

Palabra Productions

Palabra Productions was born from a simple but powerful love: two friends' shared passion for music and the independent artist. Co-founders David Akers and Jason Humphrey, both avid Texas music fans, created the company with a clear mission—*Celebrating Texas Music*—a by-line that defines their purpose and fuels their work.

THE BAND THAT SPARKED A MOVEMENT

The inspiration for Palabra Productions came from *Righteous Intonation*, a Western truth-telling string band based in San Antonio. Akers and Humphrey became close friends—and self-proclaimed “professional groupies”—of the band, affectionately referring to its four members as “The Boys.”

“These guys aren’t new to the industry,” Humphrey explains. “Each of the band members is a first-class, trained, gifted musician in their own right. They should already be playing the Grand Ole Opry, and it’s going to happen if we have anything to do with it.”

Amplifying
Texas
Music,
One
Artist
at a
Time

WRITTEN
BY DAVID
AKERS,
CO-FOUNDER
OF PALABRA
PRODUCTIONS



CO-FOUNDERS, JASON HUMPHREY & DAVID AKERS
PHOTOGRAPHY BY C. FRAHGLEHGS

PHOTOGRAPHY BY HANK SNOW'S TOUR BUS, HANK SNOW RAINBOW RANCH, NASHVILLE, TN. - JASON HUMPHREY, NICK SPYKER, TAL SPACKMAN, DAVID AKERS, CONNOR MONTTOYA



Like many independent artists, *Righteous Intonation* juggles day jobs to make ends meet. Their dedication and talent struck a chord with Akers and Humphrey, who saw firsthand the uphill battle musicians face just to keep performing.

THE COST OF CREATIVITY

One late night after a show, over pizza with the band, the conversation turned to the upcoming album—their second record. “We couldn’t

believe the costs involved,” Akers recalls. “Studio time, mixing, engineers, techs, printing—it makes sense, but it was overwhelming.”

For many independent artists, making an album is a luxury. Beyond recording, there’s merchandise to design, order, and fund. And while merch sales help, they often just cover gas money to get to the next gig.

The expenses pile up quickly: social media

promotion, instrument and stage equipment, upkeep and repair, travel costs—the list goes on. Many artists work for little or nothing, simply for the chance to perform. Palabra Productions sees this as an opportunity to help.

A MISSION IN MOTION

“Helping artists is an honor,” Akers says, “Whether we’re funding a recording session, getting a guitar repaired, sorting t-shirts, building a mailing list or transporting instruments to a gig—every step matters.”

Though still in its infancy, Palabra Productions is growing fast. “It’s exciting,” Humphrey adds. “More and more artists are asking if we can help, and we absolutely love it. Face it—it’s cool to say, ‘I’m with the band.’”

Both founders bring a laid-back attitude that’s a perfect fit for the industry. Their approach is hands-on, heartfelt, and deeply personal. “We don’t take any of this for granted,” Humphrey says. “We’re just honored to be part of their musical journey.”