

Visualising The KeeganB Show

 By [Pasqua Heard](#)

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Keegan Basil, a 24-year-old radio presenter of The KeeganB Show on Hashtag Radio, recently started his own YouTube channel with the same title. Basil aims to use the platform to inform South Africa and the world of the talent that exists in this country, starting off with a focus on entrepreneurship and events.

The YouTube channel will simulate Basil's radio show in that he will still conduct in-depth interviews with various people, however, the show will take on more of a talk-show look, as viewers will be able to watch the interviews.



■ Tell us a bit about your background. How did you get into radio?

This story is such a great one. After starting a non-profit organisation (NPO) with a friend of mine, from the same community; Zeekoevlei in Cape Town, called 'Free hugs South Africa', now better known as 'Holy Hands Foundation', we were asked to share our mission of this initiative with Hashtag Radio listeners, and of course we were absolutely thrilled to be doing our first major publication on radio and never hesitated to go ahead with the interview. The interview had such great energy and charisma that the CEO of the station offered me a spot to pioneer my very own show. So at the age of 23, I started this new great adventure, which I could never imagine, especially because I had no qualification or skills in this industry. Looking back one year and six months later as a 24 year old, I'm happy to say that I'm loving my new career endeavours.

■ Why the move to YouTube?

Amazingly, I haven't completely moved away from radio, I've just broadened my horizons and have opened up to the idea of adding a visual aesthetic to the already established radio show. I've always dreamed of having my own talk show that people could watch and interact with and get to know me on a more visual basis and I definitely think that YouTube is the way forward with such an initiative.

■ Explain your vision for your channel.

My vision throughout my brand is to always 'Aspire to Inspire' and that has been such great motivation to set out the tools to this mundane life that we seldom acknowledge to be the future of the next generation. Ultimately, The Keegan B Show is

there to open up the conversation and educate people on how we should go about creating the awareness throughout all our different endeavours. I never want to box myself into only speaking about certain things, but I am growing to learn about things that are important to our nation, so that I can be a giver of that information to our viewers.

▣ Describe the concept behind your videos.

It's been so great having the team I have working alongside me to create the amazing footage that we have. We've only just launched the YouTube channel and the first couple of videos is The Keegan B Show takes South African Menswear week, to expose and educate viewers about menswear and fashion in Africa. What a great way to start this new journey. Ultimately, The KeeganB Show will be a talk show focusing on fashion, health and wellness, entrepreneurs and travel.

▣ Who forms part of your production team?

Blessed to have Jandro Saayman who acts as multimedia designer and manager. Debbie Bacher of [Artists & Legends](#) is the producer and The Post Office edited the footage. We also offer opportunity to young aspiring filmmakers to come and shoot footage with us.

▣ What has the audience's response been like so far?

People have really been leaning into the new content that we're producing now. This positive response makes this venture so much more exciting and worthwhile, knowing that we're appealing to a broad audience who love what The KeeganB Show is doing. With our first video being released three weeks ago, we found that over eight thousand viewers loved the content in only three hours. So exciting!

▣ Do you have any tips you can share on using Youtube as a promotional platform?

I'm still learning about the benefits that YouTube has to offer, but what I know already is that we are growing to be more online savvy when it comes to the overall marketing of our brands. Being online, YouTube offers great strides so that we can appeal to local and the international markets. This allows for more creative ideas to be generated and a more diverse audience.

Watch and subscribe to the The KeeganB Show via the video below:

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