

# #LETMEPUTYOUON:

## #TheNewMVMT Producer, PR Strategist, Free Spirit: Emma Rabid

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The focus of my interviews have always been to showcase those who work relentlessly and live in their purpose despite their personal struggles. **Emma Rabid** is the official on air producer for #TheNewMVMT, a Hot 97 original broadcast hosted by DJ Drewski – the “only show in the tri-state dedicated to breaking new music and new artists.” The show has featured guests such as **Kid the Wiz**, **A Boogie**, and **Young MA**. Airing every Sunday at 11 PM, #TheNewMVMT is not the only venture of Emma’s. She is dedicated to becoming a major force in the PR world, and has worked in other ventures such as Ciroc and Revolt TV. Get to know more about Emma Rabid’s story below.

1. You have an extensive background in different areas of media ranging from television to radio. Was it always a dream of yours to be apart of the industry, and what was the driving force that made you pursue it?

**Emma:** I live for media. When I was young I went through a lot – I grew up very young. My personal challenges included rape, bullying, eating disorders, and watching my uncle die without a transplant. The recession meant I couldn’t afford college, so I dropped out and left my 4.0 GPA behind. When my parents divorced, I coped with a rough crowd. The arts pulled me through, and I’m grateful. Music and movies always make me feel happy to be alive.

Finally, I’m free of all these experiences – and I just want to contribute to making other people the same.

2. For those who don’t know you are the producer of #TheNewMVMT, which is a segment that airs on Hot 97; Sunday nights at 11 PM wit DJ Drewski. You guys are responsible for

exposing the tri-state to new artists and breaking in new hits. How did #TheNewMVMT come about and, personally, what do you love the most about producing it?

**Emma:** Drewski and I love the come up – we support hard. #TheNewMVMT began as a conversation while we worked the overnight shift at Hot 97 hearing the biggest records every night, we just wanted some new sounds. Plus, we see a lot of artists who have the movement but no A&R. A lot goes into getting a record on radio. We just wanted to create a space for artists who deserve the recognition even if they're not signed yet or in rotation. Our show is one of a kind – no one in the world does what we do. We've featured **Diggy Simmons, Jay Watts, Bas, Phresher, Rolling Stone P, Grafh, Albee AI, DJ Baby K, BBOD...** and more on our platform.

Drewski played **Desiigner's** "Panda" before anyone else in the world on #TheNewMVMT. At the time I was working on Desiigner's management team. We knew it was a special moment just based on the vibes. It felt a lot like when Funkmaster Flex debuted "Otis."

3. Speaking of working with Desiigner's promotional team, we see that you also have experience discovering new artists and helping them to gain exposure and shape an image which is so important in this industry. What drew you to an artist such as Desiigner and how did you help take him to the platform that we see him on now? Is there a certain artistic criteria that you look for when breaking in new talent, even for your show #TheNewMVMT?

**Emma:** I started solely in media production – but now I'm branching into PR as well. With PR, I always aim to elevate the brand. I work with passionate, dedicated people. When **Zana Ray** introduced me to Desiigner he was polite and passionate. He freestyled for me in the hallway of his building and treated it like a real show. You can't teach that kind of passion. You can feel it. After seeing that, I knew we had a fantastic artist in our hands. Zana Ray, Desiigner's manager, and I worked to market him. I think it's safe to say we did a pretty fabulous job.

4. What was your experience of helping to start Revolt TV? What would you say have been the biggest lessons that you've learned from your different experiences of working in the industry?

**Emma:** One day while interning for Hot, I sat in the quad blogging for InFlexWeTrust. The video director at the time, Rob Alexander, and I chatted when I realized he needed an extra videographer. I volunteered – it was the “Tinie Tempah Who’s Next” at SOB’s. Rob really liked my footage, so we continued working together. Rob mentioned a new project he was working on, something for **Diddy** called Revolt. The footage he showed me had the coolest edits I’d ever seen – Rob’s a video god. And he asked me to interview for the pilot footage. I still remember Maritza and Rob filming me.

He asked on film, “Why do you love hip hop?” And I still have the same answer. “Hip hop makes me feel like I can walk down any street in the country. It makes me feel like I can do anything – even wear some combat boots with a baby-doll dress.” Rob and I, along with his right hand Trisha, would walk the streets of New York City building Revolt’s video library. We talked to every stranger we found who had a cool vibe, sick hair, a speaker box... We would ask them if they liked music, if we could film, and then Rob would interview them. Nothing matches the way people light up when they talk about their favorite record with you. I lived for those shoot days. We hit St. Mark’s, Union Square, Washington Square, Fashion Night Out... Working on Revolt TV taught me everyone has a favorite record- no matter what they look like.

5. You’ve done so much in media already, where do you see yourself in the next 5-10 years, still working in media or are there other industries or professions you’d like to branch into?

**Emma:** I have a long list of plans. In the next five years, you can find me in art content and festival circles. Towards the end of the next ten look for me in film, holistics and merchandising circles.

But I’ll always work in media. Right now I’m building my PR and Production – a lifelong passion. After this comes bridging music and art with film and lifestyle goods like fashion and holistics.

6. Lastly, what would you like your audience to take away from your work? What does “Living in Authenticity” mean to you?

**Emma:** I want my audience to feel revived and free to speak, dress, act in their favorite ways. To me “living in authenticity” means honoring the parts of you that feel most honest and alive.



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