

APPENDICES

Appendix 1. Table Analysis of Kim Kardashian Conversational Strategies

Table Analysis of Kim Kardashian Conversational Strategies

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
1.1	Yea.	She was supporting the host's statement about their career which started from TV.	✓							Used very minimal word to show agreement
1.2	I'm guessing my mom would say it would work the same. She is a big fan of, um, like building a brand and social media and using your voice and believing in yourself that you can make it happen through that platform.	She was answering the host's question about their business on behalf of her mother.		✓						Used hedges to express uncertainty because she was stating opinion about her mother
1.3	Yeah, well, she would probably um, do just social media. If she's launching a product, it would be strictly on social media.	She was answering the host's question about their business on behalf of her sister.		✓						Used hedges to express uncertainty because she was stating her opinion about her sister

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
1.4	I love to go and do the rounds and do the night shows, I mean , I was, I was.. Um, talking to Kendall and Kylie about you know , the days of Leno and Letterman, and they looked at me and was like , “who?” and I was like , mortified. I was so mortified. And, but it’s really funny and it just shows, you know ,	She was telling a story which shows how much she loves TV shows, unlike her sisters.		✓						Used hedges as fillers in her speech
1.5	But they’re all very separated as well. I don’t sit and discuss with Chloe or Kourtney, I mean , to give advice, absolutely. But as far as like , the day, today, managing our own brands and what we’re naturally drawn to and how we operate our businesses is completely individual.	She was explaining how she and her sisters usually do and support each other’s businesses.		✓						Used hedges to reduce the power in her speech
1.6	We’re very supportive, I mean , Kylie and I both have beauty brands, if we happen to be at each other’s houses and see products laying around we’ll discuss it, but otherwise, well, we’re very mindful on our calendar to not launch a product on the same time.	She was elaborating the relationship between her and her sister in business.		✓						Used hedges as filler

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
1.7	We have different, you know , skin, age, demographic – exactly what she was talking about, so we use our products so differently that there has not been any competition even in sales-wise. We can see our analytics, there hasn't been any crossover.	She was explaining the target market of her brand that is different from her sister's.		✓						Used hedges to show confidence and certainty
1.8	Yeah.	She was supporting the host's statement about her job description on social media.	✓							Used very minimal word to express agreement
1.9	Well, for a paid-post, I am really, um.. cautious about, like , what I spend, so if I over-spend on something and a paid-post happens to come in at that time, I'll weigh it out and think, okay well I have to pay for X, Y, and Z	She was elaborating about what she considered before accepting a paid post offer.		✓						Used hedges as filler to make her utterances sound less fuzzy
1.10	Or if I'm even like , okay, you know , we have school and projects and now it's a little bit more personal for me if I have a paid-post that comes in and I think , okay, well this can fund X amount of people that are behind bars, that can help free them with simple	She was continuing her statement regarding the consideration she took before accepting a job offer.		✓						Used hedges to express certainty about her own perspective and opinion

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
	legal fees that they just can't afford, then that would be worth it to me, even if the post might be a little bit off-brand for me, I really weigh out different things now than I used to.									
1.11	Um... any beauty, as long as it doesn't compete fitness, um.. Health stuffs, maybe um.. Just any health products	She was answering the host's question regarding her standard in accepting brands for partnerships.		✓						Used hedges to show uncertainty because she has other aspects to consider
1.12	If I, you know , when I mentioned I was having a CBD baby shower 'cause I needed some calm before the storm of a fourth kid coming, every CBD company on the planet reached out, and um.. You just, it's.. You know , it's, it's kind of this joke also that I do, if I really want something and I'm a bit lazy, I can tweet, "I'm loving <i>Oreo</i> . I'm craving <i>Oreos</i> right now," and then on my doorstep, every flavor of <i>Oreo</i> will show up.			✓						Used hedges to avoid boasting in the joke she said

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
1.13	Well, absolutely, I mean..	She was answering the host's question about whether or not she ever denied a brand's offer.		✓						Used hedges to avoid boasting
1.14	If someone came to us with a product, we were just so excited that they were interested, that we would do things that were really off-brand, and I think that even that stage in our life, I look back and think that was such a learning, growing process for us and I feel like in the last few years, I finally found my voice on what to say no to, what to really stand up for, how to really focus, and there could be amazing deals that come our way.	She was telling a story about their hard work in the past and how she learned a lot from it.		✓						Used hedges to express certainty about her own perspective and opinion
1.15	Financially, um, on brand, everything you know , fits my criteria, but if there's just no time, like now, I feel like there's a power in saying no and having a little time, you know , for my family, and self, and everything else that we have to balance at.	She was saying that it was possible for her to reject a suitable offer if she does not have the time to do it.		✓						Used hedges to avoid boasting

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
1.16	I would say a cute story since my husband's here. So.. um, there was a fast fashion brand, a few of them, and they would knock off <i>Yeezy</i> all the time. His color palette, designs, and so this fast-fashion brand offered me a million dollars for an <i>Instagram</i> post. And I thought, okay well, that's you know , easy just to wear clothes that, you know , I could pick anything that I wanted, it's a quick post.	She was telling a story about a brand which offered her a huge amount of money for a post on <i>Instagram</i> .		✓						Used hedges to avoid boasting
1.17	Yeah. I mean , our brands.. Um, we respectfully let each other have our own voices and our own brands and create our own brands, but we were very much together in.. in every last decision and detail that we make.	She was explaining how she and her sisters support each other's businesses.		✓						Used hedges to express certainty about her utterance
1.18	So like , for <i>Skims</i> , you know , he drew the logo, he.. Um, our packaging was one way and I thought it looked amazing , and then he walked in, and had about a two-hour conversation with my whole <i>Skims</i> team about why it was not so amazing. But it was really inspiring, and really, when you look	She was telling a story about how her husband, Kanye West, contributed a lot in the product development of her brand.		✓					✓	<ul style="list-style-type: none"> • Used hedges to avoid boasting • Used compliment to appreciate her husband

No.	Utterances	Context	Conversational Strategies						Notes
			MR	H	TQ	Q	CD	STL	
	back it was really trendy. The old packaging, and it, I would have been sick of it by now. And he really gave us like, amazing advice on how we wanted to be classic and timeless.								
1.19	We all went back to work, and he picked like our photographers, was involved in the castings for the models for <i>Skims</i> , and colorways, I mean , everything you could think of. So we really are, he's like my, ghost stylist and my ghost creative director and it's, it's amazing to have someone that you really respect and value their creative opinion.	She was telling a story about how her husband, Kanye West, contributed a lot in the product development of her brand.		✓				✓	<ul style="list-style-type: none"> • Used hedges to avoid boasting • Used compliment to appreciate her husband
1.20	Um.. but, that was a big thing where people, um.. So many people advised me, "Don't go to the White House." and it didn't make sense to me, 'cause I was like , a life, if someone can get out of, you know , prison and get their life back versus my reputation of going to the White House where there is only one person on this planet that can make the decision, and that would be the president, and that was even a question? Of	She was talking about other people's opinion regarding her visit to the White House and what she thought about it.		✓		✓			<ul style="list-style-type: none"> • Used hedges to reduce the power in her speech • Used question to criticize other people's opinion

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
	you know, the media? I, that just, absolutely didn't make sense to me. I would go see anyone in power that would have that decision to change someone's life.									
1.21	Um.. you know, I think that the more I would go into the White House and I remember sitting in the Roosevelt Room and they called me in for a clemency meeting, and I'm thinking to myself like, " Holy shit, they're asking me to be in a clemency meeting? " Like , I'm just gonna, you know , and I definitely raised my hand and asked questions, and was as involved as I could have been.	She was talking about her experience when she visited the White House.		✓		✓		✓		<ul style="list-style-type: none"> • Used hedges to avoid boasting • Used explicit swear words • Used question to criticize
1.22	And it's so interesting. Because had I done this back in college, I wouldn't have cared at all. Like I would've gotten through it.	She was talking about how her past self would not do what she does now.		✓						Used hedges to show certainty about her opinion

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
1.23	I think we would be just continuing what we're doing. I mean , the one thing that everyone asked me is, "What, what more? What's next?" and I always think like , well, I want to live in the moment because there's already a lot on my plate, and I want to nourish each thing that we're doing.	She was answering the host's question about what they would be doing in the next ten years.		✓						Used hedges to show certainty about her statement

Appendix 2. Table Analysis of Kris Jenner’s Conversational Strategies

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
2.1	Well, I think.. Um, you know , I think it’s important to remember that when we first got started and started filming our show back in the early 2000s, um , there was barely <i>Twitter</i> and I remember Ryan Seacrest calling me up and saying, “ You know , you got to tell Kim about this little thing called <i>Twitter</i> , because she might find it really helpful. And you know , some business stuff.”	She was explaining about how their family started their career on social media from her point of view.		✓						Used hedges to reduce the power in her speech, by continuously emphasizing that the idea came from her own personal opinion
2.2	Mhmm,	She was supporting the host’s statement about the issue of a fragmented media that happened.	✓							Used very minimal word to support the host’s utterance
2.3	Yes.	She was supporting the host’s statement about their career which started from TV.	✓							Used very minimal word to show agreement

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
2.4	And there was a family member that somebody either you know , loved, or.. Or, you know , wanted to watch their journey and everybody saw the kids grow up on TV for the last decade or so.	She was talking about how their family was supported by a lot of people.		✓						Used hedges to show certainty about her opinion
2.5	Well , they're all separate businesses for sure, and I think everybody has their own completely different demographic and even if you think about Kim and Kylie, for example, they're, what , 16 years apart and you know , that's two, seventeen, that's two different generations basically.	She was stating how her daughters' businesses are different from one another.		✓						Used hedges to show certainty about her statement
2.6	And so I think that we do examine, and I treat it like , an absolute CEO of COO of the family brand because you do, we have so much incoming and things to choose from, and banks, and	She was talking about her role in the family business that they own.		✓						Used hedges to avoid boasting
2.7	I think we've really learned, um , by trial and error too, and experiences.	She was answering the host's question about how Kim Kardashian would reject a brand's offer if it does not suit her.		✓						Used hedges to reduce the power in her speech

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
2.8	And the first thing that we talked about, and Kim’s passion was, from the very beginning was fragrance, and that was, so just her thing was fragrance . Growing up, she loved fragrance, so that was one of our first goals that we wrote down in something that we were able to accomplish and that felt so good.	She was talking about how Kim Kardashian loved fragrance as she grew up.							✓	Used an implicit compliment to appreciate Kim Kardashian
2.9	We were screaming up like , “wohoo!” and it was so exciting and satisfying and rewarding, but there’s been a lot of, you know , we’ve kissed a lot of frogs along the way and throw in a lot of spaghetti at the wall, you know .	She was telling a story about their first job and how their journey had started since then.		✓						Used hedges to avoid boasting
2.10	Well, I mean, listen.. One, one great example that I wanted to tell you the other day was the <i>Got Milk</i> campaign. I thought Kim would be so great in like , a <i>Got Milk</i> campaign. Remember like , everybody did these <i>Got Milk</i> campaigns and I thought, “Oh, well, she’s like , perfect for that.”	She was telling a story about Kim Kardashian’s experience when filming a campaign.		✓			✓		✓	<ul style="list-style-type: none"> Used hedges to show certainty about her story Used command to make audience pay attention Used an implicit compliment to appreciate Kim Kardashian

No.	Utterances	Context	Conversational Strategies							Notes	
			MR	H	TQ	Q	CD	STL	C		
2.11	And at the end of the day, a couple years ago, Kim was in a music video, and she was taking a milk bath, and I thought, “You did it, Kim! You got milk all over that body!”	She was telling a story about Kim Kardashian’s experience when filming a music video.								✓	<ul style="list-style-type: none"> Used directives to tell Kim Kardashian to do well Used compliment to appreciate Kim Kardashian
2.12	So that was kind of, like , a fun thing, but there’s been things that.. Talk about off-brand in the very beginning, the girls did uh.. QuickTrim.	She was talking about an experience her daughters faced when filming an advertisement.		✓							Used hedges to avoid sounding overly-evaluative
2.13	Remember QuickTrim? And at the end of the day, you really just wanted to be curvy. Exactly.	She was continuing her story about the advertisement her daughters did one time.				✓					Used question to show uncertainty
2.14	We have to have the bandwidth to be able to put that kind of energy, and time, and creativity into a brand or an idea that somebody wants you to be a part of. And if what they’re, you know , if she’s signing up for something that she’s never gonna have time to do, it’s only gonna be a disservice to everyone.	She was talking about their responsibilities when working with brands.		✓			✓				<ul style="list-style-type: none"> Used hedges as fillers to make her utterance sound less-fuzzy Used directives to tell her daughters that they should be responsible

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
2.15	I think that, um.. What we do have is, I started to say earlier, is this great incoming of offers and deals that come through. Whether it's a private equity, a brand, um.. A VC, a bank, you know , there's just so much coming in that we and she, my kids, all have to be their own CEO. I might act as the CEO of a bigger picture and just weigh each thing that comes in	She was answering the host's question regarding the market price on <i>Instagram</i> .		✓						Used hedges to avoid boasting
2.16	Oops.	She was responding to the host's statement regarding the impact that her daughter had on <i>Snapchat's</i> company.	✓							Used very minimal words to respond
2.17	Well.. I think , from the beginning, one of the things that we said to ourselves was, we wanted to have a successful show. If we were gonna do this and put ourselves out there, then we really needed to do that. And so I said, "Let's just show everything and be ourselves. And.."	She was talking about her and her family's mindset to do their best at the beginning of their journey.		✓			✓			Used directives to tell her daughters to give their best

No.	Utterances	Context	Conversational Strategies							Notes	
			MR	H	TQ	Q	CD	STL	C		
2.18	Oh my God..	She was responding to her daughter, Kim Kardashian, who teased her for what she said.							✓		<ul style="list-style-type: none"> Used very minimal words to respond Used a soft swear words
2.19	So, um.. In the beginning, we, and that's I think was the, you know , this whole thing is the perfect storm, I think . Being able to work with the family and having everybody on board, but all at the same time willing to show, you know , the good, the bad, and the ugly.	She was talking about the pros and cons her family needed to face.		✓							Used hedges to show certainty about her opinion
2.20	And nobody has a plan B. That's the problem. If you really put all of your eggs in this basket, you know, I tell everybody that I speak to, is to really have something to hang your hat on and create something for yourself that is sustainable and a business that can grow.	She was talking about what other people should pay attention to before starting a business.		✓				✓			<ul style="list-style-type: none"> Used hedges to sound less-evaluative Used directives to tell people what to do
2.21	So, um.. So, you know, that's very valuable, and that's something that continues to be very successful in almost 200 countries around the world in as many languages. So	She was talking about what she felt to be having her family loved by the world.		✓						✓	<ul style="list-style-type: none"> Used hedges to avoid boasting Used indirect compliment to

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
	we got very.. lucky.									appreciate their fans' support
2.22	I know. It's fabulous.	She was responding to the host's statement about how she would take 10% of her daughters' income as the manager.							✓	Used a compliment to appreciate her daughters
2.23	You know, I'm so proud of them. And I think that one thing that, um.. A lot of people probably, maybe they do, but you know, a lot of people don't realize is the work ethic is second-to-none. And I think just watching them grow and build their companies, getting more and more independent within their own brands, and figuring it out, and the creativity, the way they work together, I think that we're building something so fantastic. And just being able to figure out what really works for each one of them is very rewarding for me. And hopefully in 10 years, I can sit back and watch them do it all	She was talking about what she felt as a mother upon witnessing her children's growth.		✓					✓	<ul style="list-style-type: none"> • Used hedges to avoid boasting • Used a compliment to appreciate her daughters

No.	Utterances	Context	Conversational Strategies							Notes
			MR	H	TQ	Q	CD	STL	C	
	by themselves.									

Appendix 3. Table of Findings

No.	Conversational Strategies	KK	Notes	KJ	Notes
1.	Minimal Responses	✓	To show agreement and to support other people's statement	✓	To show agreement and to support other people's statement
2.	Hedges	✓	To show certainty and uncertainty, to reduce the power in her speech, to avoid boasting, and to add a filler in her utterance	✓	To show certainty, to reduce the power in her speech, to avoid boasting, and to add a filler in her utterance
3.	Tag Questions	-		-	
4.	Questions	✓	To criticize other people's opinion	✓	To show uncertainty about something
5.	Commands and Directives	-		✓	To tell people to do something
6.	Swearing and Taboo Languages	✓	Used explicit swear words	✓	Used softer swear words
7.	Compliments	✓	To appreciate other people or something	✓	To appreciate other people or something

Abbreviations:

KK : Kim Kardashian

KJ : Kris Jenner

KJ : Foundation. The Foundation.

KK : Things have changed.

Ho : Well.. let me ask you about, let me ask you about that. Foundation and change. Because one of the things we've been talking about a lot recently, is this issue of a fragmented media,

KJ : Mhmm, (2.2)

Ho : You guys started and I think, to some degree, created a franchise on TV. Traditional linear TV first, right?

KK : Yea. (1.1)

KJ : Yes. (2.3)

Ho : And.. I wonder if you were to do it today, using just social media. Um.. whether you think it would work, whether it would work the same, whether it would be different?

KK : I'm guessing my mom would say it would work the same. She is a big fan of, um, like building a brand and social media and using your voice and believing in yourself that you can make it happen through that platform. (1.2)

KK : I think I'm a little bit more traditional where I think there was some magic of us starting on TV and really building up an audience, and then the magic of timing, of being around at the same time that social media was created, I think there was just like a hit with the TV, and then another hit with social media, and so when I choose to promote a product when some people, I think, may be young generations will just use social media, I love doing traditional TV, (1.5)

Ho : But Kylie, what would Kylie do?

KK : Yeah, well, she would probably um, do just social media. If she's launching a product, it would be strictly on social media. (1.3)

KK : I love to go and do the rounds and do the night shows, I mean, I was, I was.. Um, talking to Kendall and Kylie about you know, the days of Leno and Letterman, and they looked at me and was like, "who?" and I was like, mortified. I was so mortified. And, but it's really funny and it just shows, you know, (1.4)

KJ : But there is something to be said about the way we started, the audience that we have now, and the people that follow us, and the consumers that buy our things are the people that became emotionally invested in the family.

KJ : And there was a family member that somebody either you know, loved, or.. Or, you know, wanted to watch their journey and everybody saw the kids grow up on TV for the last decade or so. (2.4)

Ho : Well.. that's what's so interesting to me, because it's generational, right? I mean, you,

KJ : Totally, yes.

Ho : And you've actually now, sort of, almost segmented out if you will. So many different demographic markets in terms of both age and all sorts, and just how people approach the family. So that's why I was thinking, when you guys create products now, do you guys sit around and say, "My brand, the Kim brand, represents this; the Kylie brand represents this, the Khloe brand that, that they're all, how does this work?"

KJ : Well, they're all separate businesses for sure, and I think everybody has their own completely different demographic and even if you think about Kim and Kylie, for example, they're, what, 16 years apart and you know, that's two, seventeen, that's two different generations basically. (2.5)

KK : Seventeen. (1.8)

KJ : And so I think that we do examine, and I treat it like, an absolute CEO of COO of the

family brand because you do, we have so much incoming and things to choose from, and banks, and, (2.6)

KK : But they're all very separated as well. I don't sit and discuss with Chloe or Kourtney, I mean, to give advice, absolutely. But as far as like, the day, today, managing our own brands and what we're naturally drawn to and how we operate our businesses is completely individual. (1.5)

KJ : Yeah, separated.

Ho : Do you feel like you're competing against each other?

KK : No, we really honestly don't.

KK : We're very supportive, I mean, Kylie and I both have beauty brands, if we happen to be at each other's houses and see products laying around we'll discuss it, but otherwise, well, we're very mindful on our calendar to not launch a product on the same time. (1.6)

KK : But if she's launching concealers and I'm launching concealers, they would actually be a such different products.

KK : We have different, you know, skin, age, demographic – exactly what she was talking about, so we use our products so differently that there has not been any competition even in sales-wise. We can see our analytics, there hasn't been any crossover. (1.7)

Ho : So how does this work? I'm assuming there are hundreds of companies that are coming to you every day saying, "I want you to do a paid post on *Instagram*, where I want you to invest in my thing, would become the spokeswoman, but all of these people are coming – how do you sort of, sort it out? What do you accept that you want to do? What don't you want to do?

KK : Yeah (1.8)

Ho : How? Take us inside the, the, uh.. Uh, the Kardashian-Jenner Empire.

KK : Well, for a paid-post, I am really, um.. cautious about, like, what I spend, so if I over-spend on something and a paid-post happens to come in at that time, I'll weigh it out and think, okay well I have to pay for X, Y, and Z. (1.9)

Ho : Oh, you mean your own personal expenses?

KK : Yes, my own personal expenses.

KK : Or if I'm even like, okay, you know, we have school and projects and now it's a little bit more personal for me if I have a paid-post that comes in and I think, okay, well this can fund X amount of people that are behind bars, that can help free them with simple legal fees that they just can't afford, then that would be worth it to me, even if the post might be a little bit off-brand for me, I really weigh out different things now than I used to. (1.10)

Ho : So what's on-brand for you?

KK : Um... any beauty, as long as it doesn't compete fitness, um.. Health stuffs, maybe um.. Just any health products (1.11)

KK : If I, you know, when I mentioned I was having a CBD baby shower 'cause I needed some calm before the storm of a fourth kid coming, every CBD company on the planet reached out, and um.. You just, it's.. You know, it's, it's kind of this joke also that I do, if I really want something and I'm a bit lazy, I can tweet, "I'm loving *Oreo*. I'm craving *Oreos* right now," and then on my doorstep, every flavor of *Oreo* will show up. (1.12)

KJ : It's true, with her name on each cookie.

Ho : So.. are there other companies that come to and you say, "Look, I just, this is not. This is not me and I'm not gonna do it." or "I just can't do it." for whatever reason?

KK : Well, absolutely, I mean.. (1.13)

KJ : **I think we've really learned, um, by trial and error too, and experiences. (2.7)**

KJ : I mean, there was a time when I was to say earlier, that Kim and I in the beginning, would sit and have these goals we would write down for the year and what we really wanted to do. (2.17)

KJ : **And the first thing that we talked about, and Kim's passion was, from the very beginning was fragrance, and that was, so just her thing was fragrance. Growing up, she loved fragrance, so that was one of our first goals that we wrote down in something that we were able to accomplish and that felt so good. (2.8)**

KJ : I'll never forget her and I sitting at the Beverly Hills Hotel at this meeting, and the guy handed us a check,

KK : And we probably went in the bathroom stall, and shut the door and screaming,

KJ : **We were screaming up like, "wohoo!" and it was so exciting and satisfying and rewarding, but there's been a lot of, you know, we've kissed a lot of frogs along the way and throw in a lot of spaghetti at the wall, you know. (2.9)**

Ho : So what hasn't worked for you?

KJ : **Well, I mean, listen.. One, one great example that I wanted to tell you the other day was the *Got Milk* campaign. I thought Kim would be so great in like, a *Got Milk* campaign. Remember like, everybody did these *Got Milk* campaigns and I thought, "Oh, well, she's like, perfect for that." (2.10)**

KJ : I don't know where that came from, and I'm sure I was a lot more excited and enthusiastic about this idea than the *Got Milk* people were, so that really never came to fruition.

KJ : **And at the end of the day, a couple years ago, Kim was in a music video, and she was taking a milk bath, and I thought, "You did it, Kim! You got milk all over that body!" (2.11)**

KJ : **So that was kind of, like, a fun thing, but there's been things that.. Talk about off-brand in the very beginning, the girls did uh.. *QuickTrim*. (2.12)**

KK : Oh we did everything.

KJ : **Remember *QuickTrim*? And at the end of the day, you really just wanted to be curvy. Exactly. (2.13)**

KK : And we did cupcakes. And we did everything you could possibly imagine.

KK : **If someone came to us with a product, we were just so excited that they were interested, that we would do things that were really off-brand, and I think that even that stage in our life, I look back and think that was such a learning, growing process for us and I feel like in the last few years, I finally found my voice on what to say no to, what to really stand up for, how to really focus, and there could be amazing deals that come our way. (1.14)**

KK : **Financially, um, on brand, everything you know, fits my criteria, but if there's just no time, like now, I feel like there's a power in saying no and having a little time, you know, for my family, and self, and everything else that we have to balance at. (1.15)**

KJ : **We have to have the bandwidth to be able to put that kind of energy, and time, and creativity into a brand or an idea that somebody wants you to be a part of. And if what they're, you know, if she's signing up for something that she's never gonna have time to do, it's only gonna be a disservice to everyone. (2.14)**

Ho : So how does this work, though? So did somebody call you and say, "I will pay you X

amount of money for a, for a post? Is there, what's the market, what's the market right now for, for an *Instagram* post?"

KK : Um.. I don't, I don't ever talk of money,

KJ : **I think that, um.. What we do have is, I started to say earlier, is this great incoming of offers and deals that come through. Whether it's a private equity, a brand, um.. A VC, a bank, you know, there's just so much coming in that we and she, my kids, all have to be their own CEO. I might act as the CEO of a bigger picture and just weigh each thing that comes in. (2.15)**

KK : **I would say a cute story since my husband's here. So.. um, there was a fast fashion brand, a few of them, and they would knock off Yeezy all the time. His color palette, designs, and so this fast fashion brand offered me a million dollars for an *Instagram* post. And I thought, okay well, that's you know, easy just to wear clothes that, you know, I could pick anything that I wanted, it's a quick post. (1.16)**

KK : And when I told him about it, he asked me not to do it and said, "You know, with all due respect, I don't think that we should be giving them everything. They copy everything,"

KK : It's, you know, it's, I completely understood why he said no. I gladly said no, and then for Mother's Day, he handed me an envelope, and it was a check of a million dollars saying thank you for not posting for the other brand, and then, I don't know if I'm supposed to say this or, if I have— and, and a contract to be an owner in Yeezy as a, as a thank you.

KJ : Yeah, Kanye!

KK : So there is power in saying no sometimes.

Ho : There is power in saying no sometimes. So how do you think about your influence on the marketplace, uh.. Broadly, in terms of what you project out to public? And the reason I ask is, you know, when Kylie tweeted at one point, if you saw this, that she tweeted that she did, when she didn't use *Snap* anymore,

KJ : I saw it.

Ho : "I stopped using *Snap*," and *Snap*'s market value literally dropped by 1.3 billion dollars.

KJ : **Oops. (2.16)**

Ho : So how, I mean, more than oops. But when you post, or when you speak, I mean it's hard to sometimes probably remember who you are,

KK : Yeah.

Ho : to some degree, and what the influence is.

KK : Yeah. This is always the tough one for me. This is always something that I struggle with, because I believe that people should be themselves. Even if it's not what you agree with, even if it's not your beliefs and values, I believe in being yourself.

KK : And so when you start thinking about how you have to censor yourself so much because it could, I mean, I personally might not say bad things about people unless I'm provoked and I have to stand up for, you know, family – but, um.. Generally, I try not to talk about like, other brands if I didn't like a particular ice cream, or something, you know, that I feel I could hurt a brand I just kind of stay away from it,

KJ : It's a big responsibility.

KK : Um.. however, I do believe that people should speak freely. And if that's not what Kylie was doing, and that was authentic to her, then I, I don't think that there's something wrong with that. Um.. so, but I struggle with that. Because it's like, I do, I always really do care about people's feelings, and I'm really compassionate about a headline like that, I would feel bad about it, but you also just have to be yourself at the same time.

Ho : Right. How much you think about your brand and his brand, I'm looking at Kanye right now, in terms of how you guys work together? And I know that you were part of really, actually making the way *Skims* actually turned out.

KK : **Yeah. I mean, our brands.. Um, we respectfully let each other have our own voices and our own brands and create our own brands, but we were very much together in.. in every last decision and detail that we make. (1.17)**

KK : **So like, for *Skims*, you know, he drew the logo, he.. Um, our packaging was one way and I thought it looked amazing, and then he walked in, and had about a two-hour conversation with my whole *Skims* team about why it was not so amazing. But it was really inspiring, and really, when you look back it was really trendy. The old packaging, and it, I would have been sick of it by now. And he really gave us like, amazing advice on how we wanted to be classic and timeless. (1.18)**

KK : And all the packaging that the team was bringing us, of other products in the marketplace, they were saying "Isn't it better than that?" and Kanye's main advice was, "Why don't you go get a packaging that is, the, that you think is the best of all time? It doesn't have to even be in the marketplace but any product. And you should strive to be on that level, why are you striving to be better than the worst?" and it really clicked to the whole team.

KK : **We all went back to work, and he picked like our photographers, was involved in the castings for the models for *Skims*, and colorways, I mean, everything you could think of. So we really are, he's like my, ghost stylist and my ghost creative director and it's, it's amazing to have someone that you really respect and value their creative opinion. (1.19)**

Ho : What do you think about your impact on culture? And the reason I say the impact on culture is there is a sense and social media has been a big part of it, but I think a lot of people have looked at you and your family as role models in many ways. Where everything is now just exposed.

KK : Yeah.

Ho : You, you, you put it all out there, and there's something very authentic about that, but I think there are also people, especially of different age groups who have misgivings about that. Where the line is for, uh, privacy, and, and how much to really share, or to overshare?

KJ : **Well.. I think, from the beginning, one of the things that we said to ourselves was, we wanted to have a successful show. If we were gonna do this and put ourselves out there, then we really needed to do that. And so we said, "Let's just show everything and be ourselves. And.." (2.17)**

KK : Cut to you guys, remember that episode I'm talking about? There better be an audio for this, 'cause I need this on a loop to play this back to her when this episode comes out.

KJ : **Oh my God.. (2.18)**

KJ : Okay. I had a bad week, a couple weeks ago. Just remember that, okay guys?

KK : Few months.

KJ : Yeah.

KJ : So.. This is gonna turn into a family feud.

KJ : **So, um.. In the beginning, we, and that's I think was the, you know, this whole thing is the perfect storm, I think. Being able to work with the family and having everybody on board, but all at the same time willing to show, you know, the good, the bad, and the ugly. (2.19)**

Ho : We're gonna talk to Kevin Systrom in just a little bit, who, who co-founded *Instagram*.

And there's lots of questions about.. Um, mental health related to social media?

KK : Mhmm.

Ho : Uh, whether it's giving people good or bad, body images, in terms of how they, how they think about themselves, whether liking is actually a good thing,

KJ : Right.

Ho : Um, you know, there's so many people I, I mean, young people today who say, "I just want to get famous as quickly as possible, get as many followers as possible, and I'm gonna figure out a way to monetize that."

KJ : **And nobody has a plan B. That's the problem. If you really put all of your eggs in this basket, you know, I tell everybody that I speak to, is to really have to have something to hang your hat on and create something for yourself that sustainable and a business that can grow. (2.20)**

KJ : It's not just about being famous or for us, we happen to be lucky enough and blessed enough to have a show and that kind of started everything else.

KJ : Okay, don't say it again.

KJ : **So, um.. So, you know, that's very valuable, and that's something that continues to be very successful in almost 200 countries around the world in as many languages. So we got very.. Lucky. (2.21)**

KK : But it is tricky. And it is, you know, I think about when I raise my kids, and screen time, phone time, what to post and what not to post, um.. You know, even posting things in real time, um.. I learned from a bad experience that I had. Um.. when I was robbed, that people really knew my every move, they knew what I had, they knew where I was, what I was doing, you know. And, and that, to me, really changed, maybe the things that I post? And, and, I still want people to feel like, they're along that journey with me, but I might video something and then post it like 30 minutes later when I've left the location more for privacy.

KK : But as far as mental health, I mean, it's something that, you know, I think taking the likes away and taking that aspect away from it would be really beneficial for people. And I know that the *Instagram* team has been having lots of like, inner conversation with a bunch of people to get everyone's take on that, and is taking it really seriously. And that makes me happy.

Ho : Do you read all your comments?

KK : I do not. But, um.. I find myself to be extremely mentally strong and I have people, friends, that are obsessed with reading the comments and I find that to be really unhealthy, so I.. I have, I struggle with like, having to step outside of how I feel, and thinking about like, "What if one of my children was like one of my friends that wasn't as mentally strong, and would really be affected by the comments?" that would really affect me.

KJ : Want some water?

Ho : Um.. we'll get you some water. Get, get some water.

KK : Yeah, sorry.

Ho : I had a separate question, uh.. Which, which relates to this. A lot of conversation we've been having this morning, is about CEOs – oh, thank you so much. About CEOs who have felt like they are now taking or being pushed to take positions. Either political positions, or or or, positions in terms of culture and what's happening in society in a way that perhaps they didn't, just a couple years ago, you've gotten very involved in the mass incarceration topic. But I'm curious actually, from as a, from a brand perspective, in terms of how far you think you're willing to go on, you know, we've had people we're gonna talk about gun

violence in a minute actually after this, after this session. But you know, whether it's immigration or all these other issues that are very political, and we live in this sort of very politicized world, you've now spent some time at the White House,

KK : Yeah.

Ho : How do you think about that?

KK : I am a really firm believer that you should be who you are, believe in what you want to believe in. And as a brand, I'm the type of person that I could separate political beliefs from brands and I believe that people should have the right to believe in whatever they want to believe in.

KK : And so if I don't really push politics on my brands, I also believe that Kim Kardashian West is also a person, not just like the *KKW* brand, so I will speak up personally on politics when I have to, and when I want to, um..

Ho : Did you get pushback, though? There's some people who like the president, and there's some people who can't stand the president.

KK : Yeah, um.. I mean, for me, I focus on prison reform and the president has done amazing things in prison reforms. I will also speak up when I feel like something is not how I feel like the world should be, and that could be immigration, or other things,

KK : I'm very focused, there's a lot that we have to get done in prison reform, and I believe I will be more beneficial if I just focus on that, at that moment, so I'm grateful for that relationship in that area and I focus on that.

KK : **Um.. but, that was a big thing where people, um.. So many people advised me, "Don't go to the White House." and it didn't make sense to me, 'cause I was like, a life, if someone can get out of, you know, prison and get their life back versus my reputation of going to the White House where there is only one person on this planet that can make the decision, and that would be the president, and that was even a question? Of you know, the media? I, that just, absolutely didn't make sense to me. I would go see anyone in power that would have that decision to change someone's life. (1.20)**

Ho : Right. You don't like politics, I know you don't like politics.

KK : She never talks about politics.

Ho : Um, I want to get questions in this audience, because I know there are people who want to ask you a handful of questions,

KK : Okay.

KJ : Okay.

Ho : and we're gonna do that in just a second.

Ho : But you're, you're studying to be a lawyer?

KK : I am.

Ho : Your father was a lawyer.

KK : L1. It's almost over.

Ho : Okay, so tell us, what's the plan? What is this about?

KK : **Um.. you know, I think that the more I would go into the White House and I remember sitting in the Roosevelt Room and they called me in for a clemency meeting, and I'm thinking to myself like, "Holy shit, they're asking me to be in a clemency meeting?" Like, I'm just gonna, you know, and I definitely raised my hand and asked questions, and was as involved as I could have been. (1.21)**

KK : But there were some attorneys there that I knew, so I felt this comfort in asking them all

these questions and I just wanted to know more. I wanted to, the more that I know, the more that I can do.

KK : And it's so interesting. Because had I done this back in college, I wouldn't have cared at all. Like I would've gotten through it. (1.22)

KK : Now when I'm setting contracts and these are like, actual life things that I'm dealing with now, and now that I own my own home and I'm old enough, and I'm, you know, studying torts and I'm learning about personal injury, like everything, I'm so interested in, it actually pertains to my life.

KK : It does not feel like I am, I mean, I'm definitely working really hard and it's a commitment that I've chosen to take this time away from my family to study, and to not go out with my friends and like, live a different life, and I'm so okay with that. I love it and I just hope that one day, I can start a firm that will help, um.. With prison reform, and really help, I would love to hire these men and women that are behind bars 'cause they know the law better than most lawyers.

Ho : So you want to start a law firm?

KK : I do. Yeah, I really do.

Ho : Um, let's open it up to questions because I know there's so many people who have hands up. I don't know, I see Lesley Stahl, who taught me, my whole career watching Lesley Stahl do interviews herself from 60 minutes. Lesley Stahl, get her a microphone.

Au : So first off, Andrew, you're doing a remarkable job.

Ho : Thank you, Lesley.

Au : Absolutely, yeah.

Au : I'm in awe. So many people to interview in one day, wow.

Au : And I want to congratulate both of you, not only for building such a successful business, but for using it now, for issues that you think are important. But what I want to ask you about, is social media in general. It's come under a lot of controversy attacks, uh, spreading things like calcium pills cure cancer, there's bullying, and now the question of political ads. So this world that you live in has become extremely controversial and I wonder if you're worried about it. And if you think it will hurt your business just to be on these sites? Just what your general opinion is, of the direction social media is taking.

KJ : I think, for me.. Um, just to answer your question about as far as family goes, what I worry about are future generations and my grandkids. And so my biggest issue is the bullying side of it. Because it really is so upsetting, and the kids that are being affected by it are younger, and younger, and younger.

KJ : I have every age of, I have 10 grandchildren. So that's every age you can think of. And the stuff that they see, I see in my almost 10 year-old grandson, who talks about it often and very dramatically about how it affects him.

KJ : So I can really imagine, you know, everyone else in the world and how their families are affected by it. And the families that aren't paying attention, there's so many parents there, you know, working um.. parents, and don't pay as much attention, and you know, we're really on all of the stuff that are, my kids are on what their kids are watching, but it does worry me a lot.

KK : But it does worry me. Um.. as, I don't think social media is going away. But I do think that like, me, just, I'd say in the last few years, and my evolution, maybe some of the things that I would post a few years ago wouldn't be certain things that I would post now for those reasons of, maybe the wrong message.

KK : Um.. but I do believe that the social media brands are paying attention. I know that I personally received meeting requests and calls from really high-up people that want opinions and input on how to fix these problems,

Ho : Is it people from *Facebook* and *Instagram* people like that, or from the government?

KK : Um.. *Facebook* and *Instagram* people.

KK : Um.. so I do know that people are taking it seriously. And, but, it is something that I worry about all the time. For my children, and what they see, so I hope that they do make some changes just to make it a more friendly place.

Ho : Let's see if we could sneak in a couple more questions. And I don't know if I can do this.. Kanye, can we get you a microphone just for one second? I have a question for you. Which is, no no, you've now joined this family,

KJ : Uh-oh.

Ho : and they've learned a lot from you, which they just talked about, and I'm actually curious about what you have learned from this empire that's being built.

KW : Yeah, I think.. If my family wasn't so uh.. They didn't work so hard, and they weren't uh, so omnipresent, maybe I would just rest on my laurels of just being the greatest artist of human existence and that would just be it. But that's that's shown that that is not enough.

KW : You know that you have to hit the gym, that you have to communicate, that you have to, it's a modern day, it's like modern day, Medici or Rome, it's an, it's an era that people remember for all of human existence in this, you know, social media. I have up, every time I ask a question I have a thought on it. Every time, because social media is like the new, not saying that it's particularly as negative as cigarettes and saying that it's a full Edward Bernays, you know, torches of freedom, you know, full empowerment – but I do think that I've said, I've done interviews often that you know, if I post 100 posts they're like, "Oh, he needs to go to a hospital, he's going crazy." but *Instagram* and different social media out, you know, they have the likes come back at a slower speed, they have a certain amount of, you know, post that you should do to look normal. And it's actually controlling the rate at which we're supposed to advance and communicate as human beings for the, what is said, is the common norm. And actually that makes it be where, you know, 50 people can control the billion people that are now getting into, you know, real state to try to control two billion or three billion, up. So we cut the mic right now? Okay.

KW : So you know, it's a matter of my perspective you know, Jesus already run the, Jesus has already won the victory. And, it's, for me, as a man, as a Christian, as a billionaire, as a founder of a three billion dollar company, to stand up and be.. You know, this has to be stated because the *Forbes* chose to call me a cent to millionaire when I showed them the receipts of 890 million last year. And, you know.. That was, it wasn't funny to me.

KJ : Oh my God.

KW : But just as a, a mailed opinion looking at my daughters, and looking at my family, and as we are starting this church, and saying that this innovation and community, and what we're doing with education, and we're doing, you know, in politics even now, like we have 12.500 acres in Cody, Wyoming. Trump has actually opened up the ability to buy more land. And in America, you know, America, you can buy land and we can be owners. And we don't, you know, often have to be just the product of what black *Twitter* tells us what we're supposed to do. Or you know, any black man that, you know, this has to be taken out. Of every single one of my interviews, so I'm gonna say it now.

KW : Uh.. my father was a black, my mother was arrested, I mean.. For the citizen at age six, to

fight for us to have the right to vote, but it was the right to vote for who we tell you to vote on. It's okay that any black man voted for Hillary, she's coming up next, but if a black man didn't vote for Hillary, you're a coon. LeBron, we're gonna burn your jersey, and Akron, if you choose a team you want to go to, you come back to Cleveland and you're a hero. No, that's not where we want you to be. But my parents fought to have the right to have our own opinion and sometimes with social media, they can even put false comments about six-seven and try to incept, indoctrinate, and control our minds of what the masses think. Look at the century yourself, look at every, so the mic cut right now?

Ho : I would, I would continue this for hours. Uh.. I just know that we've got a couple of fabulous people.

KK : He learned a lot, didn't he?

Ho : Not as fabulous as Kanye. I want to thank you for that. I appreciate that very, very much.

Ho : Um, final question from me. Uh, for both of you.. Which is, if we came back here in ten years from now, and sat together again, and talked about what the Jenner-Kardashian Empire looks like, what do you think it will be?

KK : **I think we would be just continuing what we're doing. I mean, the one thing that everyone asked me is, "What, what more? What's next?" and I always think like, well, I want to live in the moment because there's already a lot on my plate, and I want to nourish each thing that we're doing. (1.23)**

KK : I hope that my beauty brand and fragrance brand continues to grow. I hope *Skims* is an amazing business, and everywhere, and a necessity for people. Um, I really want to focus and I hope that I'm a lawyer in 10 years, and have an amazing firm, and changing the whole prison system. I really hope that I will be just, be more into that. And I hope that all my sisters and brother and everyone is just happy and living on a farm in Wyoming.

Ho : What do you say, Kris? You take 10% of everything.

KJ : **I know. It's fabulous. (2.22)**

KJ : Well.. 10 years from now, I'll be 74.

Ho : It was her birthday yesterday.

KJ : Yeah. But, um.. Thank you, guys.

KJ : **You know, I'm so proud of them. And I think that one thing that, um.. A lot of people probably, maybe they do, but you know, a lot of people don't realize is the work ethic is second-to-none. And I think just watching them grow and build their companies, getting more and more independent within their own brands, and figuring it out, and the creativity, the way they work together, I think that we're building something so fantastic. And just being able to figure out what really works for each one of them is very rewarding for me. And hopefully in 10 years, I can sit back and watch them do it all by themselves. (2.23)**

Ho : Please join me, in thanking Kim, and Kris, and Kanye.

KK : Thank you.

KJ : Thank you.