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An Exclusive Interview With THE ORCHIDS

Interview with Amanda Hale
A Look into Trueblood
and MORE!

Issue #3

Amanda Hale: Industry Profile



Written By Casey Sullivan
(Photo Provided by Amanda Hale)

Belmont students interested in music business often dream of a career that takes them to lunch with Billy Joel, managing tour press for David Bowie, or interning at booking agencies that work with James Brown. For Amanda Hale, a Nashville industry professional, this dream is life.

Amanda Hale is an accomplished publicist and artist manager originally from New York. She fell in love with the arts in middle school when she began training to become an opera singer, and later studied opera at the Manhattan School of Music during Highschool. She received her degree in music from Binghamton University in 1998, and when she realized her passion for music translated better behind the scenes than as a performer, she became one of the first music business grad students at NYU.

During this time, she also worked two industry-related internships. At her first internship, at Universal Attractions Agency, she was given a list of venues and artists, one being a band called The Emptys, and was simply told, "go". She then landed an internship, and eventually a job, at Columbia Records working as publicist Claire Mercuri's assistant. While Mercuri was working with artists such as David Bowie to Ricky Martin, Hale would be sent with Billy Joel on his dancer auditions for his Broadway show, Movin' Out, or with The Chicks at their Diamond Award ceremony in Central Park. Without any prior knowledge, she found her education in the industry through these hands-on experiences.

Hale moved to Los Angeles following her time in New York to work at an independent PR company called Mitch Schneider Organization. She handled tour press for Warped Tour, David Bowie, and-

-Alanis Morissette. She then worked as Zach Galifianakis's publicist at Shout Factory, until she advanced her career as the head publicist at New West Records. As she traveled back and forth from LA to Nashville, she fell in love with Americana and Country music, leading her to a new job in Music City at Vector Management. She continued to oversee PR projects for artists ranging from Lynyrd Skynyrd to Kenny Rogers, but also began developing herself as an artist manager. This brings her to where she is today, working as manager for comedian, artist, and platinum songwriter Joe Denim's for over a decade. Hale handles his social media, press, and accompanies him on his tour across the country with Vanilla Ice.

When asked what a publicist does on a typical day, her answer was simple: there is no such thing. Like much of the entertainment business, PR can entail anything from posting content on social media, writing press releases to media outlets, talking to agents, and most importantly, turning an artist's vision into reality.

She's realized that working in music requires confidence, excellent listening skills, and the ability to pivot within the everchanging industry.
Considering this unnpredic--tibility, Hale advises finding grounding anchors in life, whether that means taking walks, practicing yoga, spending time with family, or finding activities to enjoy outside of music.

Hale recognized that she never would've accomplished any of her achievements without simply showing up. Whether you want to work in PR, artist management, or be a musician yourself, stepping outside of your comfort zone and building-relationships will always take you a step further.

She leaves Belmont students with a powerful message that "you work in an incredible industry where you're bringing joy to people's lives and helping them out of bad times, and you don't always realize that". Just as Billy Joel would say, Hale reminds us all to "slow down" and appreciate the impact you're making on others through music.

Meeting Trueblood

Written By Ari Andelman



(Photograph Provided by °1824)

Earlier this week, I had the privilege of joining a Zoom call via °1824 and Universal Music Group to interview the band Trueblood, fresh off releasing their debut EP, *First Impressions*, which combines sounds from Indie rock, pop, and alternative to create something brand new, but still very familiar for their fans.

Before entering the meeting, I learned that they were all brothers who grew up together, sharing the same love for music, each possessing a specific talent. Starting in elementary school, they were recording covers in their garage and posting them on socials. The lead singer, Mason, writes most of the music and brings high energy through his vocals, and with Dylan playing guitar and Cameron playing drums for the school of rock on Broadway, they have evolved their technical skills, musicality, and performance experience throughout-

-the years. They credited a lot of their musical taste to their dad, who was very invested in their talents from the moment they were born. Trueblood mentioned in the interview that they were basically a Foo Fighters cover band before they started making original music, also taking inspiration from Led Zeppelin, AC/DC, Guns N ' Roses, Nirvana, The Ocean, and Radiohead.

First Impressions really wasn't based on a specific theme or idea, as they had a lot of songs that they had been waiting to release for a long time. These songs were about a variety of things, like growing up together with similar aspirations, the competitive nature of their attitudes, and the melting pot of personality and charisma that each member brings. They mentioned their strong "telepathy" and how their close connection leads them to-

-rarely argue about the music they create.

In the interview, they talked about the different songs on the EP and the nostalgia they felt after they finished recording each one. The idea of first impressions was to give their audience something to attach the name "Trueblood" to, slowly pushing away the "cover band" narrative. Their new Spotify branding and banner, along with having songs that fit together as a cohesive body of work, helped establish a stronger identity for the band, of having a family bond and sense of togetherness. All four brothers know the best path for Trueblood, which has helped them stay on the same page as the band continues to gain traction and put their best foot forward. It was surreal to see that their hard work has been paying off in their live performances. Their live shows have been very rewarding to the brothers because they've started seeing people come specifically to see Trueblood and sing along to their songs. One of the members mentioned that the best moment of his life was when fans knew all of the lyrics to their EP just days after release. It shows how the songs have developed beyond just recordings and have become something their audience genuinely connects with.

"Paint a Picture" opens the EP with a pitch-warping, psychedelic guitar sound. Interestingly, when I asked Trueblood about this, they said they weren't intentionally trying to make it the opening statement of-

-First Impressions while writing it. The guitar intro simply worked with the song, but it ended up being a strong way to introduce the EP's sound. "Make It Out" became a major streaming success, and the rooftop video was inspired by their dad. Their fans were already familiar with their dad from their old TikToks, including videos of him taping amps to the roof. The rooftop setting also connects to the song's idea of trying to get away from everything. They wanted the video to feel fun and spontaneous while also bringing back something familiar for longtime fans. "Come back I miss you" has a similar sound to the Two Door Cinema Club, which is a well-liked band amongst the Trueblood fanbase.

The brothers were really open during the press conference to sharing their thoughts and insights as they continue to learn and evolve within the recording process, through every future show, and through every trial and tribulation as they continue their journey as a band. Growing up in the public eye hasn't necessarily changed the way they experienced their youth and early teenage years, and it certainly won't now. I believe that First Impressions is just a hint of what this group can bring to the table, and I'm excited to see what they do next.

Band Showcase: The Orchids

Written By: Kiely Popowski
Photo Provided by: The Orchids

Managing and sustaining a band separated by multiple states is a struggle. One of which is familiar to The Orchids, a Chicago-based indie-rock/shoegaze band. The band consists of four members: Kaedin Gillie on vocals and rhythm guitar, Matthew Ramirez on lead guitar, Connor Shea on bass, and Kate Krupa on drums. They formed in high school and have no intention of slowing down any time soon. With Connor and Matthew in Nashville most of the year for school, the band's overall activity takes a toll. That doesn't stop them, though. Their love of music, creation, and community motivates them to find solutions.



The Orchids continue to perform across Nashville and Chicago throughout the year, with their most recent Nashville show at the East Room on October 3, 2026. Bruintunes Magazine sat down with The Orchids to discuss how the band's physical separation impacts their activities.

Because of the distance, The Orchids have become familiar with the crowds, venues, and scenes in both Chicago and Nashville. The band found that Nashville pushes them out of their comfort zone more than Chicago does, since it's their home turf. Playing shows across Chicago is--familiar, and they can maintain the local fanbase they've built over the years. The crowds in Nashville have helped the band grow and adapt to their new normal, as Matthew expressed gratitude for when talking about the scene here. This new audience has been a privilege; new people mean new opportunities for connection. Their recent show at the East Room was a clear example, marking their first venue show in Nashville. They've played local house shows, but performing at an established venue with local musicians helped them officially break into a new scene.

Connor noted that while the new exposure is exciting, it also comes with new pressures. Playing venue shows feels more professional than house shows. The East Room show marked a milestone in The Orchids' Nashville career.

In addition to performing shows in both cities, The Orchids had their first proper studio session since Connor and Matthew moved to Nashville. The band has put in their fair share of creative effort into songs, but have rarely had the time to sit down and record new material. Their sound has grown from familiar indie rock to a more consistent shoegaze or dreampop sound. As Kate explained, their sound has matured along with them. The studio session focused--on remastering familiar hits and recording new originals, allowing the band to prepare for upcoming releases and serving as a rehearsal for their East Room show. Kaedin explained that he's noticed the band's motivation and intentionality increase since they separated. With less time as a whole unit, they have to use it more-efficiently. He's seen them foster more meaningful sessions, shows, and time together. The Orchids have made the best of their separation, something that breaks most bands.

The Orchids are known for their lively performances that bring communities together. Their shows are high-energy, interactive, and impressive. Whether it is a house or venue show, you will not want to miss them. To keep up with their activities, find The Orchids on Instagram at @theorchidsmusic or on YouTube at @theorchidsband. You can also find direct links to their merch, streaming, and other contact information through their Linktree in their Instagram bio.