# Audio file

[VICE Suroosh Alvi.mp3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

# [Transcript](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:00:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I remember walking down the street completely freaked out with a friend of mine, all who also went to meetings and I was scared and because I didn't know what I was doing. And he said, what have you got to lose? He said. Maybe it'll be like 1 magazine that you make and you can go around and say, hey, I've made this magazine and then you can apply for a job and get a job somewhere.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:00:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Or maybe it'll be huge.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:00:31 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[From NPR, it's how I built this a show about innovators, entrepreneurs, idealists and the stories behind the movements were built.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:00:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I'm Guy Raz, and on today's show, how Saroosh Alvi took a small alternative magazine in Montreal and built it into Vice Media, which is, and this is totally mind blowing now, valued at over 4.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:00:58 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Billion dollars.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:01:01 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So I'm sitting here in the studio and I'm looking at the website for Vice and I'm clicking through, you know, it's kind of typical mash up of hard hitting news and then you've got the sort of oddball feature like this one. This is a the story is a psychologist analyzes the fights couples have in IKEA, which I think many of us can identify with. And then you just Scroll down a little bit.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:01:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[There's this one how majority Muslim countries are handling HIV infections. And of course you can, you know, you can click on plenty of slick videos that that take you all over the world, like this one.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:01:35 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[\*\*\*\* fighting in the Canary Islands.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:01:37 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And a balloon, Dominguez is a Sarah activist, an organization who fights for animal rights in the Canary Islands.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:01:43 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I am meeting her because she has arranged to meet Jose Luis Martin, the President of the Canary Islands \*\*\*\* Fighting Federation.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:01:45](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[The problem?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:01:51 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Anyway, we know that flashy news websites can die almost as fast as they launch, but for some reason Vice has stuck around. Its YouTube channel has over a billion views, and it's even a couple of Peabody Awards, which is super prestigious.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:02:07 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[But The thing is vices co-founder Suroosh Alvi. He didn't set out to create any of this. In fact, he barely made it out of his 20s alive.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:02:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I was born in Toronto. My parents immigrated from from Pakistan a couple years before I.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:02:23 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Was born right?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:02:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[They are retired academics. My mom taught at McGill, and my father at the University of Toronto. Although my mom also taught at the University of Minnesota for a while, and so I ended up going to high school in the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:02:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[It's so I heard a lot of you have to work twice as hard as white people to get anywhere in this world.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:02:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Growing up and did that turn out?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:02:43 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[To be true.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:02:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah, yeah, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:02:50 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[What? What did they want you to be?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:02:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Well, the two fields that are most respected in in Pakistan, at least when I was growing up was medicine or engineering. So I think that you know, in an ideal world, I would have been a doctor with a, with a BA. I'm.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:03:09 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[The black sheep of the family. Everyone has multiple degrees.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:03:12 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So you went to College in in Montreal, right? Yes. Were you a good student?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:03:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I I was not a good student. I originally went into psychology. I got kicked out of that program, ended up getting a degree in philosophy. It was a tough slog. I'd come from, you know, a small private school in Minneapolis where I went to high school and going. Miguel was just a different, but there's a lot of distractions.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:03:35 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[In Montreal.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:03:36 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And that's I guess that that's the place where.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:03:39 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[You.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:03:39 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Kind of. You kind of hit a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:03:40 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Low.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:03:40 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Point, right? Yeah, that's where I bottomed out.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:03:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[When I, you know, finished, Miguel, it was also with a full blown heroin habit. And so I spent a couple of years afterwards kind of looking for a geographic cure, bouncing around jumping, you know, from city to city of the problems. Now with me, it's here in the city, this environment. It's just too decadent and blah, blah, blah. So I ran around.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:04:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And no matter where I went, I kind of took it with me, ended up in Eastern Europe, and even there in a remote part of slow.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:04:13 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Lucky you was able to stay strung out for upwards of five years and ended up back in grad school at Toronto studying psychology and and dropped out. And that's when I really was like, you know, descending in the tailspin, hitting bottom. And when I ended up back in Montreal, it was to go.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:04:31 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[To rehab, you know, it's time to go.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:04:34 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I couldn't. I couldn't sustain it anymore. I couldn't keep the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:04:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[The web of lies going.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:04:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah, it was this kind of double life. I'd been leading, you know, no one really knew.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:04:48 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[That I was, you know, heroin addict.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:04:51 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So how did your your friends and family react?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:04:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Again, my parents are conservative Muslim immigrants, but progressive as well. You know, as far as Pakistani immigrants go, but they thought I had the occasional drink. They didn't know the extent of what was going on with me. And when they found out, I think my mom went into a bit of a depression. My brother wanted to kill me. My dad had a heart attack.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:05:14 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I don't know if the the heart attack was directly related, but I don't think.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:05:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[It helped. It was bad. It was a really bad time. And so my mental state at the time was.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:05:23 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Was not good. I I did go into a bit of a depression at that point I went, I had to go to rehab twice. You know, the first time it didn't stick. And you know, like they found out that I was using again. And it's the only time in my life that my moms ever hit me. And at that point, I remember that was my bottom. So it's like early 94.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:05:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[On a waiting list to get into a treatment center.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:05:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[No friends. No. I wasn't speaking much. I was kind of, you know, kicking dope in my parents house on a waiting list to get into treatment center. Like, life was not great at that point.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:05:57 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[How long did it take you before you you started to sort of feel like you were regaining control over your life?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:06:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Well, after I came out of the treatment center, you know, I was so scared that I was going to relapse and it was just like I was going to meetings just.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:06:09 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Going to, you know, any meetings at the time, you know, they say you should go to 90 meetings in 90 days when you first stopped drinking or doing drugs. And and I was going like 2 meetings a day. I I got my own little apartment in Montreal and was on welfare. And I just rode on my bike from meeting to meeting all day, every day. And it was during that time.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:06:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[That I actually started thinking about what I wanted to do with the rest of my life, and I had had this idea that I wanted to work for a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:06:37 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Magazine.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:06:38](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Hmm.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:06:38 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And you wanted to write about like what? Like music or pop culture or like, what? What?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:06:43 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I didn't even get that far. Something I felt like I wanted.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:06:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[To talk about those things, yes, music, culture. I felt like there was just a lot happening that wasn't being talked about when I picked up magazines that depraved underground culture that that I was obsessed with was not being covered properly in the alt weeklies.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:06:57 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:07:03 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So was it like a realistic possibility? Could you just go and and work for a magazine?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:07:07 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Or newspaper.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:07:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[No, I don't think so. I had no experience doing it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:07:11 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[My only writing that I'd ever done was academic. You know, writing in university. And when I was going to these meetings in Montreal, someone came up to me and out of the blue, they started a conversation with me and they said, do you have a sponsor? I said no. And they said, well, I'll be your sponsor.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:07:28 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[It's just some random dude who was.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:07:28 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:07:28 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Then they said a random dude.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:07:31 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Walked up to me. It's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:07:32 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[After the Narcotics Anonymous meeting.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:07:34 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[He was in the meeting with me. The meeting ended and he came up to me, he said. What are you? What are you doing like, are you working? I said no, I'm not working. I can't even get a job volunteering anywhere. I tried to volunteer at this place and they wouldn't wouldn't let me and out of the blue. He said, have you ever thought about writing? He didn't know me. I was like, actually. Yeah. And he's like, well, I know a place. I'll take you there tomorrow.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:07:57 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So he took me to this place. These Haitians in Montreal who had a a bilingual magazine going called image intercultural and it was becoming French only and they wanted to start an English magazine and he vouched on my behalf.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:11 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[He just baby is like, oh, this is a guy you want. He's really good and he's barely and he.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:14](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah, that's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Barely knew you. He barely knew me. He'd worked there before, but he was like this. This heaven sent Angel who just was like, put in my path and it opens up a whole conversation about like.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:27 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Do I believe in God? Do I believe in a higher power? Do I believe in all?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:31 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[This kind of stuff.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:31 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And for me, that whole story is like this proof of existence moment for me in my.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:38 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Life.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Something greater than me put me there and in this place where this guy just walked up to me and chose me to talk to me.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:48 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And happened to know a place that was looking.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:50 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[For a guy.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:50 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[To start an English language magazine in Montreal.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:08:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Exactly.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:09:00 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So what was the magazine?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:09:01 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Called and. How did it start?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:09:03 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So so I went in for this meeting and he vouched for me and said that he'd done me a long time, that I was going to work really hard. I didn't have a lot of experience, but that he thought I could do this thing and they they said OK and they gave me a desk, a fax machine, a phone and a computer.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:09:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And I started this process of, you know, making a magazine and alright, voice Of Montreal.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:09:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Well, is the name that I came up with at the time. Yeah. And I had no idea what I was doing. I just. But I knew a few people around town and started this kind of recruitment process of finding writers to write in the magazine. And. And I remember walking down the street, completely freaked out with a friend of mine. And I was scared. And because I didn't know what I was doing.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:09:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And he said, what have you got to lose?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:09:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[He said maybe it'll be, you know, like 1 magazine that you make and you can go around and say, hey, I've made this magazine and then you can apply for a job and get a job somewhere. Or maybe it'll be huge and like that conversation on the street. That was a huge moment for me because that gave me the kind of strength to continue on when I was.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:10:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Like overwhelmed and could barely tie my shoes straight, coming out of a treatment center like that was a mess.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:10:14 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And I owe him a lot because he didn't. He didn't realize what he was doing at the time, but he gave me this kind of strength to keep.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:10:21 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Marching forward.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:10:22 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So you get to the magazine. What, like what kind of publication was it?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:10:27 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[It was a 16 page news print magazine.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:10:29 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[But you were like the the kind of the really, like, the poor, poor stepchild of the two big alt weeklies in Montreal. Like, you guys were totally, like a joke.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:10:36 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Compared to those?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:10:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We were the laughing stock. Yeah, because it was a a shrinking English market. OK, so it's, you know, it's a bilingual city. So there were 4.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:10:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Or Alt Weekly is already 2 French ones and two English ones, and then we came on the scene and the English market is actually shrinking. There wasn't enough advertising to sustain those two, let alone the third one. It didn't make any economic sense, you know, but I really believe that there was an audience there. For what?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:11:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We were talking about.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:11:05 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So so you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:11:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Guys were covering. Like what? Like the sort of the, like, alternative scene in Montreal, like skaters and OK, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:11:13 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Punctures and hip hop and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:11:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[His music like underground music. Yeah. And I wrote this terrible editorial about the search for authenticity and the need for, like, creating real content. But I stand by that editorial like I I hope to God nobody ever finds that and publishes it again because it it was awful. But the spirit of what we do today is.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:11:35 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Was was there so you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:11:37 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Are so like you are basically the editor in chief of this magazine in your early 20s, voice Of Montreal.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:11:44 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And like who did you? Who are some of the people you brought in to help you start it and create it?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:11:49 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And you know, one of my friends from college, she connected me to a bunch of different artists and also to different writers. And one of these writers was a guy named Gavin McGinnis. And he was funny and had a a comic book called Pervert. And so I asked him to become my assistant editor.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:12:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And the I I think I asked to be my comics editor, whatever that means. So it was his job to find the different comic artists around town and put together a comics page.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:12:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And what about Shane Smith, who's now kind of like the public face of of vice? I guess. How did he? How did he get involved?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:12:21 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So Shane and Gavin grew up together in Ottawa and the first night we met he was just like he said, literally said. You're my new best friend. He he was drunk and on acid as well. I should. I should qualify this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:12:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[What happened? Look.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:12:34](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:12:35 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Right. He was in a bar called the Biff Tuck. Gavin and I had been driving around the city all day distributing the magazine that had just come out, and we'd finished our rounds and went to the bar to meet Shane, and he was in there. He'd been waiting for a couple hours for us and by himself, and somehow managed to procure some psychedelics and was drunk. And I was, of course.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:12:55 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[You know, sober and tired, and I walk in and there's a a drunk man on psychedelics who is like, oh, you're from Pakistan. You must love cricket. And then was like, pretending to, like, bowl like balls at me and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:07 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And you and you're like this guy wants to be.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Know so.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:08 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Our ad sales, dude.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:09 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah, exactly.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:11 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[But he had worked for Greenpeace before and he could actually sell, you know, with with Greenpeace. Yeah. He raised a lot of money for them. And and in Eastern Europe, he was involved with some activities where he was making lots of money. And so he knew how to make money.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:15](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Hmm.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:24 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Ah, I see. OK, OK. Some activities. Right. I'm seeing a bit, right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[He's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:28 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Some activities I'm going to leave it at that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[He was good at making money and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:31 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[He.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:31 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Could you know? Sell rattlesnake boots to a rattlesnake?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:38 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And so then it was me, Gavin and Shane, working in this office with the Haitians and we were there for like 3-4 months. And but it wasn't working out because we weren't getting paid. The commissions on the ads that we were selling.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:44](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:51 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah. How are you being paid at all?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Well, we were on.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Welfare. OK, got you. Fine.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:13:56 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And so we talked to the the the Haitians and said, you know, it's it's time for us to to leave and we came up with this thing where.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We said the village voice has a trademark on the word voice, and they're suing us and forcing us to change our.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:10 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Name.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Because you guys were the voice of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:11 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Montreal.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yes, we told the world that we were being sued by the village voice and that's why we had to change.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:17 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[The name to Vice you basically made this thing up about the village voice to to generate publicity. Yeah. And it was a complete.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Lie. It was a total lie. And and that's why we dropped the O and and how we started.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:26 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I got you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:29 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Lies. So you basically created a a new magazine.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We we created a new magazine.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:33 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Cause cause you didn't own the voice Of Montreal, So what you do at that point, did you like go to find a new office or did you start working on your apartment or?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:35 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Exactly.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:40 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[That's a good question. We we got a a new.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:14:43 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Loft, you know, like not too far from the original office. I bought 5 grand from my parents. Gavin Board, 5 grand from his parents and Shane got $5000 worth of computers from his dad. His dad worked in, you know IT or something. And. And so it was with that, you know, $10,000 Canadian that we started vice.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:15:05 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[OK, so this is now like like I guess the mid 90s and and you guys have become vice what what was the magazine like at that point like what?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:15:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Did you cover?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:15:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We really wanted to again, it's such an over used word guide, but it's it's a good one. Authenticity like how do you create real content and we hadn't been a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:15:28 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Journalism school.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:15:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So the way to do that is to get as close to the source as possible, and if we were going to write.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:15:34 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[An article about.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:15:35 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[The prostitution community in Montreal. Let's get the prostitutes to write that story.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:15:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And let's go out with pimps as they drive around and interview them. And so we created this really raw magazine. There were a lot of typos, but it was alive. Like, I think the words kind of jumped off the page and it was kind of shocking stuff. And. Yeah, and we were, so, you know, freedom of of the press was such a big deal. Like we're so anti censorship that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:15:56 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:16:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Even if you, you know our our view towards advertising, if you buy that page of advertising, you own that page, you can do whatever you want with it. And so we had these skateboard companies from Southern California that had like, you know, \*\*\*\* stars and their ads, nude \*\*\*\* stars and the ads. So the magazine all of a sudden has these crazy articles with lots of nudity.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:16:22 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Advertising skateboard companies called Serial Killer Skateboards or whatever, you know, so it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:16:27 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Was this whole weird little take on American culture that was coming from Montreal, so we were sending this magazine to San Francisco, Chicago, LA and New York, and the Americans were eating it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:16:39 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Up. So were you guys making money like pretty soon after you launched or were you still, like, bootstrapping it and barely, you know, keep?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:16:46 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We were bootstrapping it because we couldn't afford to have debt. We didn't. We couldn't get a loan, so we just printed copies based on how much we were selling and advertising. And it's what we call this kind of punk rock capitalism. Just be really aggressive, be really ambitious, and you can't have debt. Those are the rules that we live by until we.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:16:54 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:17:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Took our investment for the first time.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:17:09 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And that was when.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:17:10 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[That was in.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:17:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[98 when we sold 25% of the company to a guy.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:17:16 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Named Richard sowinski.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:17:17 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So he he was like some a rich guy who just wanted to invest in the magazine cause it seems like kind of a crazy investment.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:17:24 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[At.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:17:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[The time so Shane and I had realized at that point that we needed some help if we wanted to grow the magazine and we're like, who would invest in this? Like maybe Larry flintwood?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:17:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And but there was a guy in Montreal named Richard Sowinski who had a software company called Discrete Logic that he'd sold to Autodesk for several $100 million. And he was starting to buy a media properties, and we had them interviewed by the French daily in Montreal, called the Press. And so we said.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:17:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[In in that interview in LA, Press that he was interested in buying us, and he then read it and then had his office contact us a few days later and said he wants to meet you guys. Who are you guys?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[He has no idea who you are, but apparently he's interested in buying guys. So we met him and and did a deal very quickly to sell 25% of the company.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:14 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[To him.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:16 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[That that must been like a crazy amount of money for you guys at the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:19 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Time crazy. This could have only happened in Montreal. There was no due diligence that took place. It was literally.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:21 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[One meeting with him at a restaurant that he.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[He loved, and so he bought it and moved it into the basement of his office. And he brought out a bottle of Jack Daniels and kind of forced Shane to drink a bunch of it. And at the end of the meeting said, I want to to buy a piece of your magazine, come back to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Me.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[In a week and tell me how much and and don't try and gouge me. And so we we left his office.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:50 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And spend a week going like how much do we value our company for like he was kind of arbitrary?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:53 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[How did you even figure that?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:54 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Out.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:56 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Richard.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:56 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Pulled it from.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:18:57 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[The air? Yeah, we pulled it from the air and came up with this number, somehow justified that it was 1,000,000 bucks. And he read it. It was all in one piece of paper. It said the price of ice. He read it and he.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:19:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[That's a lot of money. And then he signed it and they whisked us upstairs and they wrote us checks and I think his advisors were like, this is such a bad idea. This shouldn't be happening. But again, no due diligence. No, like accounting nothing. And his office was actually walking distance from our office. And we went out. It was spring time in Montreal. And we literally did somersaults.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:19:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[In the grass, when we left his office.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:19:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[You have 250,000 bucks now. So so with that money, you were able to scale the magazine.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:19:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:19:37 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We were able to move to New York.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:19:44 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Roy, Quebec the story of vices move to New York and it's almost complete collapse. It's how I built this from NPR. I'm Guy Raz.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:19:53 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Stay with us.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:20:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Hey everyone, just a quick thanks to two of our sponsors who help keep this podcast going. First to Casper, they're an online mattress retailer. The Casper mattress is designed and developed in the USA and engineered for comfort. They use two technologies, latex foam and memory foam to give just the right amount of sync.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:20:25 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And bounce.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:20:25 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

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[00:20:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

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[00:21:02 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Raging too. And that's why there's a place and a house where good enough isn't Hyatt Place and Hyatt House hotels. You've come too far to settle now. So book your stay today at hyatt.com/whysettle.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:21:18 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Hey, really quickly before we get back to the show, I want to invite you to come see how I built this live on stage at the Now hear this podcast festival on Friday, October 28th in beautiful Anaheim.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:21:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[California now here. This is a three day festival of your favorite podcasts. October 28th through the 30th, with shows like NPR's pop Culture Happy Hour Dinner party download and WTF with Marc Maron. We will be doing a live episode of how I built this on Friday, October 28th. So if you can only make it for one day.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:21:50 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Make sure it's Friday or you'll miss out on.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:21:53 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Our show to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:21:54 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Get tickets and information about the full lineup go to nowherethisfest.com. Hope to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:21:59 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[See you there.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:22:03 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[It's how I built this from NPR. I'm Guy Raz. So it's 1999. Gavin, Shane and Saroosh have a $250,000 check and a dream to become much, much bigger.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:22:18 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We always have aspirations to talk about the world and other things as well, and we had started building up a stable of writers.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:22:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[That was international, but we hit a ceiling, becoming national.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:22:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Canada wasn't good enough for us. We aspired for more and we thought, OK, we have to go. The only you know, if we want to become bigger, we need to go to either New York or London or LA.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:22:41 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And So what did your investor, Richard Zawinski want you guys to do with the money?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:22:45 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[He had this vision, so he had vice, and then he had a magazine called Shift, which was like a spin meets wired kind of magazine for a slightly older crowd. And then he had another company called Halo 46, which was kind of a luxury goods high end.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Brand and he wanted all three of these brands to diversify and become multi channel brands. That was going to be tied into a big e-commerce platform and he's going.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:09 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[To take it all public.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And and so that's what we did with the money we we built a fashion division, a film division, a TV division, a music division. And you should have a brick and mortar.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:21 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Presence for your fashion division and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:24 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So he had.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:25 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Like this huge vision that you guys weren't even thinking about like you were. You were thinking more just a a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Scene. Yeah. And he he was. He was kind of ahead of the curve. It was kind of like an Amazon kind of thing. And like, we came in and we actually executed his business plan and and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:39 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Like you actually started a fashion label.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah, and we.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:43 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Had we had 4/4 clothing stores?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Like you got designers to make like vice.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:47 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Fashion or yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:49 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[But we also sold a lot of other lines, all the lines that we were were advertising in the magazine. We sold their clothes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:23:55 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We realized by doing it that we don't want to sell pants for a living. Yeah, that we're better at making content. That's really what we want to do. But it served its purpose at the time.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:04 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So at that point where things like really like starting to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:07 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Move.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[No.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Very quickly. So once he kind of ran out of money and and retreated to Nantucket.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:15 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And this is when the the.com bubble.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Bursts. Exactly.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:19 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So what? Where did that leave you guys?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:21 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[It left us, you know, high and dry like.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[You had stores in New York, you had an office space in Manhattan and you had employees and you had no money coming in.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[100% it was bad, it was. It was a bad time.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:37 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So what happened to Zawinski?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We found out that Richard was in Nantucket, at his house, and so we rented a car and drove up there.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We took the ferry over and called him from a pay phone and he picked us up and was very surprised that we were there. We hadn't had any contact with him for, you know, like a month or something like that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:55 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[What was going on? Was he running out of money?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:24:58 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah. So we went to his house, and we're like, what's going on? And he said it's it's over. The money's gone.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:25:05 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I'm done. I can't put anymore money into this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:25:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So all of a sudden, we're like, what do we do? And so then we came back and we that's when we moved to Brooklyn, we left his office. I unscrewed the mirrors out of the bathroom and took the plants and the desks and filing cabinets that we still have. I'm still using the same filing cabinet that I stole from that office on 27th St. it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:25:27 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Had it all.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:25:28 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Happened so quickly, we.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:25:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And we sold more equity to Sawinski. So he ended up taking over control of the whole company at that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:25:35 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Point. OK, so wait before the company basically fell apart. He he bought the entire company from you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:25:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah. And and like we did a stock trade, you know our shares for his company, which was called normal net and they're like you're worth $44 million.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:25:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Now, so we went from being on welfare to theory.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:25:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Likely being worth 40 million bucks in a very short amount of time to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:25:58 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[It just all.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:25:59 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Collapsing and being broke again and all of a sudden we have these stores and we have debt for the first time.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:26:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And so, once he still owned, completely owned the brand at that point.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:26:09 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah, and. And then we bought it back.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:26:11 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[From him, how did you do that?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:26:13 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[For pennies on the dollar, Shane did a deal and you know he he was nice to us in a way like even though he put us out of business. But he was.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:26:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[He he agreed to sell the company back to US and we did a deal with him. I can't remember for exactly how much, but for for and we got a deal to buy the company back. So we got our equity back.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:26:40 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[How how were you able to raise the money?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:26:42 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[To buy them.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:26:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Out we took. I borrowed money from my brother.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:26:45 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Well, we all kind of borrowed the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:26:46 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Money. So you guys buy the buy back the company, it's yours again.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:26:51 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Essentially, you've got to completely rebuild it. So what did you do? Did you like? I mean, you've got these these shops, you've got the film division and this division and the e-commerce like, what do you do?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:27:01 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We went back to doing things how we had originally done them, which is we can't have debt, you know, we owed all this money to these Italian like fashion companies who were manufacturing our clothes. And Shane went and took meetings with all of them and figured out how to reduce the debt. So he's like, well, I know you want 200,000. I've got 20.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:27:17](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Hmm.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:27:21 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Take it or leave it. Sue me or take the 20 grand.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:27:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And that's how we worked our way out of. Yeah, that, that and that time and we just went back to eating beans and rebuilding and and doing things how we'd always done them before we took investment. And so that was, you know, like a really valuable lesson and being able to buy the company back.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:27:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And have a second chance was was huge.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:27:56 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Alright, so in the in the midst of all this, you you were still putting out the magazine.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:28:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Right. Yeah. The magazine was hot.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:28:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[It was still doing well, like from a cultural level, maybe not making a lot of money. It was profitable because it had to be. We weren't paying people much money.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:28:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And we weren't distributing millions and millions of copies, but it was getting out there and it was making an impact and getting some recognition.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:28:21 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And you're still mainly covering, like, counterculture and and and stuff like that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:28:23 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah, but when occasionally we would have photojournalists that would come in who had been in Afghanistan or Jamaica and done something with like, you know, gangsters in Jamaica, and we would run their photos like we tried. But we didn't have the resources. We didn't have a network. We weren't.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:28:43 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Doing reporting in the traditional sense.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:28:46 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Well, it was a culture magazine that occasionally did some kind of music. Photojournalism, if it was gritty and raw. But in 2006, that was when everything changed for us. When we picked up cameras, yeah, we took a meeting with MTV.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:02 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Video cameras.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And they said if we gave you money to make a DVD, what would you do? And we said it would be like Jack asked.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Me 60 minutes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:14 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And that worked. We were speaking their language, you know, and. And so they gave us money to make a DVD. And so we said, OK, let's go make the travel the vice Guide to travel DVD.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:24 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And so where did?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[You go. We traveled to this area three years ago when we wanted to visit a massive illegal arms market, believed to be a source of weapons for.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[To.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[The Taliban.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We just kind of recreated what we've done in the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:35 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Magazine is this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:37](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yes, this is not but the the lock.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[That often, but it was the first time we were telling stories in a different medium, and it was like a 8 minute segment. We stuck it on the DVD. That segment eventually ended up on the home page of of CNN and and they treated it as news.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:41](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[This is.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:41](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Trick.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:29:57 Speaker 4](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Suroosh Alvi, the co-founder of Vice, took a trip to the country's most volatile city, Karachi.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:30:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I mean, it's crazy to think about it right, because if you, if you go back to the early 2000s and the late 90s, there were a lot of really cool magazines. I mean, there were a lot of really cool, like scenes and people doing cool stuff and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:30:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[But for some reason you guys made it like, why do you think that is? I mean, how was it that that vice became vice and those other magazines didn't?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:30:31 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We refuse to die again. We're survivors, right? And we always find a way to do a deal. Even when times were were dark and it was hard, you know, we found a way and we diversified at the right time. So we would have some other deal that would.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:30:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Keep the lights on while the magazine is going through a downturn and we're having a hard time selling ads. Go out and do a big deal with with Viacom. That will keep us going for another eight months, you know? And then do a deal with, you know, a private equity firm and get some money from there and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:31:09 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And and so. But it is crazy that all those magazines are gone for the most part, and they were all so big and and we were like the stepchildren and and they disappeared.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:31:26 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[How do you feel when people say that basis is like self indulgent, you know and it's all about the reporter and it's not really.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:31:35 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Use because I mean you you have heard that right. I mean you you hear that from mainstream news organizations, so how do you feel about it? I mean do you do you get defensive, do you just ignore it or or or do you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:31:40](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Sure.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:31:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Think maybe they're right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:31:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[You know, we ignore it for the most part. I think they're often wrong or they're they're basing it on one thing that we did way back in the day, whatever. But I do believe strongly in how we create our content and the the importance of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:32:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Having a point of view and and subjectivity. Yes, we didn't go to journalism school, but I think that there is a a place for the type of content that we're making. We're we're winning Peabody Awards, you know, for all the people that are taking shots at us, I also think those accusations are coming from a place.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:32:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Of where people are feeling threatened as well, you know, while Al Jazeera America is shutting down and and that kind of thing. But of course we we have made content that isn't.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:32:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Great, that isn't perfect. There are mistakes, but we're learning. We're going to school in public, you know, and and and in a way. And I do think there's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:32:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[A.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:32:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Lot that they teach in journalism school that we've tried to incorporate into the content we make to be accountable.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:32:52 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah. Have there ever been stories that you guys have done that you wish you didn't do?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:33:01 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah. Can you talk about any of them without fear of being sued?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:33:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Or no, I mean like the there's. There's the one the the McAfee story. I don't know if you remember that one. The the guy who did the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:33:15 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[He was the guy who did the the antivirus software. He was like on the run from the police a couple years ago.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:33:20 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Exactly where we kind of embedded with him and and released a photo where we didn't scrub the Geo tag from it. So people.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:33:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[We basically exposed exactly where he was when he was on the run, which we obviously weren't trying to do, and everybody celebrated that mistake. You know, everybody being all the competition and and the other, you know, news organizations that you know, vice or they're trying to do this reporting and and they're making rookie mistakes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:33:52 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[So that was, you know, learning a lesson in in public the hard way. But for the most part, you know, I I don't have a lot of regrets about the the content that we make and have made because it's got us to this point today.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:34:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Yeah. I mean, over time, you guys have attracted a lot of investment.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:34:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And today, uh vices valued at over 4.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:34:15 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Billion dollars. You started this like.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:34:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[English language version of a Haitian French magazine in 1994, like how crazy is.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:34:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[That, I mean, it takes me back to that time on the street where my buddy said to me.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:34:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[The maybe you'll make one copy of the magazine, or maybe it'll be huge one day, and in my gut at that time I felt like, oh, maybe this could be huge. I couldn't define it. I didn't know that this is how it was going to manifest itself and that we would employ, you know, 2000 people and and and be valued at over $4 billion. But yeah, it's it's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:34:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Pretty amazing.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:34:56 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Sure. Shelby lives in New York. He no longer edits or manages anyone at the magazine. In fact, today, Saroosh basically picks his stories and travels around the world to tell him he's got a new series. It's called terror. That show drops October 11th on vicenews.com.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:35:13 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And on.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:35:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Viceland.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:35:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Hey, thanks for listening to the show this week. If you want to find out more or listen to previous episodes, you can go to howibuiltthis.npr.org. And if you have a chance, please subscribe to our show through iTunes and let other people know about it. You can also write us directly at hib.t@npr.org or tweet us that's at how I built this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:35:40 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[The show is produced this week by Ramtin Arabiki, who also composed the music. Thanks also to Neva Grant Sanaz Meshkin poor and Jeff Rogers. I'm Guy Raz, and you've been listening to how I built this from NPR.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:35:58 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Are you the only one advice without sleeve tattoos?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:36:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[I you know, it's true. I have no tattoos. I'm a minority.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:36:04](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[OK.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:36:32 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[Hey, if you're still listening one more thing this month, there are two more presidential debates on October 9th and October 19th and after the debates, the NPR Politics Podcast is inviting you to skip the cable news hangover.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[00:36:46 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)

[And get caught up with them. They'll have new podcast episodes the morning after both debates so you'll know what happened and what it means by the time you get to work or class, whatever your morning routine, make the NPR Politics Podcast A part of it. The morning after the presidential debates, subscribe or listen on the NPR One app.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!sba412464f0dc479fbf046711096734f8)