



The We Outside Show Returns: A Deep Dive into Atlanta's Music Scene and the Future of Artists

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The We Outside Show is back with hosts DJ Filthy Rich and DJ Big X discussing the current state of Atlanta's music scene, the impact of AI on artists, and the importance of building a genuine fan base. They explore the challenges artists face in gaining recognition and the

evolving landscape of the music industry, emphasizing the need for unity and financial literacy within the community.

Yo, you already know what it is. It's your boy DJ Filthy Rich, and I'm here with DJ Big X. Welcome back to the We Outside Show! After a long hiatus, we are back outside, ready to voice our opinions and dive into the vibrant music scene of Atlanta.

The Current Music Scene in Atlanta

As long-time DJs in Atlanta, we have witnessed the evolution of the music scene. Recently, notable figures like Jermaine Dupri and Metro Boomin have dropped new projects that have reignited interest in the city's music. Jermaine Dupri's "Magic City Soundtrack" and Metro Boomin's "Futuristic Summer" have been particularly impactful, showcasing a mix of established and emerging talent.

The Selection of Artists

A point of discussion that arose was the selection of artists featured on these projects. Jermaine Dupri and Metro Boomin, as icons in the industry, chose artists they felt were hot. This raises an important question: what about those artists who were not selected? Does their exclusion imply they are not hot? As DJs, we understand that the music industry is vast, with countless artists vying for attention. Not every artist can be featured on every project, and selection often comes down to personal relationships and connections.

The of Being an Artist

In the current landscape, many self-proclaimed hot artists may find themselves questioning their status when they are not included in high-profile projects. However, it's essential to recognize that talent exists beyond the spotlight. Artists like Joe Green and Amaretta, who have been grinding and producing quality music, deserve recognition even if they are not featured on major albums.

The Challenges of Female Artists

Amaretta's absence from recent projects highlights a broader issue regarding female artists in Atlanta. Despite her talent and dedication, she faces challenges in gaining the recognition she deserves. The conversation shifted to whether female artists are sometimes overlooked due to their marketing strategies. Unlike many male artists who may rely on a specific image or persona, female artists like Amaretta focus on their lyrical abilities and artistry.

The Importance of Marketing

Marketing plays a crucial role in an artist's success. Female artists often face pressure to conform to certain standards, such as adopting a more provocative image. However, those who stay true to their craft and build an organic following can ultimately find success. The discussion emphasized the need for artists to understand their market and how to

reach their audience effectively.

The Role of DJs and Networking

As DJs, we play a pivotal role in an artist's journey. Networking is essential, and artists must engage with DJs and industry professionals to build their careers. The importance of grassroots efforts cannot be overstated; artists should be present in the community, performing at local venues, and connecting with fans.

The of Viral Success

The rise of social media and platforms like TikTok has changed the game for artists. While some achieve viral success overnight, this can lead to a false sense of security. Many artists who gain quick fame may neglect the foundational work necessary for long-term success. The conversation highlighted that what goes up must come down, and artists need to maintain relationships and continue networking even after achieving initial success.

The Future of AI in Music

A significant topic of discussion was the emergence of AI in the music industry. The idea of signing AI artists raises questions about the value of human artists. If a label is willing to invest millions in an AI artist, what does that mean for real artists? The hosts debated the implications of AI on the music industry, emphasizing that while AI can produce music, it

lacks the human connection that resonates with fans.

The Value of Real Artists

Despite the advancements in AI, the essence of music lies in its ability to connect with people. Real artists bring authenticity and a personal touch that AI cannot replicate. The hosts stressed the importance of building a genuine fan base and creating music that resonates on a deeper level.

The Importance of Community and Unity

As the conversation progressed, the hosts touched on the need for unity within the music community. They emphasized that artists should support one another rather than compete. The culture thrives when artists come together, share knowledge, and uplift each other.

Financial Literacy and Entrepreneurship

Another critical aspect discussed was financial literacy. Many artists lack the knowledge to manage their finances effectively, which can hinder their success. The hosts advocated for educating the community about entrepreneurship and financial management, encouraging artists to think beyond just making music.

• Moving Forward Together

• moving forward together.

As we wrap up this episode of the We Outside Show, it's clear that the music industry is evolving rapidly. Artists must adapt to these changes while staying true to their craft. The hosts expressed excitement about the future, promising to bring more discussions on music, culture, and business in upcoming episodes.

We are back outside, ready to share knowledge and introduce new music. Make sure to follow us on all platforms and stay tuned for more insights from the We Outside Show!