



Client Summary: Disney Music Group's Out Artist Morgxn

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We recently had the opportunity to work with the team at Hollywood Records, which is part of the Disney Music Group, to promote some of their LGBTQ music artists for the Pride 2019 season. The goal was stronger awareness of both their LGBTQ musical artists, and their Pride 2019 performance schedule all throughout the US.

[#GayNashville](#) If you're headed to see the [@Arizona](#) concert tonight at the [@CanneryBallroom](#), make sure to get there early & catch [@ILoveGayMusic](#)'s new IT-Boy [@Morgxn](#) Here's his [@Spotify](#) playlist to get you ready for his beats [#FindSomeoneTour](#) [#HolyWater](#) <https://t.co/N2vLealgh> [pic.twitter.com/N9YhjhSAKX](https://t.co/N2vLealgh)

— ILoveGay Tennessee (@ILoveGayTN) [May 17, 2019](#)

One of their artists we promoted was **Morgxn**. This campaign focused on our #ILoveGay Twitter Network first, and included targeted, boosted posts on Facebook as well, targeting an LGBTQ music-loving audience that had shown an interest in music genres similar to that which Morgxn played.

[#NewMusicFriday](#): [@Morgxn](#) releases what [@BillboardPride](#) calls "the Most Personal Song He's Ever Written," A NEW WAY:
"We donâ€™t need a fire to make a change
Hold up - There must be a new way" [@ILoveGayLGBT](#) [#FindSomeoneTour](#) [#ANewWay](#)

Listen here: <https://t.co/cQzefQlInP> [pic.twitter.com/8cJ70DJKUv](https://t.co/cQzefQlInP)

— ILoveGay Music ?? (@ILoveGayMusic) [May 18, 2019](#)

We were able to partner with Alexander Rodriguez, a prominent LGBTQ entertainment writer and on-air personality, to conduct an interview with Morgxn, which became our content marketing focus for both Morgxn's work and his 2019 Pride performance schedule. With

Alexander's additional media reach, this article also appeared in the June 2019 issue of GED Magazine, both in print and online, and is scheduled to appear in Instinct Magazine shortly.

[Morgxn: The #ILoveGay Interview](#)



Singer/Songwriter Morgxn - Pride Without Labels

By Alexander Rodriguez

Morgxn hates labels, and good thing too. I am hard pressed to describe this singer/songwriter whose music is a culmination of his life's journey so far - finding an identity in his hometown, in the LGBT community, the entertainment industry and beyond. He left Nashville after coming out at the age of 18, performed in the original Broadway production of *Spring Awakening*, has peaked on both rock and alternative Billboard charts, played at Lollapalooza and Firefly Music Festival, performed on the Jimmy Kimmel Live Show, and moved to Los Angeles - his music is a mashup of sounds, incorporating elements from a musical background inspired by everything from vaudeville, Stevie Wonder, and Green Day to Nashville local talent. This year he released "Vital: blue", an EP of pared-down versions of some of the songs from his debut album, *Vital* - clearly showing how his music evolves and changes, not conforming to any genre or label. It is refreshing to see someone who does not represent any one part of the community, but rather exemplifies all of the differences within it. I had the opportunity to chat with Morgxn as we discussed the creative side of music, social media, the LGBT community, and what his fans are saying.

How would you describe your music to a new listener?

Soulful. Tinged in electronic elements but grounded in organic production.

Who were your earliest musical inspirations?

Everything from Stevie Wonder to my mom's piano friend Ten Reed who played around town. I had albums by Green Day, Smashing Pumpkins, and Red Hot Chili Peppers on repeat. Nashville did open my mind to all kinds of music, and not just the ones you hear about on TRF but the ones you discover just by hanging out around town.

What was growing up in Nashville like - what did you learn the most?

I learned to be my own advocate. Growing up in Nashville was difficult as it wasn't really a place to be accepted for being anything other than a "southern gentleman" and I struggled to fit that mold. I wish someone had told me to

make my own mold. I did fall in love with music and how it made me feel, and it was my personal escape when most of the world didn't make sense to me.

Your grandfather performed on the vaudeville stage, what tips did he give you about onstage performances?

My grandfather beamed at every performance - whether it was on a Broadway stage, at the Apollo Theater or his living room. His advice was more about life, but he always said "Smile happens... so, keep smiling and singing." I try every day to remember those words.

You were an understudy in the original Broadway cast of *Spring Awakening* - what was it like moving to New York? What were the biggest take aways, performance wise, from your Broadway experience?

I will never forget where I was when I got the call that they wanted me on Broadway. Everything about the experience challenged who I was becoming. I am so grateful for telling that story and for doing something that scared me - but I constantly struggled with finding my voice during that journey. I never fit the mold that the director was looking for - and ultimately I was going through some personal changes at the time. The part of me that wanted to know more about myself and why I even sing was starting to become louder and louder. I realized I never asked myself who I really was, and what I wanted to say. I have deep respect for the theater but ultimately my pull was to create from my heart.

What inspired your move from New York to Los Angeles?

I stayed in New York after *Spring Awakening*, working odd jobs and piecing together an existence mostly held up by a day job and yoga. Nevertheless, my own music had really become my focus and I asked myself one day what the end game was - to work and work my whole life until I could then follow my dream... or take a leap and see what happens. So, I moved.



What is your creative process when writing a new song?

The song dictates the process, but ultimately songwriting is a mystery and to pretend I have any idea what I am doing would be a lie. Some things I have learned to do are: explore, try a melody turn you've never taken, and trust the words that find their way to the surface.

You came out at the age of 18. What was it like coming out in the South?

It was difficult. Mostly because of the internal struggle to accept myself as something society had told me was "wrong." It really took leaving home to get comfortable with opening myself up to new ways of living that aligned more closely with who I was becoming.

In today's social climate, labels and mislabeling people is a hot button.

You have an opinion about labels - do you think they help the LGBT community identify with one another or do you think labels can be damaging?

I hate labels. I will not back down from that. I grew up with only two labels - gay or straight. Now we are definitely discussing more "terms" but they are inherently limiting and, I think, an antithesis to full self-expression. The goal is not to fit in... the goal is to just be.

This year you made your debut on the Jimmy Kimmel show. What were you feeling right before you stepped out on stage?

I am nervous 10/10. However, something happened that day where I could see everyone else's nerves and all I felt was immense gratitude for getting that stage that day. I knew I was going to crush it, and I did.

How does Morgxn the person differ from Morgxn the stage performer the most?

In the liner notes for "Songs in the Key of Life" Stevie Wonder shares his full name is Steveland Morris but praises "Stevie Wonder" as the vessel that allows Steveland to communicate his truth. In a way, I just did not feel a strong

connection to my birth name after my dad passed and every made-up name felt false. Morgxn is ultimately my true expression of who I am: released from past lives and past karma that I do not need to be tied to anymore.

What is the music industry getting right? What is the industry doing wrong?

There is a saying: in order to have something you have never had, you have to do something you have never done. I think we are seeing more interesting voices and hearts step up to the stage, breaking barriers and actually making art that reflects who they are. But the industry is still controlled by straight white men, so even with some great social progress... there is still a disconnect with what actually makes it out the gate. I am lucky that my product manager is also queer and we share a language without words.

Is there a common theme you hear from your fans from audience to audience?

I have had many people recently tell me that my music has saved their life. I have said "you are what is vital to me" and I mean it - their support keeps me going. Recently I've gotten those words back and I am truly speechless at how moving that is.

You have had a philanthropic nature even as a youth, serving on the board of Oasis Center Nashville as a teenager. Where does that giving attitude come from?

I ask myself every day if what I am doing is making a difference in someone's life. That can be a difference made at home or, in my case, making sure I am positively influencing the communities around me. Growing up as a troubled teen in the south, when I turned my focus elsewhere and wanted to help others, I realized that my problems are small compared to people really in need of help. As a teenager, I worked with teenagers that were homeless, but there was no difference, no wall between us.

You worked with the Covenant House in California on an amazing project, #hatsvital, where you gave youth disposable cameras and worked with them to photograph what was vital to them. What did you learn most from that?

As with any art project, the hope is to make something that reflects a truth. I didn't want to project what I wanted to see from them. I just wanted to give them a tool to create. The photos we developed showed a wide range of "what is vital" from friends to art to transportation. What it showed me most, is that we are all very connected by a lot of the same desires and hopes. That our circumstances may be different but we all crave (and DESERVE) being seen and heard in very similar ways.

What does the word "Pride" mean to you?

Pride for who you are and who you are becoming. Stop fighting with each other through classifications. We are creating our own divides by trying to highlight one over the other. We need strength in numbers, not in division.

Visit: <http://morgxn.com> for upcoming dates and to follow him on social media.



The campaign garnered 105,243 social media impressions, along with 3,883 video views. Engagement was 1,091 comments, likes and shares, resulting in a 1.04% engagement rate and a 0.55% click-through rate.

While the campaign for Morgxn was solely an awareness campaign, it allowed us to use profiles from our #ILoveGay network to focus attention on all of his performance locations... from Vancouver to Houston, Philly to NYC... and place him and his music in front of an engaged, relevant audience that would appreciate his music. After the tour and the campaign ended, Morgxn announced his first solo tour. We couldn't be happier for him!

Are you interested in being a part of these LGBTQ conversations? We work with any budgets (starting at \$500 per month)... call us at (323) 963-3653 or [contact us here](#) to get started.

To view a variety of LGBTQ Music-themed case studies, take a look at some of the [client work presented here](#). Also, take a look at more detailed information on our [LGBTQ Music Marketing Strategy found here](#).

#ILoveGay Twitter 360° Network

Do you have a product or service that you'd like to promote to those in the LGBTQ community online? Let us help you spread the word and increase your organization's online visibility at the same time! Using our **#ILoveGay Twitter 360° Network**, we're able to bring your message to one of the **strongest LGBTQ audiences online today**, broadcasting your message via our primary Twitter profile in your niche market, such as [@ILoveGayTheatre](#) or [@ILoveGaySports](#). We will also broadcast your message based upon WHERE your business may be focused on at the moment, such as [@ILoveGayNYC](#), [@ILoveGayLA](#) or [@ILoveGayLondon](#).

For a little **Twitter 101**, take a look at [this article](#), as well as our [welcome article here](#).

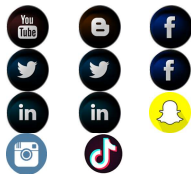
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