

S2 E9: Capturing The Moments

(AJ II & Martell Pegues)

Previously recorded on Friday, December 29, 2017

Intro Song: 'For The City'

0:36 AJ: Happy new year everybody, this is AJ II, we got a special episode for you because *Bleacher Report* Social Moments Associate Editor, my boy, Martell Pegues is in the house. Stay tuned for his tips to killing the social media game and owning the Twittersphere, so like the original Marty Mar used to say, "run tell that!" Telly Tell, what's good?

0:56 Martell: What's good Art? How you feeling man?

0:58 AJ: Man, I'm doing great, it's the New Year, we got to kick off *Max Out Time* with something big man. So, I told them *Bleacher Report* was coming through, so introduce us to yourself man.

1:07 Martell: How you guys doing today? Like Art said, I am Martell Pegues, I'm from DC, District of Columbia, raised in Prince Georges County. I represent Anne Arundel County.

1:21 AJ: Anne Arundel? So so so we calling that the DMV now?

1:24 Martell: We are all over, (AJ: iight.) I can walk the boundary. But yeah, I'm a graduate of Bowie State University, class of 2016.

1:36 AJ: Okay, bulldogs, I'm a bulldog too. Yeah I'm a Bulldog too high school, St Albans bulldog.

1:43 Martell: Oh yeah, man, I met Art man and we got it popping.

1:49 AJ: Yeah, we linked up at NABJ this past summer down in New Orleans, ever since then we've been making moves, right?

2:01 Martell: We did a couple events together, we did a Kevin Durant day that was dope.

2:08 AJ: That was big, Seat Pleasant had to be 8 to 10 miles long because we were walking for days. I remember you sweating like that, phone died three times, that's how you know you were out all morning.

2:19 Martell: All morning, it was hectic, it was hot, we had fun though...

2:27 AJ: I know, we was getting it in, you got all the exclusives with Mrs. Durant, and we got all the kids and all the Team Durant guys and all the coaches and everything. It was real big, it was a powerful experience. I wrote about it when I had the Patreon site and that was

something that I will always cherish and I will never forget. Even though he ain't come to the Wizards.

2:48 Martell: Well you know them wizards –

2:53 AJ: They're doing all right now but we'll get to them later. I just wanted to know how you chose your career path, what was writing, what does that do for you?

3:01 Martell: Originally I wasn't writing, I went to school for sports management, and originally I wanted to be a sports agent. But, you know, things change and I picked up different hobbies –

3:14 AJ: I would have had like two or three sports agents already man. What is it with that lifestyle that intrigues people so much?

3:20 Martell: I watched...what's that movie called? I watched "He Got Game" and I wanted to be a sports agent from there. I wanted to have the cars, I wanted to have the rings. But--

3:29 AJ: Jesus! Jesus!

3:34 Martell: As life went on man... it wasn't for me, and I took on a summer class, because I was trying to graduate, I was trying to get out of there. I took on a summer class –

3:45 AJ: You graduated at 27 didn't you?

3:48 Martell: 27? Come on bro, I'm not that old but I picked up the summer class and it was called PR writing, and one of our assignments was to make our own blog so I did that and I liked it, it was really dope. It inspired me to write more and not just write free-handedly but actually like articulate and critique my own writing and it developed into a gateway for me to reach other places.

4:16 AJ: So you didn't write like for the Bulldog newspaper? Or none of the HBCUs? You didn't write for the teams or nothing?

4:23 Martell: No, none of that. I worked with the sports information director for about a week.

4:28 AJ: That's similar –

4:31 Martell: I wasn't doing nothing. I was tracking attendance, yeah I was tracking game attendance –

4:42 AJ: And the attendance at Bowie State football games are?

4:47 Martell: It wasn't that high but this year they were really good though....

4:47 AJ: They were right this year.

4:48 Martell: Yeah they made it to the D2 playoffs but they fell unfortunately to Delta State? Yeah. It was a shootout.

4:57 AJ: Now so it's interesting at that school, I didn't know this about HBCU's and this might be everywhere but, Professor Kenny, he works with the football team, so they have teachers who coach.

5:08 Martell: Correct, he is a video director –

5:10 AJ: He's a video director? Okay, so that's a little bit similar because he's a broadcaster–

5:13 Martell: He helps with the film –

5:14 AJ: Oh, the other teams films?

5:17 Martell: No, he helps with the film with –

5:19 AJ: Oh, he films their practices and games and everything? That's vital, especially in sports, you know how important watching film is and studying your opponent, studying yourself most importantly. But I thought that was so interesting because I used to workout at Bowie State with Coleman, he runs with the defense and he does a lot of the defensive back work and he introduced me to Kenny because he was a Broadcast Journalism professor there and I was like, 'you work with the football team?' Our coaches at Indiana, like they were 24/7 coaches, they didn't have no other professional skills or or classes going on. It was interesting to see that dynamic, it was almost like high school again where some of your professors are your coaches but –

6:02 Martell: Can't duck his class. Can't duck it, he'll have you running suicides.

6:08 AJ: Oh man he like that? I was sure he was a good dude...

6:14 Martell: Yeah, don't cross him.

6:15 AJ: Yeah, I'm glad I didn't do my fifth year there... after all so, you talked about how you started a blog through Bowie State. So, tell us about your blog, because you came up with this crazy analogy that I don't think people even can wrap their heads around, like you really can't get the scope of where you were going with this because you're so far ahead of your time with this, "*sports requires physicality, writing requires finesse.*" How did you come up with that and why?

6:50 Martell: I came up with that when I was just playing around with different things and I needed a slogan for my blog, my blog is called *Sports with finesse*. So, I was thinking that maybe the slogan can combine with the title of the actual blog so I was thinking, what really goes into writing? With writing you have to be very crafty, you have to be clever, you have to articulate your words, you have to catch people's attention. With sports, pretty much, they say sports is 10% physical and 90% mental. You don't have to do anything physical in writing but your fingers hitting the keys, so I was thinking that sports requires physicality and writing requires finesse.

7:37 AJ: So it's basically the opposite, writing is 90% mental and 10% physical, because when you say you're hitting them keys and when you're going on deadlines, you're smacking them keys, you're smashing down on them, so it is a physical sport/nature like that in that aspect. Are you going to keep the blog coming in 2018? It's 2018, we're setting goals out here, we're going to keep the blogs coming while we doing the job?

8:02 Martell: So actually what I'm doing is I am looking to expand, I'm going to allow writers to freelance on my blog.

8:10 AJ: A little Player's Tribune. A little Player's Tribune.

8:12 Martell: Exactly. SOMething slight. Something slight with it.

8:15 AJ: Very slight.

8:16 Martell: But let it will allow people to –

8:19 AJ: Let me just dip my hand in there real fast and put my pen to paper real quick –

8:23 Martell: Hey, look, you have an open invitation to do so –

8:27 AJ: Hey, you don't have to tell me twice...

8:30 Martell: Yeah, you know, I can work with different people and give them an opportunity to showcase their skills –

8:35 AJ: That's beautiful.

8:37 Martell: Yeah, it's all about giving back.

8:39 AJ: It is, it is we're going to be global with *Sports with Finesse* and did that have anything to do with the sneaker obsession and the sneaker collection? Or is that a different blog? You got two blogs right?

8:52 Martell: I had two blogs yes, my first blog was called, *Heat Check Kicks*

8:55 AJ: Say that again for me.

8:56 Martell: *Heat Check Kicks*

8:57 AJ: Heat Check Kicks

8:58 Matell: Yeah.

8:59 AJ: Oh heat check kicks.

9:01 Martell: Yeah like a heat check.

9:02 AJ: Ok, I thought you said *he check kicks*. I thought we was in the booth again. He check kicks I check.

9:08 Martell: Aye look I can get into the booth now. Sike naw.

9:10 AJ: We got the booth right here. You know that.

9:11 Martell: Naw, naw, naw I got to keep it player. But naw the sneaker obsession started real young, I was about maybe 8 years old, my older brother put me in the game early.

9:27 AJ: Are we only on J's or are we on all kicks?

9:29 Martell: Everything, J's, Adidas, Reebok, you know everything. If it look fly and you can pull it off, you just do it.

9:38 AJ: So you had a full blog? Did people subscribe to that or how did that work?

9:41 Martell: I showcased it through social media, pretty much it was just how I did with *Sports with Finesse*. I would have posts and I would share it on different platforms, I would share it on Snapchat, Twitter, Instagram, Facebook –

9:58 AJ: On your personal?

9:59 Martell: On my personal, yeah.

10:00 AJ: Oh, you didn't have a heat check kicks?

10:03 Martell: I had Instagram. I didn't really use it though, because I had more of a following on my own personal, so I just kind of redirected it in a more long form way by like hey "link in the bio," stuff like that. Looking back in retrospect, I could have done that differently and –

10:22 AJ: See, I'm starting to see the social media in you come out, you thinking strategically you –

10:26 Martell: I definitely could have done that a different way, and do it more of a following to my blogs, but it's all about growth. Now I understand that it's this way and people don't really want to read long form a lot anymore.

10:43 AJ: When did you start that blog?

10:45 Martell: I started the *Heat Check Kicks* blog, I would say 2015 and then *Sports with Finesse* in 2016. Yup I started right before the Superbowl...

11:00 AJ: Cam Newton Super Bowl?

11:01 Martell: No. Tom Brady.

11:02 AJ: Seahawks?

11:04 Martell: Nope Tom Brady vs. the Falcons

11:06 AJ: Which one you started in? That was 2017.

11:07 Martell: It was 2017, so I made the blog in 2016 but my first post didn't come until 2017.

11:19 AJ: Okay, I feel you on that one, so that's a 2/3 year span of growth right there, how has your your your mind set within social media changed and what has guided you through this art of this social media finesse?

11:34 Martell: I just really think I can do whatever I put my mind to. That already opened up the door and we're brought up with that mindset, that if we really put our mind to it, we can do it and if you believe that you can do it, you really can. It involves hard times, it involves consistency and it involves really putting in a lot of work, a lot of work that you're unrewarded for, but once you start to alleviate yourself, you start to see the benefits and the values that you've obtained from it and the work ethic that you've obtained. You learn the lessons that once you really put your mind to something, you can't be stopped.

12:18 AJ: What benefits have you seen through your use of social media?

12:23 Martell: Just mentorship opportunities, people have reached out to me and offer to be a helping hand with certain things, or just an ear to listen to, critiquing my writing, a lot of people giving me positive and negative feedback –

12:41 AJ: You put your articles on social media and you'll have people critique and mentor you that way?

12:47 Martell: Correct.

12:48 AJ: Give me an example.

12:49 Martell: Like okay, so Rob Parker from FS1... so we met down at Bowie State University, we had a symposium for the sports management program, I approached him and I was like, 'hey, I'm getting into writing and I was wondering if you could be a mentor to me.' He's like, 'cool' and I was thinking like wow he really just said cool, off the break, so I would post my –

13:20 AJ: Was that intimidating for you?

13:22 Martell: You know, a little bit –

13:24 AJ: I mean he's on TV every day, he's hosted all those shows before, you know.

13:29 Martell: I'm just Martell Pegues.

13:30 AJ: Right, don't say it like that –

13:35 Martell: But like that was my mind state back then, I didn't fully believe in my capabilities, but I met him and he was like, 'wow, you really can write', I would send him stories and I sent him like a hundred stories

13:50 AJ: A hundred. Just came to mind and you just put pen to paper?

13:55 Martell: He told me that I really need to go to NABJ, he said 'you really need to go. The first time I bluffed, I did (AJ: When it was in DC?), I bluffed on the one in DC, I didn't think I was ready.

14:11 AJ: You didn't think you were ready?

14:12 Martell: Mmm hmm

14:13 AJ: Why?

14:14 Martell: Just because I hadn't really put my ideas on paper –

14:22 AJ: It was here though. That's the funny part about it, like I missed the one hear too, but I was out at school. There was no way for me to get back from the time period but you could have just walked right in, you know?

14:32 Martell: It was it was crazy, I'm like looking back I'm like, why the hell you ain't go?

14:39 AJ: Hey, it all worked out though.

14:41 Martell: Yeah! It did, but I had to give myself personal time to grow. I was dealing with personal things and just really cementing myself in where I want to go in life. So, the next year came around and I was still sending him stories and this and that, and he was like, 'you're going this year, right?' and I was like, 'yeah, I'm already booked up to go' and he was like, 'well, I'll see you there' and he was my largest inspiration with being a writer because he expressed to me ways that I can get better, that's a big thing for me, I don't always want to be cheered on. I want to be –

15:23 AJ: You want the real, like you want him to give it to you straight.

15:25 Martell: Yeah, I want to be critiqued if there's room for critique, if there's room for improvement, I want to improve –

15:29 AJ: If it's trash, then throw it out, like tell me to throw it out.

15:32 Martell: Tell me if that's some trash.

15:33 AJ: You ain't got to say it nicely, you don't have to just ridicule the whole thing, but if it's trash and I can't put it nowhere, I don't want to put it nowhere.

15:42 Martell: Exactly, I only want to put my best work out, period.

15:46 AJ: So, in social media though, what keys to success would you have for people out here? Because people are listening to this right now because they want your strategy, they want to be where you are right now and how you utilize social media to get you where you are.

16:02 Martell: You really have to pay attention to your surroundings on social media, the people that you follow. If you want to stay within a certain audience, I would say only follow people in that audience. That's really how you can do –

16:15 AJ: That's a good point, that's a good tip. So, only follow the people that you want to follow and you know could probably help you and further your growth?

16:22 Martell: Correct, yeah, stay within your range.

16:26 AJ: I'm taking mental notes, I'm taking mental notes right now.

16:30 Martell: Stay within your range, if you want to follow you know WWE, follow, look up people who tweet about WWE, you'll be surprised –

16:39 AJ: Brian Waters –

16:39 Martell: Exactly, that's my manz –

16:40 AJ: Shout out Brian Waters!

16:43 Martell: Yeah, his dope. If you want to follow X games, there are people who tweet about X games –

16:49 AJ: For real, I bet you there are people who tweet about literally everything.

16:53 Martell: Oh, absolutely! You can find those people, you can network with them and next thing you know, you got a following!

16:59 AJ: Is that what you did?

17:00 Martell: Yeah, I tailor my social media, I tailor it to sports, just sports all around. I found people who work for different companies, just people who tweet about it regularly, or they have their own blog, or they write for a fan site.

17:18 AJ: So tell us about *Bleacher Report*, is that a dream come true? How did that happen?

17:23 Martell: Man, I still feel like I am dreaming. People would be like, 'you work at *Bleacher Report*, and I would be like, 'yeah, it's dope, I like it', but I feel like it hasn't all the way hit me yet, but it's there. Actually doing something that I enjoy to do, at work and it doesn't feel like work, it feels like I am having fun.

17:51 AJ: How do you incorporate your flavour or what you bring to the table, your creativity into *Bleacher Report*, which is the best and well known social media platform for sports?

18:06 Martell: There's a lot of creative people there and one thing that we stick to is that no idea is a bad idea. We always try to generate the best idea and we don't shit on anybody else's stuff, that's not cool. We listen and communication is very big there, and I think that's the biggest key to success.

18:34 AJ: What do you mean by that? Communication?

18:36 Martell: Yeah, it's positive communication.

18:38 AJ: You talking about emails, in the meeting rooms?

18:40 Martell: Everything, you're not out of the loop, whatsoever. If you're always informed, you can't get lost.

18:50 AJ: So what type of content are you going to bless us with, man?

18:52 Martell: We got some dope stuff coming out now soon, I can't spill too many beans...

18:57 AJ: Sneak peeks man, sneak peeks! It's only for *Max Out Time* exclusives.

19:00 Martell: You trying to get me fired. [laughs] I ain't trying to go out like Craig, next thing you know, I'll be fighting Deebo in the street.

19:11 AJ: Oh, nah, who's going to be the Deebo out there, who's your boss? Who are you a little intimidated by now?

19:18 Martell: Nobody, everyone made me feel very welcomed. Nah, everybody made me feel very welcomed when I came up, it was a comforting experience. It was my first time being in the city, actually being there for a period of time, they had me up there in the early part of the month, just for like a orientation. Everyone was really cool, they were nice, it just seems like a big family.

19:48 AJ: So so when are you going out there?

19:49 Martell: I'll be permanently there in February.

19:51 AJ: February? So right now you're chilling, just working on your craft?

19:56 Martell: Yeah, working on my craft, looking for somewhere to live, if you all know somebody in New York, holla at me –

20:01 AJ: Hey, the rent is high!

20:04 Martell: The rent is high, yeah, it's manageable though.

20:06 AJ: Hope you saved all them pennies from Finish Line.

20:09 Martell: Shoot it weren't that many pennies to save!

20:11 AJ: Spending it all on kicks, man.

20:13 Martell: I tried –

20:15 AJ: Hey, but speaking of kicks, you did a great article on Bradley Beal, I got to shout you out. Your first article for *Bleacher Report* was with Bradley Beal, all-star for the wizards, hopefully he's an all-star this year.

20:30 Martell: I think he is going to be an all-star this year.

20:31 AJ: I think so too man, so what was that like, man?

20:35 Martell: Bradley's really dope, he's not a high profiled guy, he is really laid back. I was in shock that I was doing it as well. When I told my mom I was doing it, she was like 'what?!' I was like, 'yeah' like, I'm interviewing Bradley Beal from the Wizards.

AJ 20:52: Go head baby.

20:53 Martell: That's exactly what she said. That really felt like a dream come true, I wanted to cover the Wizards.

20:58 AJ: Growing up, you mean?

21:00 Martell: Kind of like, once I started really liking the Wizards, I started really liking the Wizards probably around 2011, and then I always kept up with them and you know, I started a dream job to cover them. I was like, wow, you get to be one of the faces of the franchise.

21:21 AJ: That must have been in your top 5 easily. What's your favorite story that you've done so far?

21:25 Martell: My favourite story that I've done is actually my third one, so it was the recap of the Super Bowl between the Atlanta Falcons and the Patriots –

21:37 AJ: I do remember skimming through that one, why was that your favorite?

21:40 Martell: Because, I really felt like I told the story of the game, I broke down the game really from beginning to end. I was writing it while I was watching it –

21:52 AJ: Was that hard? I know a lot of people beat writers have to do that and you have to do that to get that quick turnaround. But, don't you want to enjoy the game?

22:00 Martell: I would still enjoy the game, and I think me writing while I was watching the game, allowed me to look at the game from a different angle. It allowed me to dissect the different things that were happening in the game, rather than looking from it from a fans side. It was exciting, everybody was like 'the Falcons blew their lead' but looking back at it, there were things they could have done to win the game.

22:25 AJ: There's a lot of things they could have done, just hand the ball off to Devante Freeman or Teco man.

22:33 Martell: Yeah but you know, that's what happens when you play not to lose rather playing to win.

22:43 AJ: The Falcons, I believe, within the last few years, their franchise has never been at the playoffs back to back. It's probably within the last five years because when they got a Matt Ryan and Julio Jones, they've been there consistently. But, for the most part they never go back to back and that was only their second Super Bowl, the first one was 20 years ago

23:09 Martell: Jamal Anderson touting the rock.

23:10 AJ: Oh yeah they was up against TD and Elway and them.

23:13 Martell: Oh yeah they got L'd out.

23:17 AJ: Yeah, of course, of course, man but I know you a basketball guy, you a huge fan, have you seen any of them games this week?

23:34 Martell: I did, I was a happy boy on Christmas.

23:27 AJ: You were a happy boy on Christmas?

23:28 Martell: I was a happy boy on Christmas. We got the W against the Cs, but then we turned around and lose to Atlanta. It's just like, oh my gosh, and it's like right now we winning against Houston and it's like you know

23:41 AJ: It's going to be a rollercoaster man, like the record speaks for itself, we're about like what? 18 or 19-16 something like that, so right about 500, we're going to squeak in and get like a 5 or a 6 seed.

23:53 Martell: It's looking like that, Toronto is looking very, very good, they were number 1 in the East a couple of days ago.

24:00 AJ: They got an Indiana product over there Og Anunoby, the young bull.

24:06 Martell: Oh yeah? Your boy Oladipo coming up though. He ballin out this year.

24:10 AJ: He might be in that race. That MVP race. He might be in there. He could sneak in there.

24:17 Martell: If he get Indiana to make some noise definitely so.

24:18 AJ: They already done beat Lebron. You know that right?

24:20 Martell: Yeah.

24:22 AJ: So but that's on the court though, so we social media, we social media there because we got all the moments, associate editor right here, so that's on the court. Who have you seen doing it big off the court? I'm talking about with the fingers, with the Twitter fingers.

24:37 Martell: Do you know who I really like though? I like Rhiannon Walker, yeah I like her, she's very funny.

24:45 AJ: Okay Rhiannon, she was out at KD.

24:47 Martell: She was. I remember she had the timbs on. I was going on her (AJ: yeah you really was.), but that's my homie though she's cool.

24:52 AJ: And I realize she went to one of the high schools, St Stephen's, St Agnes, in my conference or whatever so I think I ain't known her before. But, you switching the whole question, I'm talking about the NBA players, with the Twitter fingers.

25:06 Martelle: Oh, Joel? Joel is hilarious, he is the troll king. They should call him Troel Embijid

25:12 AJ: And it's not just on Twitter, it's on IG too because he come in with the trolls underneath the pics. When you come underneath the pics like, that's creative because it's just straight out bold for you to @ somebody on Twitter. You come under the pics and just snoop it down there, I'll be like okay, he thought about that one a little bit.

25:30 Martell: Bron's really funny too, yeah Bron's really funny on on IG, he had the Arthur thing going on for a minute.

25:40 AJ: The little meme or whatever. He better watch out, he could get caught sleeping and Gordon Hayward comes back, he get caught sleeping. We don't know how Isaiah is going to gel with them, but I'm looking at, what would your social media like starting five from the point to the center, who's really doing it? In no particular order though.

25:58 Martell: Okay, so of course Joel, Isaiah Thomas is funny on social media too

26:09 AJ: I see he also posts a lot about his kids, I haven't seen too much –

26:13 Martell: Isaiah, he'll throw like some slack comments on Twitter and he'll get himself buzzing. Last night on the game versus the Rockets and the Celtics, he was just like, you know smart doing smart things –

26:28 AJ: Smart doing smart tings, yeah I saw that -

26:32 Martell: But is it like smart doing smart things, or is it like Marcus Smart being Marcus Smart. It's like that double entendre that he pitched out there, he gave the people some room to wiggle around in and really think about what he was talking about.

26:46 AJ: Six a dozen in one hand and half a dozen in the other, it's all the same. But, who else other than I.T.?

26:53 Martell: You can go him, you can go Bron, you can go Embiid, switching over to football JuJu Smith-Schuster.

27:01 AJ: Aye JuJu on that beat been going in!

27:05 Martell: JuJu is funny, he's a funny guy, he is a clever guy too. I would say lastly, who would hold the last spot? The last spot, I mean, I think I got to give it to KD, KD is Mr. Twitter fingers...

27:36 AJ: When you come up with your own persona and your own Burner Twitter, you might be in the top 5 too. That's wild, that's visionary, that's like next level, that's next level Twitter. He had to that though because they were getting on him so bad. So terrible.

27:47 Martell: Yeah. They had the "gif" –

27:49 AJ: Is it gif?

27:51 Martell: Yeah, is it jif or is it gif?

27:52 AJ: Because if you put a "t" on it, it's gift. So when you take the "t" off, is it 'gif'?

27:59 Martell: I don't know, I think it's all how you talk.

28:01 AJ: Because Jim, like Jimmy Johns is spelt with a j.

28:04 Martell: They got the 'gif' peanut butter too...

28:07 AJ: That's with a j...

28:10 Martell: So we going gif –

28:14 AJ: So if ya'll ain't know that before, it's 'gif'. You just opened some gifts the other day, how's that going to be a 'jif' now? Go back to what you were saying – we're not just talking social media, your usage, I mean, the two best, I wouldn't say marketers but the ones who are really utilizing it best would be y'all,, Marshawn Lynch and his show on Facebook, and of course the Ball family, they got two seasons done already on Facebook. It gets over a million views, every episode, every Sunday, so it's just like people are watching it on the tube.

Watching it on Facebook, because the tube is gone, ten years from now it's going to be straight Netflix, Facebook all that. Y'all linking with Marshawn is huge and now you're on there, you can throw him some ideas for some of them seasons.

29:20 Martell: The growth of Facebook all together, Facebook had a whole transition, Facebook was there for a little while –

29:27 AJ: Yeah, it was there, because you went from Myspace to Facebook to IG so quickly, it was like well, people are really on IG now, people are still on Facebook now but they're really on Twitter, IG, Snapchat is probably right up there, so I mean Facebook is still standing its ground, really. Have you seen the movie though? I haven't seen it, *Social Network*, have you seen it?

29:54 Martell: I have seen it, it's a really good movie, just the moral of it was, be different, to me, that was the moral of his story. But, the evolution of Facebook is is mind boggling, it gave people a platform that - for television, it's like, you have a Facebook show.

30:23 AJ: Facebook live is is is really innovative as well. I mean, everything Facebook is doing is great, it's just like there are so many old people on there as well, you trying to get hip but you're still using IG and Snapchat, I think that's the caviar to it. But, Facebook is going to forever be around.

30:36 Martell: Have you noticed they are trying to have Facebook replace LinkedIn?

30:39 AJ: Replace LinkedIn?

30:40 Martell: Correct, yeah it's been like the number one networking tool.

30:45 AJ: I don't really use LinkedIn like that, I mean, I definitely use it but I don't check it as often, like I'm going to check Facebook.

30:52 Martell: Do you know want to know something that's crazy? You know our parents used to get on us about being on our phones all the time, or being on the internet and now it's like it runs the world –

31:05 AJ: You can't live without. You can't grow without it, and it does run the world, you're exactly right. But, speaking of New Year's resolutions, what what you going to do in 2018?

31:15 Martell: I want to continue to grow, but not just from a career standpoint, I want to grow mentally, spiritually and emotionally and just continue to better myself as a man, so that I can be a positive influence to others, I can be a better boyfriend to my girlfriend, I can

be a better son to my parents, and I can just be a better person overall, be more responsible and to continue to elevate myself and others and just be happy.

31:48 AJ: Hey, this is Martell Pegues, new year new me, you heard it here first man. You trying to get this lightening round in?

31:54 Martell: Let's do this.

31:55 AJ: Let's get it, so tennis shoes or sneakers?

31:57 Martell: Tennis shoes

31:58 AJ: Timbs or New Balances?

31:59 Martell: New Balances

32:00 AJ: We want fitteds or snapbacks?

32:02 Martell: Snapbacks

32:03 AJ: Chipotle or Qdoba?

32:05 Martell: Qdoba

32:06 AJ: Mumbo sauce or hot sauce?

32:07 Martell: Mumbo sauce.

32:09 AJ: Okay, you sure about that one?

32:10 Martell: Absolutely.

32:11 AJ: Okay, DC or Baltimore?

32:12 Martell: DC

32:13 AJ: Pac or Biggie?

32:15 Martell: Pac.

32:16 AJ: Kobe or Lebron?

32:17 Martell: Lebron

32:19 AJ: Why you had to say that one all quick. I mean you can't pay homage real fast? Just last week we were talking about both jerseys going up in the rafters, Lebron ain't gone none of that...

32:29 Martell: LeBron gonna get that –

32:30 AJ: How he gonna get that? He got one jersey.

32:32 Martell: LeBron gonna, it's going to be there –

32:34 AJ: It's going to be there? He got one jersey!

32:37 Martell: You don't think LeBron's number six is getting retired? Absolutely. He bought them two chips.

32:43 AJ: No sir. Not ever...

32:44 Martell: Come on, he got them two chips.

32:45 AJ: The Heat are not putting LeBron's jersey up in the rafters.

32:49 Martell: Art, we can make a bet right now

32:50 AJ: No sir...

32:51 Martell: If they retire number 6, then that's dinner on you –

32:54 AJ: Ain't no way he gonna retire that 6 –

32:56 Martell: He bought them two chips.

32:57 AJ: All right, we're going to see in about six or seven years –

32:59 Martell: Wade going to retire –

33:00 AJ: Easily, because he has played for Miami for like thirteen years.

33:05 Martell: Wade got them three chips, LeBron got two though.

33:08 AJ: LeBron got them two, he was only there four years –

33:10 Martell: Exactly! He got two chips in 4 years!

33:13 AJ: But your not a Heat player, he's a Cleveland Cavalier.

33:17 Martell: He's going to get both, I think he's going to get both.

33:19 AJ: Back to the lightning round now man. Kyrie or Wall?

33:23 Martell: [ponders] You tore me rith there.

33:28 AJ: Yeah, you had to think about that one because you know what you want to say but you know what you got to say –

33:30 Martell: Kyrie Irving. Kyrie.

33:32 AJ: Uncle Drew

33:33 Martell: Yeah.

33:36 AJ: And I'm DC through and through. So Twitter or IG?

33:38 Martell: IG.

33:40 AJ: Really? I was expecting you to say Twitter.

33:41 Martell: Nah, I like IG more.

33:44 AJ: Okay, the writing and the the blog and everything, I would think that's how you got your wave.

33:50 Martell: I'm more of a visual guy. Yeah, but I like IG more for my leisure time, when I'm chilling, I'll just surf through IG, explore a page, IG's a little more fun.

34:03 AJ: I think right now, I think it's 2018, I'll be Twitter, but definitely 2017 back to 2012, 2013, I was IG.

34:13 Martell: I think IG really changed the game with they have their story mode.

34:18 AJ: Yeah, it's too much like Snapchat for me though. What's the purpose? You either do one or the other.

34:23 Martell: I don't use Snapchat really, I use more IG story.

34:27 AJ: You are so visionary, I can't even help it man, how do even not use Snapchat?

34:32 Martell: I barely use Snap, I don't know Snap's just...I feel like there's always a lot going on, on Snapchat –

34:39 AJ: Even the...what's it call it...the little stories with the networks –

34:47 Martell: What networks are doing, they're putting them on both, so you going to see it at all times.

34:53 AJ: No, those are better. What's the one...you know what I'm talking about, the story that the networks do.

34:59 Martell: Oh yes, I know what you talking about, like they'll have their own little session.

35:05 AJ: Yeah, like CNN and like the Washington Post, and all that, those are really interactive.

35:08 Martell: Yeah, but like if you follow them on Instagram, you'll see the same thing.

35:12 AJ: For real, okay, I guess I wasn't checking that out. So, we going with memes or gifs?

35:18 Martell: It depends on the situation –

35:22 AJ: Cuz we just threw jifs all the way out. I don't know who called it jifs, but if you put a t on there, it'll be the same thing as you got and you open up underneath the trees. So, I don't know who called them jifs.

35:31 Martell: Look, I'mma go with jifs.

35:57 AJ: It's gif, we just established that.

35:38 Martell: I can't shake it, I just have to say it that way, okay we're going with the gifs. We're going with the gifs over the memes.

35:46 AJ: Man whatever. Last one, Bleacher Reporter or Barstool.

35:49 Martell: Come on man, BR, Bleacher Report, all day.

35:54 AJ: Okay, I thought I could catch you slipping on that one man. Hey, so I got my man, my special guest, Associate Editor of Social Moments, for Bleacher Report, Martell Pegues. Man, thank you so much for coming out today for this episode of *Max Out Time*, you got anything for us man?

36:09 Martell: Man, Art it was a pleasure. I appreciate being here and I appreciate the time I spent with you bro. Got a lot of things coming for you man, much blessings to you.

36:16 AJ: I can respect it man, what's your social media? Let the people know.

36:19 Martell: Y'all can follow me on @_martellin.

36:25 AJ: Everything Bleacher Report Social media and Social moments. What's the difference between media and moments just so we can get out of here on a positive note and know the difference between that?

36:36 Martell: Just the moment you capture the moment, that's what we do.

36:41 AJ: Martell Pegues capturing the moment, please continue to subscribe to *Max Out Time* with AJ II on iTunes, like and subscribe on Facebook, IG and Twitter and I'm AJ and I'm out!

36:51 Outro Song: 'For The City'

37:18--END--

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