

## “ Axioms of Cross-Purposes”



Kidney Contenders<sup>(R)</sup> exclusive interview with Alex Salter.  
Follow Alex on [Instagram](#) and [Twitter](#). Watch Alex weekly on [Youtube](#).

**Kidney Contenders:** What content do you find important to video blog about?

**Alex Salter:** When I started my Youtube channel/blog, I wanted to create content that I enjoyed. When it comes to blogging, you need to pick a topic you are passionate about, and then your passion will convey through your content. I have an interest in blogging about Real Housewives; it is my guilty pleasure. Outside of blogging, my interest is in law and criminal justice. My career is in law. Right now, there is a lot of legal drama going on in the Real Housewives realm, and I can combine my knowledge of the law with my blogging. I got a bit lucky. I am in a unique position.

**Kidney Contenders:** As a video blogger, do you think you have to change who you are to convey your message?

**Alex Salter:** When it comes to video blogging, I think you should never change who you are for an audience. I have found that many bloggers will try to display a persona they think will bring them more viewers. While this can be effective, I strive to be my authentic self. I want my viewers to connect with me and see that I am just a normal person. I have opinions like everyone else. Some people say they do not like that I curse in my videos and have asked me to change that. I responded and told them this is just who I am. If you are not your authentic self at all times, who are you portraying? It's more work to be something you're not than to be who you are.

**Kidney Contenders:** Does morality or strategy play an important role with video blog audience?

**Alex Salter:** I do believe morality plays a huge role with my audience. I cannot speak for other bloggers. I do not give anyone a pass when it comes to being wrong, especially if it involves real-life crimes. Nobody is safe when it comes to my coverage. I feel like being honest and real with your audience is most important when trying to build your brand or viewership. When someone has done something wrong or vile, you need to call them out.

**Kidney Contenders:** Who do you contend for?

**Alex Salter:** I do not believe I can contend for anyone necessarily. Any obstacles I face along the way have more to do with myself than anyone else.