Senior Breaks Into the Music Industry

by Edmund Frazer Myer

Acacia Hall, Tlingit, from Federal Way, Washington, is a senior studying strategic communication and lead singer in the local band “Organix.”

Music has always been a major part of her life, she said. “My dad is the worship director at the church. When I go home it’s not an option to not sing on Sunday.”

She said her grandfather “installed the love of music” into her. She recalls growing up listening to the Chi-lites, The Gap Band, and Earth, Wind, & Fire. She still remembers their songs to this day. And like with most people, Hall said when she’s having a bad day she listens to music.

“Music is so universal, people that don’t even understand the words, they still understand the music,” Hall said.

Organix consists of: Acacia, an MC (D) he’s a rapper, Clay plays bass, Chris plays the drums, Andrew plays guitar, and Brandon plays the keyboard. Most are music majors.

She’s one of the newer members so at first she didn’t have much of a say in the music they play, but now as she’s become a more established member, she is selecting a lot of the new music they create and perform.

The music they play is “soul, r&b, funk, hip-hop infused,” said Hall. Which “sounds crazy”, but once people see the way they mesh, and perform together, it makes sense. Her biggest inspiration is Earth Wind and Fire, and the funk genre.

Organix has performed at multiple events, her most memorable moment was at Etsi Bravo in Pullman.

“Everybody was just sitting down at first, but as time went on, there was a big crowd in front of the stage,” said Hall. “That’s what the power of music is…changing peoples’ mood.”

She added that seeing everybody go from sitting down and chilling, to everyone getting on their feet and dancing was a “really awesome moment.”

Hall said that she wants to one day work in the music industry. Although she loves performing, she doesn’t want to be an artist, instead her goal is to get into the public relations field, where she wants to focus on branding and marketing for either record companies or more urban culture types of magazines.

She started in the medical field but realized that didn’t really fit her strengths. She was overwhelmed by the course material, which made it hard to maintain balance in her life. Hall stressed that balance has always been important in her life, so she switched majors to focus on her strengths: public speaking, coordinating events, and marketing.

She said once she found herself in the communications field, “it felt like home.”

She’s already began putting those skills to work as the marketing director for “The Blow Up,” a start-up company intended for independent artists to utilize as a platform to have their work shared.

She’s the head of the email marketing for the company, and currently she has been working on launching their campaign. She’s been busy with creating content and doing updates for their email followers. Also, she is responsible for the maintenance of “The Blow Up” Facebook page.

She explained that anybody can submit their work to the page and share their work with the world. She’s working with a team of people in the Seattle area to “help create a foundation for them (the artist) or help give them direction,” said Hall. “Our goal is to give
them an opportunity."

The concept behind the company is to create networking opportunities for independent artists, not just musicians but all different forms of art such as photography and graphic design. The end goal is for those independent artists to get a chance to gain recognition.

The Blow Up is planning a launch event for the beginning of 2017, "That’s the goal. We have to receive funding, book venues in advance and promote over this next year," adds Hall.

In order to make their launch event successful, Hall and the rest of The Blow Up team are planning to bring in guest speakers and collaborate with an organization in Tacoma called "Creating Conversations," an organization that gives exposure to the community. They hope that one day their company will be on a global scale.

In her free time, Hall studies the music industry. She reads books and watches videos, not only because she wants to pursue a career but because it’s her passion, too.