



## Spinning, Scratching and Digging



No, we're not referring to Fido! These are just a few of the terms used to describe the techniques used in the art of DJing. DJs, or disc jockeys, are artists and musicians in their own right, manipulating music to create new and exciting beats for people's listening pleasure.

### The Evolution of DJing

DJing has evolved over the decades. Jazz was the music of choice at the first-known DJ dance party in 1943, followed by hip hop and disco in the 70s and synth-pop music in the 80s. Today, DJs are mixing and creating new genres of electronic dance music, or EDM.

DJ equipment has progressed over time as well. In the 1950s, two turntables may have been used to backspin the vinyl; however, today's DJs have the ability to use software and digital equipment such as MP3s, laptops, mixers and PA (public address) systems.

### Saying "I Do" to DJs

DJs and wedding receptions "mix" together well. In fact, one wedding survey showed that more than 81 percent of guests say what they remember most about a wedding is the reception entertainment.

Wedding DJs can create unforgettable events with the reception entertainment they provide, not to mention their emcee abilities, personality and performance talents. They keep the atmosphere lively and the dancing continuous.

So don't wait - get the party started! Keep your DJ spinning, scratching and digging when you purchase business personal property and liability coverage provided by RLI Home Business Insurance.

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Be the booking agent for your DJ with an RLI **Home Business Insurance** policy. RLI is a specialty insurance company serving niche or underserved markets. RLI's proven, superior underwriting model creates flexibility to write unique coverages in a wide array of diverse industries.

RLI streamlines processes, eliminates red tape and puts decision-making in the hands of its expert underwriters, giving them the resources and freedom to drive growth so producers can quickly and easily get customers the coverages they need.

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