



# WELCOME BACK!

## TO MEME INSIDER

It's a new year and we're back with a recap of some of our favorite interviews we were lucky enough to conduct with some of our favorite creators on the internet. We hope you stick with us in 2018, because we've got some great stuff coming!

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Thanks again,  
The Meme Insider Team

# Inside the Issue

## **The Pack**

Talking about the Meme War

PAGE 4

## **Ken Bone**

Talking to the man who made the red sweater.

PAGE 7

## **Anthony Fantano**

Sitting down with the Melon himself.

PAGE 12

## **Dinoflask**

Chatting with Jeff Kaplan's biggest fan.

PAGE 16

## **Internet Historian**

Picking the brain of YouTube's most knowledgeable Meme Historian

PAGE 20

## **Grandayy**

Looking behind the curtains of Number One

PAGE 24

## **Emperor Lemon**

Discussing YouTube and beyond with Pooper turnered Social Comentary Channel

PAGE 28

# ***Mods of r/The\_Pack***



*November 2016*

# INSIDE THE PACK

A RIVETING DIALOUGE WITH THE BIG BOSS



**/u/The\_Magic\_Fairy. Nov 2016.**

**M:** In one sentence, how would you describe your subreddit? We all know the pack according to the people, let's get to know the pack according to the pack?

**/u/ DJToughNipples:** r/THE\_PACK IS THE BRAINCHILD OF GLORIOUS PACK LEADER /u/ no\_turn\_unstoned WHEREIN ALL PACK MEMBERS CAN, IN A FASHION MOST PRIMAL, TRULY BE THEMSELVES WITHIN THE CONFINES OF THE MOST DANK WEED SMELLING-EST, EDGY ECHO CHAMBER EVER CONCEIVED BY MAN AND BEAST ALIKE.

**M:** What is your stance on dolphins?

**/u/ DJToughNipples:** RODE ONE ONE TIME IN ORLANDO AND WHILE I DID ENJOY MYSELF THEY'RE FRISKY LITTLE CREATURES THAT I WOULDN'T TRUST AS FAR AS I COULD THROW THEM.

**M:** Can you give us an overview of what happened between me\_irl and the pack?

**/u/ DJToughNipples:** /u/hradium THOUGHT HE COULD PROFIT FROM THE SWEAT OF /u/Coralio MEME MAKING FINGERS AND BRAIN. WHAT FOLLOWED WAS A MEME WAR THAT SHOOK THE VERY CORE OF THE EARTH. HE HAS SINCE APOLOGIZED AND TO MY KNOWLEDGE IS IN HIDING SOMEWHERE IN THE SOUTH CHINA SEA.

**M:** Do you think there has always been tension between your subeditors?

**/u/ DJToughNipples:** TENSION? NEVER. THE SUBTLE NUANCES OF THE\_PACK SOMETIMES ELUDE SOME OF OUR LESS SEASONED FOLLOWERS BUT FAR MORE OFTEN THAN NOT THE MEMES HOUSED WITHIN THE SUBREDDIT ARE SUPPORTIVE EARNEST DEPICTIONS OF OUR EVERYDAY STRUGGLES. A TRUE PACK MEMBER IS FOREVER LOYAL AND WE CAN SPOT A POSER LIKE A FART IN A SHOEBOX.

**M:** How will this affect the production of memes in your subs?

**/u/ DJToughNipples:** WE ARE AT MAXIMUM MEME PRODUCTION. WAR IS PROFIT.

**M:** How do you like your steak?

**/u/ DJToughNipples:** MEDIUM-RARE AS I ENJOY BOTH FLAVOR AND THE SAFE CONSUMPTION OF MEAT.

**M:** What actions would have to occur for the war to end?

**/u/ DJToughNipples:** AS PREVIOUSLY STATED, THE OFFENDING REDDITOR HAS APOLOGIZED BUT GIVEN THE SLIPPERY SNAKE-LIKE NATURE OF r/meirl THIS COULD GO ON FOR SOME TIME. DEFINITELY, PROBABLY, AT LEAST UNTIL THE END OF THE MONTH WHEN OUR BLOODLUST HAS BEEN SATIATED BY THE FLESH OF BIRDS AND PIGS AND OUR MEME COFFERS RUNNITH OVER WITH ZESTY NEW SUBJECT MATTER INSPIRED BY OUR FUCKING RELATIVES.

**M:** How does the pack feel about meme war profiteering?

**/u/ DJToughNipples:** AS LONG AS IT'S US THAT SHIT IS TOTALLY COOL.

**M:** Is peace possible at this point?

**/u/ DJToughNipples:** PEACE IS POSSIBLE WITH THE PROPER TRIBUTE.

**M:** Why does my dad hit me?

**/u/ DJToughNipples:** BECAUSE YOU RUN A MEME MAGAZINE AND HE'S PROBABLY A DICK SO DEFINITELY DON'T SHOW HIM THIS.



# ***Ken Bone***



*January 2017*

# INTERVIEW WITH KEN BONE

THE MEME INSIDER TEAM WAS GIVEN THE OPPORTUNITY TO INTERVIEW AMERICA'S SWEET HEART. THIS IS HIS STORY.

**Meme Insider. January 2017.**

Ken Bone was an undecided voter who received international attention after asking an energy policy question during the second presidential debates in mid October. His lovable sweater, impressive mustache, and calm demeanor inspired instant fandom as he quickly became a living meme and internet icon. Meme Insider was lucky enough to get into the bone-zone with Master Bone himself in our exclusive interview analyzing the afterlife as an internet trend juggernaut. Also, huge shout out to **r/dankmemes** for setting up this interview. We would not have been able to do this without y'all!

**MI:** Did you have any kind of background into the meme culture before your rise to fame, or were you blindsided by the culture?

**KB:** I've been plugged in to the internet culture for a long time. I have enjoyed memes for years, from Star Wars kid all the way up to Harambe.

**MI:** With your new status as a mod of a major subreddit, what is your professional opinion on current meme trends and future projections?

**KB:** I hope we continue to see clever jokes in our popular memes rather than stuff that's just weird for the sake of being weird.

**MI:** What are your thoughts on wholesome memes? Do you think the trend can grow into a permanent niche or is it just a fad?

JANUARY, 2017



**KB:** The popularity I enjoyed is proof that in such a negative time for our culture, sometimes it's nice to focus on something that makes you feel good and doesn't hurt any one. I think as long as mainstream pop culture and politics continue to be mean and negative there will be a place for wholesome memes to make us smile for a few seconds at a time.



**MI:** You are known for your part in the 2016 election and urging people to vote. Following that philosophy did you cast a vote for meme of the year? How many times did you vote for Ken Bone?

**KB:** I voted for myself, but just one time. I was afraid if I won that there would have been some kind of responsibility or work for me to do. No thanks.

**MI:** What is your least favorite meme of the year?

**KB:** Pepe. Pepe had his time as a funny, clever meme a decade ago. Then in 2016 he was brought back to life and forced into a bunch of hateful garbage.

Were there some fun ones? Sure, but his image got pasted onto so much hate that I couldn't even look at him any more.

**MI:** Has being a meme helped you financially?

**KB:** Between T shirt sales and sponsorships I made about 15 months worth of my normal salary. It was awesome, but I'm not retiring any time soon.

**MI:** Your fame allowed you to bring awareness to a charity you care about. What was the most exciting opportunity to come out of your fame?

**KB:** Between what I've been able to give, and what sponsors and donors have given on my behalf, we've raised well over \$50,000 for local St Louis charities. It's been amazing.

**MI:** Has becoming a meme made you a hit with the ladies?

**KB:** I've been married very happily for 13 years now. I'm certainly a hit with my wife. As for other ladies, there were a lot of offers on the table, but I'm taken.

**MI:** What are your thoughts on the effect the election had on the American people?

**KB:** I had hoped that after the election was over we would be able to move forward as one nation. Instead I've seen even more hate being thrown from both sides. Media outlets and politicians thrive in this kind of hateful environment. They could get away with anything right now while we're all busy screaming at each other.

**MI:** Ken, a possible answer to your energy reform is wind, solar, and even tidal power, how do you feel about these green energy innovations?

**KB:** Renewable energy is the future. I think we can be majority renewable inside 20 years if we invest now in rebuilding our transmission infrastructure.

**MI:** Many people who live in prime areas for wind farms do not want their property used for windmill energy production, what words do you have for these people, selfish perhaps?

**KB:** If we aren't all willing to accept minor inconveniences like having a wind turbine near our town, how can we ever hope to move forward in anything. This is bigger than an energy issue. The haves cannot continue to pass off all burden on the have nots.

**MI:** How do you feel about the nomination of Scott Pruitt as the administrator of the EPA?

**KB:** I think it's a bad call. I know President Trump is not big on environmental protection, but I was hoping that he would appoint someone who was to balance it out.



**MI:** Do you think that people switching to electric cars is actually WORSE for our energy needs? Is public transportation the key to lower consumption?

**KB:** If your current car is at the end of its useful life and needs to be replaced, then by all means get an electric car. Don't get one just to get one. If you do, you can't pretend you are doing anything for the environment. The carbon footprint of manufacturing and transporting one of these cars is large and can only be offset if it was needed in the first place, and you keep it a long time. Adam Conover did a great segment on this topic on his show, Adam Ruins Everything. As a side note, Adam is an awesome guy that I got to briefly talk to via Twitter.

**MI:** What are your New Year's resolutions?

**KB:** Standard stuff. Lose weight, stick to a budget. I've already lost 10 pounds, and I had to write the IRS a \$40,000 check today, so I guess I'm on the right track.

**MI:** What was meeting Ethan like? Did you know who he was before your interview with him?

**KB:** I knew who Ethan was. I'm not a big consumer of YouTubers, but my son is. I was exposed to Ethan through him. Talking to Ethan and making the video with him was fantastic. Ethan and Hila are great people, who are very genuine off camera. What you see is what you get, and I respect that.

**MI:** What sweater did you wear on Christmas this year?

**KB:** My wife and I wore a matching set. Hers was green and said "Why is the carpet all wet, Todd?" and mine was red and said "I don't know Margot." And if you don't get that reference, you shouldn't be reading this article

**MI:** You had mentioned in an interview you were auctioning the sweater off for charity. How much did it sell for and do you know what the owner intends to do with it?

**KB:** Izod bought it back from me in exchange for a \$10,000 donation to Greater Saint Louis Honor Flight. Honor flight takes veterans of WWII, Korea, and Vietnam and flies them to Washington to visit their war memorials for the first time. It's a great way to honor our vets. Izod placed the sweater in their archives in New York along with their other famous garments like Michael Jackson's moonwalk shoes and James Dean's leather jacket.

**MI:** Can you teach me how to style and rock some sweaters?

**KB:** I wore it in place of a suit to the debate, and it worked all right. It has a business casual fall / winter vibe when paired with khakis or Chinos. For everyday wear it works way better with a pair of jeans and an unbuttoned collar underneath.

**MI:** Any advice for people who find themselves an overnight meme sensation?

**KB:** Get an unlisted phone number and save yourself a lot of unsolicited dick pics.

# *Anthony Fantano*



*March 2017*

# INTERVIEW WITH: ANTHONY FANTANO

GETTING TO KNOW THE BEST TEETH IN THE GAME.

March 2017.

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This month Meme Insider had the opportunity to talk to Music Critic, Meme Connoisseur, and holder of the title “Best Teeth in the Game”. Anthony Fantano’s fans know him best for his album reviews and ‘Best and Worst Tracks of the Week’ videos on his YouTube Channel, *theneedledrop*, which has nearly 1 million subscribers. However, Fantano also has quite an illustrious career of Meme Critique as well. On his other channel, *thatistheplan*, Anthony’s ‘Meme Reviews’ and ‘Lists with Mr. List’ series have caught the eye of wise investors across the internet, and that is what brings him here today with us!



**MI:** You’ve been reviewing music for seven years now. In a medium that’s constantly evolving, have you noticed any trends which have emerged as the result of the social media/internet influence?

**AF:** Absolutely. I think a lot of modern day hip hop is heavily influenced by the internet. The

genre is nowhere near as regional as it used to be, and there’s so many rappers that openly reference memes in their verses. Plus, the Internet has become the primary place for independent musicians to push their work these days. Not only that, but you’ve got new genres that seem to have been born online and exist almost entirely online: vaporwave being the most significant example.

**MI:** How did you get started reviewing memes? It’s quite a jump from music.

**AF:** I’ve been a fan of memes for a long time. Since my days as a young 4chan visitor. It’s been an addiction ever since. I’ve never been able to kick it, so I’m just embracing it.

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**“I’ve been a fan of memes for a long time. Since my days as a young 4chan visitor. It’s been an addiction ever since.”**

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**MI:** What does your wife think of the Meme Reviews?

**AF:** She’s fine with them as long as they help pay the bills.

**MI:** Where do you get your memes on a daily basis?



**AF:** Twitter, Insta, 4chan.

**MI:** What is your personal favorite example of a 'mainstream musician' understanding or using memes?

**AF:** Didn't Katy Perry share a Pepe once? I mean, that's OK.

**MI:** Do you have a 'guilty pleasure' song or artist that you usually don't admit you like?

**AF:** Nah. I don't believe in guilty pleasures. If I like something, I like it. No time for shame or Apologies.

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**"I don't believe in guilty pleasures. If I like something, I like it. No time for shame or Apologies."**

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**MI:** If you had to pick between deleting one channel, the needledrop or thatistheplan, which one dies?

**AF:** THATISTHEPLAN, lol. TND has had too much blood, sweat & tears put into it to destroy it now.

**MI:** What is the road and regimen like to up-keep your status as 'the best teeth in the game'?

**AF:** Regular brushing and flossing. I was just blessed with good tooth genetics.

**MI:** Got any new thicc vegan smoothie tutorials blending atm?

**AF:** Not right now, but I'm thinking of it. I get so many requests to do another.

**MI:** Out of all the memes you have reviewed on thatistheplan, do you have a personal favorite?

**AF:** I really love increasingly verbose, but some of my favorite memes haven't even been reviewed: Milhouse is not a meme, This could be us but you playin.

**MI:** On the flip side, is there a meme that you can't stand?

**AF:** Fucking minions.

**MI:** How do you decide which memes to review? Have there been any memes that you wanted to review but couldn't for some reason?

**AF:** There are so many memes I'd like to review, but currently can't because of time constraints. I've just got so much going on between TND and my personal life. I can't always review all I'd like.

**MI:** On that same topic, how do you pick which tracks to review and which not to review on the-needledrop?

**AF:** It's all based on either personal taste or what my audience is demanding my take on.

**MI:** If you could go to a concert of any artist who isn't around anymore, who would it be?

**AF:** I would have loved to have seen Lightning Bolt at one of their legendary DIY shows in the 00's. Maybe Primus in their prime. A Minor Threat show would have been amazing!

**MI:** If you could spend a day with a musician, who would it be?

**AF:** I'd love to go parasailing with Lil B.

**MI:** Is the orange beanie on thatistheplan there to cover your baldness, or is it a direct threat to Ethan Klein's status as beanie god?

**AF:** It's just an ugly, orange eyesore meant to differentiate my music reviews from my meme reviews. Also, I like my chrome dome. If I didn't like being bald, I would shave my head.

**MI:** Is Cal Chuchesta a good roommate?

**AF:** No, fuck that dumbass.

**MI:** What made you decide to be vegan?

**AF:** I went vegetarian at about eighteen. I just slowly progressed into veganism once I learned to cook more dishes with no animal products. Also, animals rule, killing them sucks. The energy and health benefits that come along with veganism are great, too.

*Make sure to check out Anthony on the-needledrop and thatistheplan on YouTube!*



# ***Dinoflask***



*June 2017*

# EXCITING INTERVIEW WITH: DINOFLASK!

TWO TO THE ONE TO THE ONE TO THE THREE.

June 2017.

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If you are one of the 30 million people who have played Overwatch, or are familiar with it from playing other Blizzard games, this one's for you. On December 23, 2016, a man uploaded a video to Youtube on a channel with under a thousand subscribers. His video was taking the Overwatch developer updates (videos uploaded on the official blizzard Overwatch account featuring the lead game designer Jeff Kaplan talking directly to the audience) and mixing the words that Jeff was saying to create sentences with an entirely separate and hilarious message from what was originally intended. Since the first video, Dinoflask has uploaded 11 more Overwatch themed videos, 2 original remix songs using only Kaplan's voice and accompanying music, and was even invited by Blizzard staff to go to their Headquarters and meet with Jeff for his 15th anniversary of working at Blizzard. As of this article, he has around 165k subscribers and 11 Overwatch videos totaling just over 11.8 Million total views between them all.



Coming back from his Tour of Blizzard, Dinoflask quickly set up a contest to win some Overwatch swag from the main office, with some of the stuff signed by Jeff Kaplan himself! The contest involves creating your own version

of Jeff Kaplan in any medium you want and emailing it to [Dinoflask.giveaway@gmail.com](mailto:Dinoflask.giveaway@gmail.com). The giveaway ends on July 15th and it's not too late for one of you readers to win! Despite so much amazing stuff going on, there wasn't much known about him, which is why I set out to find out more about this star on the rise:

**MI:** What inspired you to make the first video?

**D:** Pure procrastination. I had been watching the developer updates instead of revising for an exam, and decided now was the perfect time to painstakingly splice Jeff together to say some dumb shit about Overwatch.

**MI:** Anything interesting or fun about yourself you'd like to talk about or get out in the open?

**D:** Rumors that I am actually Jeff Kaplan have no basis in reality.

**MI:** Do you have a background in video editing / what's your day job?

**D:** Not really. It's always just been a hobby. I'm a student, but not studying anything related to video editing.

**MI:** Do you have a "vision for how you see Jeff, then you try to make your art imitate this vision of Jeff you have?



**D:** I wouldn't say so. I don't actively try and shape Jeff into any particular vision, but I guess my own sense of humor shapes the Jeff we see within the videos. I feel like parody Jeff is a lot more cynical, unconcerned with what the fan-base thinks about his changes, and really wants to get to diamond.

**MI:** I've been told you have all the words used in a development update written down for reference in videos, is that correct? Are there certain words you really want Jeff to say or even asked him in person if he could drop in a future update?

**D:** Yeah, I transcribed the videos myself. I know you can pull subtitles out of YouTube but they tend not to capture Jeff's more subtle mannerisms that are good for pacing, such as "uhms" and intakes of breath. But transcribing manually was also a good opportunity to re-watch all the developer updates and make a note of any good phrases.

Most people probably think it was a missed opportunity, but I didn't ask Jeff in person for any specific phrases. Didn't want to make him feel like some sort of performing chimp.

**MI:** Will Reaper and Torbjorn ever make up?

**D:** Things aren't looking good on that front. But

time heals all wounds.

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### **"Rumors that I am actually Jeff Kaplan have no basis in reality."**

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**MI:** How did Blizzard initially contact you and what was the experience like flying out to Blizzard HQ?

**D:** Someone from Blizzard reached out via email. Definitely thought I was being trolled at first. But flying out to Blizzard HQ was an amazing, if slightly surreal, experience. They take real good care of their visitors.

**MI:** What at Blizzard HQ really made you go "wow"? What was your favorite part of it?

**D:** I'm not allowed to talk about that stuff...! Overall just chatting to people across the tour of the Overwatch office was great, it seems like a very cool place to work.

**MI:** Did you meet anyone else besides the Overwatch team?

**D:** Pretty sure everyone I met was on the Overwatch team, but I met a lot of people in a day (and have forgotten a lot of names). Some of them may have been from elsewhere?

**MI:** What abilities does Jeff from the Overwatch team have in game?

**D:** Read the patch notes.

**MI:** Did you Wrestle with Jeff to make him buff McCree's Ultimate and Nerf Roadhog? If so, thank you?

**D:** You're welcome.

**MI:** What's your current favorite character?

**D:** I will instalock Junkrat every game and I don't care what anyone says.

**MI:** Highest skill ranking achieved?

**D:** I nearly hit diamond last season playing almost exclusively Zarya. I don't think I'll ever break out of platinum.

**MI:** Do you like the PvE related content and think they should (or just could) expand on that a bit more?

**D:** The previous PvE events were pretty fun, a nice sort of break from the usual gamemodes. some more varied PvP gamemodes would be cool.

**MI:** Do you like other Blizzard games? And what's your favorite non-Blizzard game?

**D:** Overwatch is the only Blizzard game I have going at the moment, but I used to play Hearthstone quite a lot. My all-time favorite game is PSO (Phantasy Star Online), which no-one ever seems to have heard of... (Note: he later added Jet Set Radio, which EVERYONE should experience once in their life).

**MI:** Have you gotten any submissions for the giveaway that have really blown you away with creativity? Are you planning on releasing an album or gallery of the high-quality submissions you get?

**D:** A few entries have taken me by surprise. I always enjoy seeing an unusual medium, but there have also been a lot of amazing drawings. Picking winners is going to be hard! I'll try and put a gallery together and then have the entire collection available for download at some point, in case anyone feels like sifting through hundreds of MS paint pictures of Jeff.

**MI:** Where does your logo come from?

**D:** It's an antenna from Rocket League called Div. It features at the end of my pre-Jeff videos.

**MI:** Last Question: Terry Crews or Idris Elba for voicing Doomfist? Or is there a third choice you think could work better?

**D:** Terry Crews all the way.

Thank you so much to Dinoflask to sitting down with us. Keep making those spicy memes and our best wishes go to you and your contestants.



# *Internet Historian*



*July 2017*

# ***INTERVIEW WITH: INTERNET HISTORIAN!***

FROM FURRIES TO 4CHAN - HE'S SEEN IT ALL.

June 2017.

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If you are one of our many wise readers that browse YouTube for potential investments, then chances are you've stumbled across the Internet Historian. He has been snowballing in popularity after his efforts to chronicle the biggest events in the internet's history have garnered millions of viewers from around the globe. We had the opportunity to sit down with him, and even collaborate on a video together!

**MI:** You've been recording the big events and goings-on of the internet on your channel for 6 months now, and have already made quite a splash. Tell us, how do you select a topic? Find footage and information? Walk us through the process of creating an Internet Historian video?

**IH:** Helpful people have been suggesting videos for months, so I've got a huge list of topics. The research is the most fun, and I'll collect stuff as I go. But then when it's time to step into production mode it's usually just chaos. To make sure I'm not getting stuck in the 'draft' phase I'll throw just about everything onto the page at first and do a who-cares-how-bad-this-is V/O, then use that to create a structure. I'll then build discrete clips onto that, thinking up jokes, adding short V/O snippets and things as I go. Then when there's a solid base of content and it's ready to be refined I'll transcribe the whole thing, polish the script, and do a proper V/O. Although it's still usually pretty rough by that stage so I'll

just keep repeating that refine-transcribe-re-write-V/O process until it's all working.

**MI:** How did you get started making videos?

**IH:** I had lost a client at my normal job so I was only working a couple of days a week, which gave me some spare time. I had been watching a lot of YMS and Gamer from Mars recently and I wondered whether it was possible to make a go of it like they did. I remember looking into battletoads and a few other memes and wondering why no one had compiled it all into a story with a single narrative. Instead, all these relics of internet history were scattered among obscure forums and channels and had to be actively sought after. That gave me the idea for what my niche would be pretty quickly. I hadn't ever edited a video before, but I figured I could learn as I went along. So I set myself the goal of one month to produce as much content as I possibly could. If something comes of it, great, keep going. If nothing, drop it and delete the channel and hide the evidence under my bed. After a month I had struck it lucky with a couple of videos rising on /r/videos, so I had around 20k subs. At that point I thought, all right, fuck it, let's keep going.

**MI:** How much research is done on the loo?

**IH:** All of it. Editing is also done from the shower and Photoshop while I shave.



**MI:** Your ‘waifu’, the Herstorian also helps you create your videos, what role does that take? How do you divide the responsibilities?

**IH:** She works full-time so she doesn’t have as much opportunity to make videos, but she does the Q&As for Incognito Mode and the occasional short. Her attention span is a lot better than mine so she’s been wonderful in learning After Effects and then teaching it to me. She is also the quality control. A fresh pair of eyes to bounce ideas off her and show her clips to. There’s a lot of “Ok, what about this?” If I can make her laugh then it’s usually good to go. If not then I rework it or throw it out.

**MI:** What was your reaction to the big response to your content?

**IH:** A healthy mix of surprise, excitement and genuine panic.

**MI:** We have to ask, where does that sweet, silky accent come from?

**IH:** I was born in New Zealand then moved to Australia. I think my it’s the result of years of trying to hide my NZ accent while refusing to adopt the Australian one. As for the voice: I always sounded like a bit of a gay kid growing up, but then my voice dropped pretty heavily

and it came out smooth I guess. I also owe a lot to smoking and drinking. Take that as a lesson, kids.

**MI:** How did you land on Harold as your mascot?

**IH:** I needed a face that wasn’t mine, and when I saw that man, with a smile that said “I love you”, but eyes that screamed for mercy, I knew I’d found a kindred spirit.

**MI:** *Are you Harold irl?*

**IH:** Am I a 72-year-old Hungarian man? You know how to ask the hard questions, I’ll give you that. (segítségre van szükségem)

**MI:** What is your favorite topic you’ve covered so far?

**IH:** HWNDU (He Will Not Divide Us) Season 3. Everything about that was fun to make.

**MI:** What topic would you like to cover that you haven’t had a chance to yet?

**IH:** So many. Kony2012 and Clockboy come to mind. But I’d also like to try some slightly different content -- something spooky, or more investigative stories like visiting Chip-chan or

**IH:** or tracing the footsteps of Elisa Lam. A lot of other people have covered these topics well though, so I'd have to do a lot more research to see whether it's worthwhile and find a new angle.

**MI:** Are there any topics you would refuse to cover?

**IH:** Anything that gets too political. I think I bumped the line with the Seize the Day, but anything past that would just grate on people a bit. Political commentary reached its saturation point a while ago so I doesn't need me adding my "I reckon" too. I also just won't touch topics that require... uncomfortable or depressing research. Pizzagate, for example, probably needs a look into, but it's just not worth it when you consider what you might find. TL;DR Politics, depressing stuff or anything especially cruel.

**MI:** Where do you get your memes on a daily basis?

**IH:** [THIS ANSWER HAS BEEN REDACTED]  
Meme Insider.

**MI:** On a similar note, what YouTubers do you like to follow?

**IH:** Red Letter Media, The Gamer from Mars, Your Movie Sucks, JonTron, PBS Spacetime and Jordan Peterson.

**MI:** Do you have a favorite meme at the moment?

**IH:** Respecting Women always gives me a chuckle.

**MI:** Least favorite meme?

**IH:** John Cena and Spongebob memes.

**MI:** Hotdog memes, buy or sell?

**IH:** Snapchat memes are all snake oil or ponzi schemes. I never touch them.

**MI:** If "Behind the Meme" challenged you to a 1v1 pvp duel on Club Penguin or Habbo Hotel would you accept?

**IH:** Can't we just have a knife-fight behind the bikesheds?

**MI:** Do you have any future plans or series for the channel?

**IH:** The Great Meme War --- although it was such a complex and long-lasting conflict that it will take a long time and many videos to complete. And, of course, finally completing the HWNDU DVD Box Set. Season 2 and 5 are overdue. But it seems like season 6 might also be happening.

Will keep you posted.

Thank you so much to The Internet Historian for sitting down with us. Keep making those spicy memes and our regards to the Herstorian and your viewers.

Check out our collab on YouTube!



# *Grandayy*



*September 2017*

# GRANDAYY INTERVIEW

MEME INSIDER SITS DOWN WITH ONE OF YOUTUBE'S BIGGEST MEME CREATORS

This month we had the chance to talk to Granddayy. If you've seen a "We are Number One or Crash Banidcoot 'Woah' video- it was probably his. Be sure to check him out on YouTube and facebook!

**MI:** You've been creating and popularizing many meme formats on YouTube for an impressive time now. What is your strategy for staying relevant? So many other similar channels have failed to have the long term hold on their audience that you have.

**G:** I don't think I have any particular strategy really. I like to think that my memes are of somewhat high quality and I put a lot of effort in the videos that require it, especially the musical memes. And I guess I adapt with the meme trends. If a fresh new meme starts blowing up I'll probably make a video on it, or two, or ten.

**MI:** What differences do you notice between traditional image macro memes, and short video memes?

**G:** Umm dunno, the obvious difference is that video memes require much more skill and effort

to make. Probably because of this, nabbing image memes without credit is generally much more accepted than nabbing video memes.

**MI:** What was the first Meme trend you remember finding on YouTube?

**G:** No idea. Some examples I remember from the old days are Youtube poops, all those This is Sparta remixes, Shoop da Whoop, over 9000 etc. I also remember learning about the Pool's Closed meme (not a very widely known meme I don't think) months after I was playing Habbo during a raid, not having a clue what was happening at the time.

**MI:** Out of all the Meme formats you've produced and participated in, what is your favorite?

**G:** For me it'd probably be a sin if I don't say We Are Number One. I honestly still unironically like the song after all the memes, the melody is so catchy! But I also liked Shooting Stars cause the ideas you could do with that format were almost endless, and because they required some editing know-how to make there weren't as

many terrible low quality versions of it all over the place, at least compared to other massive memes.

**MI:** Are there any old memes you look back on and find cringey?

**G:** Uhh not really nothing that I can think of.

**MI:** When did you realize that the “We are Number One” Memes would become a staple of your channel?

**G:** I think the first video of mine that started getting unexpectedly high views was the “Wow guy” version of WANO. Then the Hitler one also blew up on day 1, I remember one of my friends sending me that video not knowing that the channel was even mine. I had lots of ideas and so kept making more WANO memes, and I gradually started seeing a lot of views and new subs every day. I never got bored of it really, especially in the first month, so I just kept on making more WANO memes.

**MI:** Since one of your trademarks are the “We are Number One” memes. Have you ever been in contact with Stefan Karl, or if there was anything you could say to him- what would it be?

**G:** I've never been in contact with him no. He has shared a couple of my vids on his Facebook which I'd say is an honor. If I could say anything to him I think it'd be similar to what many others would also want to say, that he should be proud that his work has not only managed to make a lot of children smile, but also the entire

internet meme community. LazyTown is still one of the most wholesome memes there is, and I owe a lot of my channel's success in the beginning to Stefan. It's amazing that he still maintains a very positive attitude with all that he's going through, he truly is number one.

**MI:** In a similar vein, if there was one person, (meme related or not) that you could sit down and have lunch with, who would it be?

**G:** A lunch with Minecraft's Notch would be cool. For those that don't know, I had a Minecraft note block channel before Granddayy (yep). It's called grande1899, which has over 250K subs as of now. So apart from Stefan Karl I also owe it to Notch for my Youtube endeavour.

**MI:** Where do you like to find memes, what websites do you browse when you need a laugh?

**G:** I don't really look for memes, I just stumble on them mainly on Twitter, Youtube, Reddit (shoutouts to /r/me\_irl and /r/dankmemes) and Facebook normie meme pages (back when I wasn't banned, Zuckerberg please unban). And yes I also enjoy normie memes sorry to disappoint.

**MI:** Seeing as how popular you've become, when your fans ask you how to improve their meme abilities, what advice do you typically offer?

**G:** Honestly just keep going. In the beginning every new video will probably be better than the previous one, you learn as you go. Also googling specific questions that you want clarified can

help a lot. Some people just ask vague questions like “How do I make memes as good as you?” I don’t think that’s a good question. You should be thinking of specific ideas that you want to make and then searching what you need to do to achieve the result you want.

**MI:** How has becoming a popular Meme creator changed your life for the better, or for the worse?

**G:** Well I’m now working on Youtube full time which is great. I’m going to be graduating as a doctor but I chose to work on memes instead of practicing medicine (lol, right?) at least for a year and see how it goes. I honestly prefer this work, funny or not.

**MI:** How do you come up with ideas for videos?

**G:** Mostly I just come up with them at random, even in bed sometimes. I get inspired by other memes a lot as well, that’s how the meme universe functions after all.

**MI:** Are there any sources (movies, songs, videos) that you predict becoming the next big source (i.e. The Bee Movie, Lazy Town, etc.)

**G:** Not really, it’s quite impossible to predict what’s gonna become the next big meme.

**(Meme Insider Patreon Supporter Questions)**

**P:** How many ideas do you have laying around that you just don’t have time to get to/never took off?

**G:** I have quite a long list of mostly bad ideas.

The vast majority of my videos I just come up with the ideas on the spot cause again, the ideas in the list are pretty bad and I don’t know why I even have it still.

**P:** If you could collaborate with any other YouTuber/Meme producer who would it be?

**G:** I’ve already kinda collabed with Dolan Dark and MCAP Steve which is really cool. So I guess I’ll go for Vsauce, imagine that.

**P:** What inspired you to start making these videos?

**G:** I fell in love with WANO the first time I heard it and I felt I had to contribute with my own meme ideas. At the time WANO vids by MrMrMangohead were all over my recommended vids so they were definitely an inspiration, even though my style of vids was quite different.

**P:** What’s your opinion on appealing to both normies and memers? My sister (a normie) likes you, while I also love your content.

**G:** Yes my memes are quite normie, but also not at the same time? It’s kinda weird. The more people that can enjoy my work the better for me I guess. Some people really hate that big channels spread memes among normies, which they claim results in the killing of said memes. I don’t really see the problem, a lot of times I see people raging that so and so has killed a meme when in actual fact the meme would still be going stronger than ever. It’s subjective whether a meme is “dead” or not. If you have personally stopped finding it funny then I guess stop watching videos about it, pretty simple solution. But that’s just my take on it.

# *Emperor Lemon*



*October 2017*

# INTERVIEW WITH EMPEROR LEMON

SITTING DOWN WITH THE POOPER BEHIND THE UNCREDBLES AND OTHER CLASSICS.

Spooktober 2017.

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You might know EmpLemon as the man behind such classic YouTube Poops such as The Uncredibles or Frying Dory. Or maybe you know him from videos such as “Enough is Enough! How Behind the Meme is ruining the Memescape as We Know It”, or “The Downward Spiral”. These are surely two very different types of content, but to the staff at Meme Insider, we consider them both to be of equal quality and importance. As longtime fans of EmpLemon, it was out pleasure to sit down with him to pick his brain.

**MI:** What/Who is your main inspirations behind your Youtube Poop series?

**EL:** Initially, my biggest inspiration was a poop-er by the name of SantaWithTeeth (a.k.a kortex). He has been retired for years now, but his Spongebob YTPs from 2009-2010 have stood the test of time. They are some of the funniest poops you will see, yet the editing is relatively simple. I had seen YTPs before but SWT's were something else. He was the first pooper I saw use the technique of sentence mixing. I was in elementary school at the time and witnessing Spongebob cursing with his own voice completely blew my mind. I just had to try it myself. So in 2010, I opened my YouTube channel and started editing cartoons and commercials in my free time.

Over time I started exploring new techniques

and new poopers. I never really tried to craft a distinct style, rather I incorporated elements from some of my favorite poopers over the years: AbsoluteBillion, Imaperson, chemistryguy, BarneyIsPerverted, LinkOnDrugs, Awful Fawful, MoBrosStudios and cartoonlover98 to name a few. Most of these guys are retired now, but you can still find their stuff somewhere on YouTube.

**MI:** Watching your Youtube Has been on a Downward Spiral, you demonstrated that you have a passion about youtube. It had a punk flair, was well written, and you ended it well too. However, do you think youtube culture can change from the ground up given the overarching corporate influence that creators have no control over?

**EL:** I am actually somewhat optimistic for the future of YouTube despite much of what I said in that video. While the top ranks of YouTube are saturated with God-awful content, many of the newer emerging channels are actually quite good. Channels rising to popularity today must produce high quality content in order to compete with the big-name guys. The system is somewhat self-correcting in this fashion. I think 5-10 years from now, the top channels on this site will become much more diverse, and good content will be much more accessible.

With that being said, the biggest problem YouTubers face today is financial instability. The ad-pocalypse reminds me a lot of the widespread

lawsuit). Both situations are similar, with YouTube reacting to pressure from big corporations at the expense of creators. YouTubers adapted back then, and they will adapt now. The paradigm of success on YouTube is always changing; that's part of the game, and we all have to accept it. However, despite recent setbacks, YouTube is undoubtedly the entertainment platform of the future. The generation of kids growing up today are watching YouTube, not television. I don't see this trend changing anytime soon. They will come, and so will the cash, eventually.

**MI:** As a follow up, do you think the current audience can fix the culture once they become participants instead of purely consumers?

**EL:** That's tough to say. The kids watching YouTube today are unlike any other generation in history. We give them a lot of flak, but at the same time it's important to understand where they're coming from. 12-year-olds this year were born in 2005. They are the first generation of heavy internet users over the majority of their childhoods. It's easy to ridicule them for enjoying stuff like the Paul Brothers, Ricegum, and other obnoxious YouTubers, but we have to understand that they're kids. They're impressionable, and they're still developing their tastes. I certainly watched my fair share of poor content at that age (RayWilliamJohnson, Annoying Orange). I turned it around, and I have faith that the next generation can too. Either that, or we have inadvertently created a generation of tasteless zombies.

**MI:** What initially got you making YTPs?

**EL:** I really liked watching them, and they seemed pretty easy to make. I just followed a few YouTube tutorials and I was on my way. Later I would learn that while it's easy to make a YTP, it's surprisingly difficult to make a good one. 7 years later I'm still trying to improve.

**MI:** In your opinion, do meme sources ever lose their dankness? Toy Story and CDI Zelda memes seem to be dormant now- but are they still funny? Is that "in the eye of the beholder"?

**EL:** As memes age, we start to perceive them differently. Fresh memes have a high level of dank because you see/hear them for the first time. They have an element of surprise and novelty. The more you see it, the more stale it becomes. At this point, the meme could meet one of several fates.

Some memes just fade away and retain some level of dankness. Some memes become intertwined with the culture of a certain website or community (i.e. Pepe on 4chan and Kappa on Twitch).

Some memes spread to the mainstream, and they get completely run into the ground by normies. When you start to see

the meme covered on online articles (The Internet is Crazy about this New Meme!) then you can pretty much put it in a coffin. Once it's been tainted with corporate marketing, it has gone irredeemably normie and will never be dank again; unless you repackage it with some ironic filters.

The way I see it, a meme is more dank the more it distances itself from becoming a brand. Super Mario Bros is a brand. There's nothing funny



about it. It's a product that people purchase and consume. Hotel Mario, on the other hand, is a failed brand - and it makes a great meme. Nobody sees Hotel Mario as a product. Big YouTubers don't do let's-plays of Hotel Mario. There isn't a cancerous Hotel Mario fandom. Hotel Mario is just a thing that exists as an element of internet culture, which makes it pretty dang dank.

**MI:** The Uncredibles is your most popular upload- where do you see the Incredibles as a meme source? Is it an untapped goldmine or has it already lived out its short spotlight?

**EL:** I see major meme potential here. We have already seen prolific meme production from other Pixar films like Toy Story, Monsters Inc, and Cars. I don't see why The Incredibles can't join them. Everybody already knows the Incredibles, and there are simply too many memorable scenes and characters for it to remain dormant for much longer.

**MI:** On a scale of 1-10 how dank is Harry Connick Jr?



**MI:** What was it like to switch your style of content so dramatically? What was the fan reaction then, and what is it now that the dust has settled?



**EL:** I made a big gamble, for sure. After five years of making only YTP-related videos, I was fed up. So starting in 2016, I began experimenting with new video formats. I tried my hand in meme videos with my ASCENDED series, since dank memes were booming at the time. I also started doing commentary videos with YTP-style editing. Naturally, a lot of old fans were turned off by the change. You can't drastically alter a five-year-old formula without getting some backlash. I had a period of about nine months when I would lose subscribers with each upload. It was demoralizing, but I didn't let it deter me. I kept trying and eventually it paid off. In about a year, I gained more subscribers than I had in all of my first five years combined.

Due to my more controversial videos, I have developed somewhat of a cult following. While I appreciate whatever support I can get, I have made it perfectly clear that I am loyal to no one. I will make what I make; and whether or not you like it is your problem. I've lost fans before, and it hasn't made one bit of difference. It only takes one click to unsubscribe.

**MI:** Recently you made a popular video addressing Behind the Meme. If you knew that Behind the Meme was reading this interview- what would you say to him?

**EL:** Don't hate the player - hate the game.

**MI:** Do you have any ideas do you have laying around that you just don't have time to get to?

**EL:** Tons. I have a Google doc with literally dozens of topics for future commentaries. Time has always been an issue for me. I could never be one of those YouTubers who uploads every day. I only like to upload videos I'm personally satisfied with, and that takes a while. It doesn't help that I'm a full time college student either. Or that I'm a procrastinator. Fortunately for me, my audience is used to infrequent uploads since I have never had a regular schedule. In the words of Mr. Incredible, We'll get there when we get there!

**MI:** Who is your favorite Youtuber?

**EL:** Michael from Vsauce. In an age of clickbait, drama, pandering, and rampant douchebaggery among the top YouTubers, it's good to see that there's at least one channel that remains tried-and-true to the method of simply making engaging, quality content. Dunkey is a close second.

**MI:** What is your dream collab on Youtube?

**EL:** If I ever get the chance, I would like to work with the Melon Lord himself, Anthony Fantano. I know he's a fan of memes and remix culture, and at the very least we could have a few interesting conversations.

**MI:** Finally, what is the biggest change you have witnessed in the style of YouTube Poops?

**EL:** Since I first started, poops have become bigger, longer and more complex. Most internet users only remember the simplistic din-

ner-spaghetti poops of 2008, which is when they stopped watching. However, those that stuck around witnessed an incredible evolution. More genres, more effects, more memes; poopers constantly trying to outdo each other with more and more grandiose projects. Editing techniques have become much more advanced. Back in the 2000s most poopers used Windows Movie Maker. Now it's not uncommon to see After Effects and 3D modelling software just for a dumb little joke. It amazes me how much effort some people put into these nonsensical videos.

If I could mention a single big change, it would be the overall style of humor. Poops back in the day relied on remixing a single source. The humor came from the editing itself, along with the disruption of the original source's quality. Nowadays, YTP humor has transitioned to a much more referential style. It's common for poops today to pull clips from dozens of sources, concocting a mad symphony of obscure references and connections. I find a lot of humor in modern YTP from the pure absurdity of the composition (the why does this exist? feeling). The rise in popularity of internet meme culture has certainly contributed to this transition. Dank memes and YTP have converged to an extent in recent times. As time goes on, it becomes more and more difficult to differentiate between YTPs and meme remixes.

**Patreon:** Have you considered transitioning away from YouTube poops to a more contemporary form of memes?

**EL:** I have toyed with this idea through my ASCENDED series (along with other shitposts), however I don't think I'll ever truly stop making YTPs. Memes come and go, but YTPs have a certain charm that make them sort of timeless. If I

do much more meme stuff in the future, it will probably be more analytical and research-based. So stay tuned for more MEME THEORY !!!

**P:** What are you studying?

**EL:** I was originally trying to become an engineer, but I found it boring as all heck, so I transferred to video production. Might as well play to my strengths, right? Maybe when I graduate, I can start making documentary films about memes.

**P:** When are you going to make frying Dory?

**EL:** All you ever do is complain.

**P:** Do you think YouTube poops are dying?

**EL:** Quite the contrary, actually. YouTube Poops are better today than ever before. If you don't believe me, go check out guys like Jimmy Davis, Schaffrillas Productions, and Pie Pivotmon-tier-O. All of these guys are new poopers with unique styles, and they do great work.

The misconception that YouTube Poops are dead comes from the malaise of former fans whose favorite poopers have long since retired. YTP is an adaptive medium; and if you wish to become a disciple of it, you must be willing to adapt your own tastes. Poopers come and poopers go. No pooper sticks around forever, and it's up to the viewers to find new ones. A simple YouTube search will likely reveal some new contenders you have probably never seen before. YouTube Poops may be ridiculous videos, but it's even more ridiculous to declare an artform DEAD just because it no longer adheres to your fickle preferences.

**P:** Why do you hate normies so much?

**EL:** I don't hate normies per se; I just hate the mentality associated with their behavior. This is a complicated issue that requires more than an interview response to truly explore, but I will try to summarize my thoughts here.

Let me first say that I define a normie as somebody who follows trends simply because they're popular. If you look at pop music today, you will notice that almost all of it is dull, repetitive and formulaic. This has nothing to do with my special snowflake elitist hipster tastes. Most pop music today is objectively stale and simplistic; this has been demonstrated through comprehensive mathematical research. Most songs that top the charts are just not good, yet they are the most popular. How can this be? It's because normies lack individual ambition, and they will unquestionably consume anything as long as it's within the status quo. They judge things based on how much other people like it, rather than by truth or merit. I'm not against people enjoying popular things. The Bohemian Rhapsody is one of the most overplayed songs of all time, and it's one of my favorites. Don't Stop Believing is in a similarly overplayed, and I can't stand it. It's a subjective decision, sure, but it's one that I made on my own.

Sadly, the majority of people succumb to this fate. They sacrifice their individuality, creativity and imagination just to gain the approval of others. They are so terrified of being labeled "weird", that they just fade into the mob.

Neil Armstrong walked on the fucking moon. That's pretty weird, yet it makes him one of the the greatest men who ever lived. Weirdness is good, and we should embrace it whenever we can (That's part of the reason I like YouTube Poop so much). Normies fear being weird, when they should fear being ordinary.

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