not saying I'm listening to a bunch of them or anything like that right now, but the level of respect that I have for it now is like somebody's doing a podcast and it's pretty interesting, I can go listen to it. Podcasts I have tuned into would be like ones on Sound Cloud, maybe like sports podcasts or whatever the case may be, but it's fun. It's fun listening to it, and I feel like it's such a different feel from just like listening to music and stuff like that.

[00:09:30]

[00:10:00] If you're driving you can listen to music. I got a 30-40 minute drive to and from school so I can listen to a podcast, a 30-40 minute podcast on the way home from school or I can listen to like 30-40 minutes of like the same music. Podcasts I feel like is just this other way of enhancing the way that we listen to things. It's another way to keep us informed about stuff as well, and I think that's the cool thing about we have the technology in place where we can listen to podcasts if we want to. Then you know if maybe we're not feeling the podcast one day we can go to music, but then we can also have that podcast downloaded. It doesn't hurt the cell phone bill.

Genevieve: You learn something.

[00:10:30] Tray: That I really think is cool. That's what I think has been really cool about the process because you get to see the ins and the outs, see the handwork that goes into it. That's just, I think the podcast, and especially this podcast we were able to do at UNLV I think that we really helped push the initiative with the topics that we have. The different, daring and diverse. We covered these topics in the podcasts, and I think that it's a way for a lot of people to have a better understanding of what UNLV is because I don't know about you but have you noticed on campus where maybe when you first came here on campus that people have certain perceptions about UNLV? Have you seen like differently from those perspectives? For instances there's the perception that people in, like oh, UNLV is this place where people in Las Vegas, all the people who went to school in Las Vegas they just stay there and everything. Have you experienced any change in maybe perceptions that you had when you first came here?

[00:11:00]

[00:11:30]

Genevieve: Oh for sure. In high school because I was born and raised here, in high school it was always like I can't wait to go out of state to go to school. UNLV, eh, they're all right, but it's not really where I want to be. But when I came here, and especially doing this project, I realized there is so much going on here. Really. It's a way different school than people realize. The different research, the different like additions that they're making to campus and the advancements. I really think that it's a force to be reckoned with, and silently so. People don't really realize just how cool the school it is. Being a part of this podcast I definitely feel more connected to the university just because being a journalism student I kind of stay in this building, and it's like my own little corner of campus, but being able to talk to people from other places in the school, different students, different faculty that was really a cool part of it.

[00:12:00]

[00:12:30] Tray: That's nice. You say you spend most of your time just in here?

Genevieve: Most of my classes, yeah. As a senior anyway.

Tray: Yeah. Have you done much like outside of the school of journalism in your time here or is just like everything is really like 90% ...

Genevieve: I focused mostly on journalism for sure. What do you do outside of academics?

Tray: Oh gosh. You asked the right question. For me I do a bunch of stuff. We just had our intermural basketball season that's put on by the SRWC, and that's like really fun because they're always doing intermural sports for students who want to like be competitive so we did basketball. We didn't win, but we lost to the team that won so I feel pretty good about that. It's promised for next semester. As far as me on campus, super involved. Always at like UNLV events. Whether that's doing public speaking or rapping or performing. Whatever the case might be, just trying to motivate and inspire. On top of that being involved in the intermural sports. I'm also a member of the American Marketing Association.

[00:13:00]

[00:13:30]

[00:14:00]

[00:14:30]

Last week ... Oh my gosh, I've got to tell you this story. Last week we did this national case competition. It's a national organization, and we did this national case competition. I can't tell you like the details of it of course because it's a national case competition, but basically we ended up just, the case was due, and we've been working on this for months. The case was due like Wednesday morning, and our professor was like every year we do an all nighter just to proofread and just perfect it. When I tell you that was an all nighter, that was an all nighter. I had a game that night for basketball, the game that we lost, which was like we lost, now I've got to stay up all night.

[00:15:00]

[00:15:30]

We went, I got there at like 11 o'clock. I didn't leave, we finished at like 7. It was crazy, but it was so fun. I think that that experience is like a lot of, it's one of the things that I think connects people like myself who do get involved in one way or another and like you with the podcasts I think is like one of the things that kind of connects to the community aspect of UNLV, and I think that's the biggest thing that we get from coming to this institution. I'm not saying these things don't matter because they absolutely do, but things like GPA and all of the, just being around and only focusing on grades, that's important, but I think about in the longterm what are we really going to remember? The things that people remember the easiest are things that have stories attached to them.

[00:16:00] If you'll remember like a story that I tell you before you'll remember like the, because it'll make you feel a certain way and you'll remember that feeling more so than you'll remember every single little detail that I talk about. You know what I mean? I think that one of the cool things about being involved in college is that it creates that sense of community. I think what we did here with this podcast is we found another way to do something like at this institution, and that gave us that sense of, that stronger sense of commitment and community as far as it goes with UNLV. I think that's one of the things that just involvement in general can do for us.

[00:16:30] That's why, and you asked me what I do outside of just like the podcast and being a business major. One of the things I do is I'm like the student speaker, well I have been for the past two years, for like the orientation students. For the last two years I've talked to the students, and I always talk about getting involved and just being connected. It's so crazy how like I talked with a couple thousand students per year, and then I'll have like some of them come up to me, and they'll be like, "Man, you were so right about getting involved and getting connected." And I just tell them from my experience when I came here as a freshman I was not connected to UNLV. I just came to school, I went to class, I did my work and I basically left. I would go to the gym, but outside, I wasn't like really a part of any solid community organization or whatever the case may be. That for me was just like okay.

[00:17:00] Then my sophomore year I went and got, I became a part of the Honor's College specifically, and we started doing things that any organization or any club can do. It's just about doing stuff with people. It just enhanced my experience just like that. That has just led to me wanting to do more things on campus. Like doing the podcast, why not? Because it's fun. Even though my schedule is crazy, but it's not too crazy so I wouldn't be able to do it because of the flexibility [inaudible 00:17:49] It was just another way to get plugged in. I think every time we do something that plugs us into the university it just enhances our experience.

[00:18:00] I've been talking for a long time so I'm just going to stop talking and let you take over. I've got this meter in my head I've got this clock, it's like a metronome. Tick, tick, tick. Then when I feel like I'm talking too much it starts doing this.

Genevieve: No, you're good. You've got a lot to say. A lot of good stuff.

Tray: I'm just like ah, I'm over here talking too much. I don't know about you, but that's how I've been feeling ...

[00:18:30]
Genevieve:

I hope that's a feeling that the listeners have too after listening to the podcast because maybe they can't talk to the dean on your average day of whatever school, but they can listen to the podcast and kind of feel like they get to know him a little bit. Find about something going on on campus that otherwise might not have been covered so that's a cool perspective of it. I hope that all the listeners we did have, they got something like that out of it. I think that was the whole purpose of it in a way.

Tray:
[00:19:00]

I really think the whole initiative that UNLV has right now. The different, daring and diverse movement is something that's absolutely like necessary in today's times. The world is changing like so fast, and it's changing faster than some people can adapt to it. Here's UNLV saying you know what? We're not going to like run from the challenge. We're going to be rebels and stand up to the times of the world where everything's just moving fast.

[00:19:30]

Technology, I'm a business major so let me go on a little rant real quick. We've got like big data, basically this technology and data information is so fast it generates, they always talk about this in my class. They're like the data generated in one day is like the data generated in ten years ...

Genevieve:

You're so over my head right now.

Tray:
[00:20:00]

Like whatever. It's just like everything's moving so fast. Because the world is changing ... You look at a place like Las Vegas, there's a lot more diversity which means that with the diversity you have diverse friendships. Kids grow up differently than how they grew up 30-40 years ago. You have different families. You have all these different aspects of it, and I think what's really cool about UNLV within the Las Vegas community where there is a lot of diversity, there is a lot of just differences. It's like UNLV as an institution is saying we're going to embrace that. I think that's so cool because it shows that UNLV Rebels, like that may be the name for the school, but UNLV itself is acting as a rebel which his just the embodiment of the name, just the epitome, and I just think that's so cool. The different, daring and diverse, that's what, we're not just talking it, like we're actually doing it. That's tight.

[00:20:30]

[00:21:00]

There's a bunch of names for school, but we're really doing it. I like that.

Genevieve:

I like the daring, different, diverse movement. It really is so cool because UNLV has its traditions, it has its own little culture, but at the same time it's not afraid to challenge that, and say, "That was good, but this is better, and we can do that." I feel like it's one of those schools that's always advancing and always challenging itself, and challenging others too. I think the students represent that as well.

[00:21:30]

Tray:

Absolutely. I say one of the biggest things about me coming to UNLV, being from New Orleans and kind of growing up in the south, and staying in the south my whole life until I came out here my Freshman year, when I came out here it was a bit of a culture shock. Not in a bad way, in a good way. I think coming out here to Las Vegas, especially to UNLV, I go to my first class and I look around and I'm in a situation where I see people that I've never seen before. It's just like I didn't know about any of that going on. It's super eye opening. Then what's really cool about UNLV I think is we've got this, we have the diverse community, but at the same time you've got within that diverse community there's all these opportunities for people to just talk, to converse ...

[00:22:00]

Genevieve:

Share ideas.

Tray:

[00:22:30]

Share ideas and learn about one another. Then we look at things like differences and things that have I think divided us over time, and you realize that there's not a big difference between your goals and that other individual's goals. You just may have a different ethnicity, a different background, a different religion, but at the end of the day you're more similar than you give, than we're willing to acknowledge. I think that in of itself has been cool. I want to know from your perspective, growing up in Las Vegas, how do you view the significance of diversity and the role that that's played in your perspective of the world type of deal?

[00:23:00]

Genevieve:

Growing up diversity for me was, growing up here in such a diverse place it was just life. It was just everyday, and it was kind of something I think I took for granted because if I had grown up somewhere where there wasn't a lot of diversity if I was thrown into a place where there was I'd be like wow, this is so different. But for me it's just life, and I think that collaboration is so much better than competition. Diversity really allows that. It fosters an environment that's healthy for everyone I think.

[00:23:30]

Tray:

[00:24:00]

I like that, I like that. I also think like one of the things that diversity is challenge the status quo. That's what being a rebel is all about. Being a rebel in a sense is all about, not necessarily just like disagreeing with everything that's established, but it's about challenging the status quo, challenging what's in place if what's in place is not going to work for the people of like the modern times, the people in the moment, the moment of the day, and I think that's what so cool about the whole diversity thing. We think about it because we're so diverse it forces us to think differently. We have to ...

[00:24:30] One of my teachers, my professors, she made this amazing point about diversity, and she was talking about how in businesses that are more diverse as far as not only employees, but really like top management. She said when you have businesses that are more diverse they accomplish more because they have many different ideas so there's a lot more options so they really have to pick and choose the best way of going about making the decision or something like that. On a side note, I was looking at a bunch of there's like these thirty quotes or something like that that have been misunderstood or misinterpreted so you know people say things like, "Great minds think alike," then like so the funny thing was the quote's like "great minds think alike," but then there's a second part to it, and this is where I'm going with that diversity thing. It's like the second part is like yeah, great minds think alike, but small minds rarely differ.

Genevieve: Oh, okay. That's a whole different meaning right there.

[00:25:30] Tray: It's a completely different meaning. The funny thing is over the break, over the last weekend I had a moment where I was like yeah, great minds think alike, but I'm not going to say it because small minds rarely differ. The diversity thing like, if we have people who have different experiences and they have different qualities that they bring to the table then we talk about things like how are we going to ... Say from a university standpoint, we talk about things like which students do we want to have come to university or something like that. If you've got individuals in positions of power who are like more diverse then there's more insight and more feedback on just the, on the first initiative as well as the second initiative. There's more conversation going on about it. Everybody has to come to the table prepared, and be willing to listen and understand ...

Genevieve: Really have an open mind.

Tray: Be open minded, and then through being open minded we can really cultivate a solution for, that would be the most encompassing of everyone.

Genevieve: Something that works for everyone.

Tray: Yeah. I think that's like one of the coolest things about diversity. It forces us to innovate. It forces us to think in ways that we haven't thought before because we have new thoughts in place that couldn't have been there because we all were thinking the same.

Genevieve: And maybe new people to think about as well.

Tray: [00:27:00] Yeah. That's one of the cool things. I think this podcast, among many other things that we talked about, I think that it shed light on that, and also like UNLV and just how unique this place truly is. I know I go on Twitter, like I said I'm from New Orleans and I went to school in Mississippi for a little bit. I go on my Twitter and I see everybody tweeting and everything, people I went to high school with and middle school with, and they talk about things and I'm like, that's not happening at my school or they talk about things and I'm like you want that, and that's happening at my school, but you're not getting that where you at.

Genevieve: You're like I'm getting it though here at UNLV.

Tray: I'm just like okay. It's just, I think it's a really cool thing. I think the podcast was just able to shed light on that. Among doing many other things, but just like that in and of itself is just, it's golden.

Genevieve: [00:28:00] If we're talking about UNLV's traditions I hope this podcast becomes one of them, and I hope it's one of those traditions that can also be broken and made better time and time again because I think it's an experience both for the students who are part of it, for all the guests who come on and talk and for the listeners. It's like threefold, all around, good for everyone.

Tray: [00:28:30] Miss. Genevieve, when it came to this podcast, you doing it since we're at the end it's the culmination. Did you think that the final product turned out to be what you thought it would be? What were your expectations going into this, and then after seeing the manifestation of it what do you think about it?

Genevieve: [00:29:00] I feel like it's a lot different than I thought was going to be, but in a good way. Of course we had the debate. I knew we'd be covering that which we did and that was really cool, but at the same time I feel like every person I interviewed I almost became like a mini expert on that person or on whatever subject it was. [crosstalk 00:28:52] yeah, exactly. I learned so much that I wouldn't have known otherwise. I think that it was way more serious also. It was really educational, very informative, but also had that entertainment quality to it. Everything was rolling together so nicely. It was different, but in the best possible way.

Tray: [00:29:30] Yeah. Let me extend the question a bit. I know for myself I strictly hosted for the podcast, but you had the opportunity of hosting and performing interviews as well. Could you explain the difference between maybe the energy or the personality that you bring to the hosting and then what changes when it's time for you to go and interview someone?

Genevieve: Yeah. I feel like when you're interviewing somebody you have to be a mirror. Whatever attitude you portray, whatever personality comes off of you that's going to kind of back on whoever you're interviewing. Of course you want to be upbeat, really personable, but at the same time if you're talking about education you have to ask the right questions to get those answers. Whereas with hosting it's a script so you read it, and you have to bring all your energy because like you were saying earlier you're just alone in a room so they definitely present their own challenges, each of them. Also with interviewing you don't always know the feedback you're going to get. Some people are more open than others so sometimes you're like pulling for an answer like please, come on, give me something here. But all of our interviews luckily were really good. We brought people on who knew what they were talking about, they had a lot to say so that definitely made our jobs easier as interviewees.

Tray: Okay. That was like your biggest fear going into it, the whole like oh snap, what if I interview this person and they've got nothing to say, what am I going to do?

Genevieve: [crosstalk 00:30:47]

Tray: I only got so many questions, I can't just pull questions out of thin air type of deal, but that's good. You managed to do that. I want to know after doing this podcast, would you be interested in doing podcast in the future if the opportunity were presented to you?

Genevieve: Oh yeah. It was so fun. Of course I'd like to do something where you kind of get to create it more on your own because this was of course centered around UNLV, but yeah, I think it's a medium, like we were talking before, that's super cool, super new and upcoming, and to be able to reach an audience while they're driving. You normally listen to the radio, but to have them say I want to listen to this person today, specifically go into your phone and pull up the podcast that you're on, that's really cool.

Tray: Yeah. That's tight. I was thinking, one of the powers of the podcast is just the, how personable it is, like the ... Like when you listen to music and things like that, that's one thing, but when you go the podcast there's not all this background music it's just the words and what the person is saying. Everything you're saying is going directly to the person, and when you think about how intimate a podcast is, typically if someone is listening to podcast they have to be more focused on like, what's being said in the podcast than they do if they're just like listening to music instead ...

Genevieve: And they're off day dreaming somewhere.

Tray: Right. Otherwise they miss it. Then if they really like the podcast they're like oh no, I missed what that person just said. I got to go back and like hear that or something. I totally agree with you. I think for myself podcasting has been really fun. It's been really fun, and I think that it's something I would totally be interested in doing in the future as well. It's just fun!

[00:32:30]

Genevieve: It's really cool to be able to like make somebody stop and think about something that they haven't thought about before. If they're like driving and they're listening to your podcast, and they're so focused on it that they're on the freeway and they miss their exit, you just made them stop and think so hard about something hopefully that's really important and they hadn't thought about before.

Tray: Hopefully they're safe in the process too.

Genevieve: Oh yeah. Of course.

Tray: You don't want people like missing exits and like uh, I missed that exit, that podcast.

Genevieve: Then they're going to blame us.

Tray: [inaudible 00:33:11] Y'all need to stop blaming podcasts for missing exits. I had to laugh on that one. You talked about being, like how into, like how invested individuals can be in the podcast, and I think that what you're saying is absolutely right. When you have these podcasts I feel like you have to work, in order for you to like really enjoy a podcast, you have to put in that effort to want to listen. That whole, the whole process of wanting to listen it shows that people are genuinely interested in what you have to say. They can totally not like what you have to say, but not like it so much that they want to listen to it, which is okay too because they help ratings. They help the ratings, but at the same time you got those individuals who like are really interested and it matters to them. How do you feel about being able to speak to so many people and in a way be able to shape the way that they think about the topics you discuss?

[00:33:30]

[00:34:00]

Genevieve: As a host or as an interviewer you hope you do that. If you're not intriguing people are just going to go to the next podcast, there's hundreds of them out there. That's the challenge too. You have to talk in a way that makes sense and is interesting to people, and also interesting to whoever you're interviewing because if you're not interesting to them they're not going to give you stuff to work with. I don't know what the secret to it is though. What do you think is the secret to it?

Tray: The secret to what?

Genevieve: I don't know. Being interesting.

Tray: Being interesting?

Genevieve: Yeah. Like over a podcast. How do you think you capture an audience?

[00:35:00]

Tray: Well I'm a crazy person. I don't mean that as bad, I mean I use crazy loosely for the people listening. As far as me, I just, I bring a lot of energy to the table, that's kind of what I try to do. I just try to be myself when I'm on the microphone, which is like a, it's challenge, but it's a matter of me just being myself all the time in my life. Then when I get on the stage I'm just doing the same thing I would do off the stage or like on the microphone or off the microphone. As far as being interesting, just trying to do something different. I think that's what it's about. Whether you're doing a podcast or you're striving to stand out from amongst your peers in the race to graduation and the race to success or whatever the case may be. I think it's all about being different because if you're doing something that everybody else is doing than not only do you get compared to those individuals, you get like put in that box, you get put in that category, and you stay there.

[00:35:30]

[00:36:00]

Genevieve: You're just one of the masses, right?

Tray: You're just one of them, but when you come with something different, you come with something new, innovative, something that makes people go hmm, I never heard that before, that's interesting. When you do something like that I think that's what'll make the people come back for me because they feel that they can't get that from somewhere else. I think that's my business classes talking through me right now because that's what we talk about ...

[00:36:30]

Genevieve: [crosstalk 00:36:37] They're real proud.

Tray: That's what it's about. If you're going to offer a product that's the same as someone else's than now you have to compete on things that aren't necessarily about the quality of the product itself. You're competing on things like price and all of that, which we don't want to do that. With these podcasts it's about the quality of the podcast, what the people get from it and everything like that. Just want to be different. Usually, in my opinion, when it comes to things like podcasts we don't listen to like, people who get really good at podcasting they don't do it by being exactly like someone who's out in the moment. It's one thing to be nostalgic. You go and you listen to someone who was really popular many years ago, and then that person's not around anymore and then you come in, and you employ a similar techniques and things like that, but it's nostalgic. That's one thing. But if everybody's doing the same thing, everybody does their podcast the same, everybody just comes out and talks about the same stories and they do it in the same ways, then you just have people listening like well, I can go to this station or I can go to this other station or I can go to this podcast and listen to this, I'm going to get the same information.

[00:37:00]

[00:37:30]

[00:38:00]

[00:38:30]

That's not what you want. You want them to say I know I can't go elsewhere and get that same podcast experience. I think that's what it's about. Maybe that's the secret. Just standing out from the crowd, and when you do that, you stand out from the crowd, you make people notice you in the midst of the masses. You're that one part, that one spec in the midst of everybody, if everybody is colored the same you're the one with a different color so everybody notices you, and because they notice you they're going to focus on you because they can't focus on everyone else who's all the same.

Genevieve: I think that we accomplished that with this podcast. Being different. There wasn't anything out there about UNLV before, and to be the first, and to be groundbreaking like that was really cool. I hope that the listeners got to experience that different color out there. All right Tray. You came all the way from New Orleans, you're in Vegas now at UNLV ...

Tray: And I'm loving it.

Genevieve: You've got more energy than a kid after Halloween.

[00:39:00]

Tray: Hey, I didn't even eat candy this past Halloween.

Genevieve: You probably didn't even need it.

Tray: I'm telling you I told people, I was like, "I'm not going to eat candy," for maybe like the rest of the year, I lasted like a week.

Genevieve: So you probably have like every 5 minutes of your day scheduled with all your extracurriculars.

Tray: I mean sometimes you know.

Genevieve: And you're here as a senior at the Business School at UNLV. Tell me, what's next for you?

[00:39:30]

Tray: I don't know what's next, and I think that's, I feel like that's one of the things that keeps me going in life. I'm one of those people who I don't really want everything planned out. For myself this is my seventh semester, and next semester I be graduating in May, which is going to be amazing because like I said earlier I'll go see my folks, my fam and everybody. But after that, this Christmas break I want to start working on my grad school applications, and I want to stay here because like I love UNLV, and I need to just, I feel like I should just stay.

[00:40:00]

Genevieve: It's bittersweet to think about, that you would leave.

Tray: I really like Las Vegas as well so I see myself staying here, not necessarily trying to go too many places outside of just like visiting, being a tourist. I see myself staying here, getting a, maybe getting an MBA, but in general I see myself just doing a lot of what I'm doing now. Doing a lot of public speaking, always motivating, always inspiring, trying to just move people to dig deep within themselves and like live out their dreams that they want to live out, but maybe society tells them that they can't do that or they should pursue things that are more obtainable or whatever. I want to just motivate people to really like go and be the individuals that they deep down want to be. Like when they look in the mirror they see greatness. I want them to go and pursue that greatness and not settle for less because for everybody being your best is your best, my best is my best, we've all got like different levels, and different limits, but I just want everybody no matter what their levels are, what their limits are to always pursue 100% in whatever they're doing.

[00:40:30]

[00:41:00]

[00:41:30] Always motivating, always inspiring, rapping, producing. I love producing and rapping. I want to play the piano. I'm working on that right now. Getting my hands together. I've got so much respect for people who play the piano because you've got to use like both hands at the same time, and you might not think that's hard, but I'm telling you once you start thinking about it, it's crazy. Just being super involved and doing a lot of what I'm doing now, but hopefully on the biggest scale.

Genevieve: On a grander scale. I am happy to hear that you're the one that talks to the incoming freshman.

[00:42:00]

Tray: Thank you.

Genevieve: They could not have a better face really.

Tray: You got me blushing over here. That's a good feeling! Oh snap. Enough about me, enough about me. About Miss. Genevieve. Born and raised here. Podcasting, journalism, media studies and everything like that. About to graduate also in the spring so we'll be walking ... I don't know if we'll walk in the same commencement, if they got us split up based on college or whatnot, but we'll be walking the same day.

Genevieve: It's crazy.

[00:42:30]

Tray: What are your plans? What's next for you?

Genevieve: I'd like to think I have it all figured out, but I've done an internship in investigative journalism so that's really cool. I hope to pursue that when I graduate. Maybe law school in the future. We'll see where that goes. I definitely like this podcasting thing so who knows maybe that could play out, but I'm excited really. Vegas is home, but I'll go wherever the wind takes me.

Tray: Okay. Let it flow.

Genevieve: Let it flow.

Tray: Let it flow.

[00:43:00]

Frank: Thank you for listening to today's episode. I'm your host, Frank Muller. If you like what you're hearing let us know by subscribing on iTunes, Google Play or wherever you listen to your favorite podcasts. If you want to learn more about our hosts please check out UNLV.edu/podcasts. Once again thanks for checking out this week's installment of UNLV: Different, daring, diverse.

[00:43:30]