

Turn it Up
Episode 1: Amaal

Music, an art form that needs to be appreciated and artists that need to be recognized. This podcast is about music, artists, songs, time eras, genres and everything in between. A considerable choice for the Greatest Canadian artist & person is someone called Amaal Nuux. She is someone who has impacted the music industry, reputation of Canada, and helped the mental health of many. She is an upcoming significant influence to this world, and the topic of Turn it Up: Episode 1: Amaal.

0:00- *Tape Recorder Opening (Sound Effect)*

0:03- *Rhythm & Blues Track 1 starts playing*

0:08-

Malaika Javer:

Good morning/afternoon or evening from wherever you are in the world today. This world is a big place, so you could be literally anywhere! Isn't that crazy? In the world, do you think each country has someone they consider to be their "Greatest" person? For example, who do you think of when I ask you who "The Greatest Canadian is?" Well, don't worry about answering and picking one person just yet. Everyone has different opinions and answers to that question, but throughout this episode, I'll be taking you through the journey of a Somalian-Toronto R&B artist, who has touched people with her music AND her actions in the corners of the world. This episode is all about who, what and why SHE is "The Greatest Canadian".

0:49- *Rhythm & Blues Track 1 "in the clear"*

Malaika Javer:

Hey everyone, I'm your host, Malaika Javer and this is episode 1 of Turn it Up.

1:01- *Rhythm & Blues Track 1 fades out into silence*

1:06- *Rhythm & Blues Track 2 start playing*

1:07-

Malaika Javer:

Amaal Nuux, professionally going by Amaal, is a Somalian-Toronto Contemporary R&B artist, born in the May of 1990. She has been a huge inspiration for people all over the world. In her music, she explores embracing your sexuality, and being a part

of the LGBTQ+ community. It was a topic that at her birthplace, Mogadishu, Somalia, was something they shyed away from, and she was never taught to embrace and accept it. She and her family emigrated to Toronto, Canada in the early 90s. And at 22, she was signed to the same label as artists like Justin Bieber and Shawn Mendes, growing her platform immensely. Not only does she make an impact with her music, she has sponsored many Somalian Muslim women to come to Canada and study. There isn't an exact number of how many women she has helped, but there was a record that has said shes helped close to 100 women. Needless to say, thats a pretty significant impact on Canadian Identity, and definitely brings her up to a "great status", don't you think?

2:11- Rhythm & Blues Track 2 "in the clear"

2:12- "Dip/Ducks" under Rhythm & Blues Track 2 AND **Malaika Javer's** voice

Maia Russell-Nelson:

Um, music definitely like, I cannot concentrate, um, on like homework and stuff like that, um, or like journaling or anything like that. Journaling was a big part of like just, I just journal a lot. Um, I always have to listen to music while I do it, I always have to listen to music while I do homework. Basically while I do, like, literally anything, I have a playlist for like every mood. Um, like you name it and, like, I could literally like have it, like that. But, yeah I use music for pretty much everything I do.

2:49- "Cross-fade" between Rhythm & Blues Track 2 and Ambient Sound: The Rain

Malaika Javer:

Let's listen and see how Maia's story, play out.

2:51- Ambient Sound: The Rain (dip/ducks behind **Maia Russell-Nelson's** voice)

Maia Russell-Nelson:

When I was first thinking about coming out, I was really scared that, um, my friends would look at me way different, or that, um, like they would treat me different or that my parents would treat me different, um, but, yeah and I was really scared of judgement even though I had, like, this feeling that they'd be okay with it, but I was scared that I was, like, gonna, be like known as like "oh like you're gay" or things like that. Um which really scared me...

3:18- Ambient Sound: The Rain continues behind **Malaika Javer's** voice

Malaika Javer:

Maia faced challenges that many LGBTQ+ members experienced when they first were contemplating coming out as being a part of the LGBTQ+ community.

3:29- Ambient Sound: The Rain continues behind **Maia Russell-Nelson's** voice

Maia Russell-Nelson:

Well, like, when I first like came out, um, it was really weird cause, like, the first time that I kinda, like I've always known that every since I was little, that I wasn't straight, like I always thought that I was gay or, like, bi, or like, I don't know, part of the LGBTQ community. And I was like "ok, like, this is, I just need to get this over with, um, like the faster I get it done with, the more my mental health is, the better my mental health is going to be"...

3:29- Ambient Sound: The Rain continues behind **Malaika Javer's** voice

Malaika Javer:

Maia expresses that music has always been a huge part in helping her cope with all the emotions she was feeling, like judgement or fear, or not being accepted by her own friends.

4:08- Ambient Sound: The Rain continues behind **Maia Russell-Nelson's** voice

Maia Russell-Nelson:

Well, a big reason that I did come out was because some of the music I started listening too. Like 'Girl in Red' and, um, like, 'Billie Eilish' were two of the big ones for me, like I started listening to 'Girl in Red' and I was like "oh my god, like, this is, like, so me and this is just everything that I'm feeling but kind of put into music form" and just, it made me feel like I wasn't alone anymore with it.

4:30- Ambient Sound: The Rain continues behind **Malaika Javer's** voice

Malaika Javer:

Even the little things, that artists like Amaal focuses on, like one specific lyric or even an art piece can show people that they are noticed and it impacts the immensely, by making them feel like they shouldn't worry about the things they're feeling, and comforting them into making it feel like its a safe space to be.

4:51- Ambient Sound: The Rain continues behind **Maia Russell-Nelson's** voice

Maia Russell-Nelson:

Some of the album covers for 'Girl in Red' were definitely, like, very, like you just have to see them, but they're like, explicitly, like, very like, girl on girl, kinda thing. Um, and shes like, not like aggressive with her music, she just very out there with the fact that she likes girls and, um, and, but shes still like kind of feminine I guess with it. Um, and like same with 'Billie Eilish', um, and, like 'Clairo', they're all just, I don't know, they all just helped me so much, and like music in general just helped me so much, but I think definitely, like, their three of the artists that I listened to the most now, since I've figured them out and their music I guess, um,...

5:31- Ambient Sound: The Rain 'crossfades' into Rhythm & Blues Track 1

Malaika Javer:

Let's talk about some takeaways, what did we get from that interview? I'm going to talk about some concepts like judgement or the globalization of the culture of the music industry, take a listen.

5:40- Rhythm & Blues Track 1 "in the clear"

5:43- Rhythm & Blues Track 1 "dip/ducks" under **Malaika Javer's** voice

Malaika Javer:

Judgement. Judgement is involuntary sometimes, you don't even know when your doing it, or when your being judged. But music can be a saviour for many people, just like Maia. Its a safe place for people to go to, and artists like Amaal, who reach the corners of the world, give these people, a chance to feel accepted and create a safe space, away from all of that judgement and away from all of that fear of not being accepted. Let's talk about some globalization, what's going on with our culture industries?

As Right Honourable Beverly McLachlin, P.C. Chief Justice of Canada says, the globalization of Canadian culture is very important. We've been fighting the globalization of our culture for a very long time, so when Canada negotiated with NAFTA in 1994, they earned their rights to protect the Canadian Cultural Industries, which includes music. And this helps preserve our culture, to share with our children and to pass down our cultural roots. People like Amaal are using this chance to widen their platform and but helping not only the industry move forward, but the economy, reputation, diversity.

6:49- Rhythm & Blues Track 1 "crossfades" into Rhythm & Blues Track 2

Malaika Javer:

Amaal's music, as I've mentioned before, is mostly based around the concept of embracing your sexuality and just learning how to accept who you are. Even though she is not apart of the LGBTQ+ community at the moment, she has fallen in love with the concept of creating music that makes other feel safe and accepted. She might remind you of artists our guest mentioned like 'Girl in Red'...

7:20- Rhythm & Blues Track 1 "crossfades" into "We Fell In Love In October" by Girl in Red for 5 seconds

7:25-

Malaika Javer:

...or artists like Billie Eilish...

7:27- "We Fell In Love In October" by Girl in Red "crossfades" into "Wish You Were Gay" by Billie Eilish for 5 seconds

7:32- "Wish You Were Gay" by Billie Eilish "crossfades" into Rhythm & Blues Track 2

Malaika Javer:

Amaal is more on the R&B side of the "Music Genre Spectrum" than those artists that I just played for you. She has a soft, groovy voice that jells with her R&B beats, featuring instruments like the electric bass guitar, and saxophone that almost go perfectly with her vibe. Why don't you take a listen, this is "So What" by Amaal.

8:18- "So What" by Amaal "crossfades" into Rhythm & Blues Track 2

Malaika Javer:

Amaal's style of music is pretty diverse, as some of her songs have a slower tempo (which means its generally slower), and some are upbeat and groovy. She covers most R&B styles, while incorporating some soul and gospel as well. Now thats a diverse artist.

8:40-

Malaika Javer:

Amaal, a very influential R&B singer, born in Mogadishu, Somalia, for especially coloured women, is an inspiring person. She has touched people with not only her music but her actions as well as she brought many Somalian women over to Canada to help them study and give them the life they deserve. Being signed to a label with famous artists on it, helped her expand her music, and her decisions to sponsor women to come to Canada. Be sure to go check Amaal out on Spotify, Apple Music, Youtube or wherever you listen to music. Thats A-M-A-A-L, Amaal.

9:17- Rhythm & Blues Track 1 "buttons" Music segment and Outro segment

Malaika Javer:

Amaal is the Greatest Canadian because she has serviced so many Somalian-Muslim-Canadians, by helping them come to Canada and get the education and the life that they do deserve. Not only has her actions helped people, her music has impacted so many for being so diverse and accepting. Her music has helped people like **Maia**. Thank you so much **Maia** for being on this show by the way!

Maia Russell-Nelson:

Thank you for having me!

Malaika Javer:

If you want to hear more about music, songs, artists, producers and everything else in between about music, subscribe to our podcast, and check out episode 2 of Turn it Up, which is all about music in World War 2, and its coming soon. See you there and have a great morning, afternoon or evening from wherever you are in the world today.

10:23- Tape Recorder Closing (Sound Effect)