

Major Act Productions Emerges as a National Force, Shaping the Future of Independent Music & Media



Atlanta, Georgia Apr 13, 2025 ([IssueWire.com](https://www.issuewire.com)) - In a cultural landscape that often sidelines independent voices, one Atlanta-based company is not only giving them the mic—it's building the stage beneath their feet. Major Act Productions (MAP), founded by music executive and visionary entrepreneur Sharon “Sha” Watkins, is fast becoming one of the most respected creative engines in the underground music space.

Launched in 2019 as a response to the predatory showcase culture that plagues many indie artists, MAP has evolved into a full-service powerhouse. Through its production and publishing arms, the company offers a dynamic suite of services including artist business development, music publishing, video production, sync licensing, coaching, and branding. The goal? To turn talented creators into sustainable, scalable brands—without compromising their voice or value.

“At MAP, we don’t just help artists get seen—we help them get structure, protection, and purpose,” says Watkins. “We’re here to make sure indie success doesn’t mean doing it all alone.”

A classically trained musician, Watkins draws on her deep understanding of both creative process and business execution. Her early experiences in gospel choirs and on Texas stages lit the spark; but it’s her strategic acumen and unwavering belief in equity that turned MAP from a dream into a platform.

A Platform with a Pulse: Indie Nights

One of the company’s most impactful contributions to the scene is Indie Nights—a live showcase series that gives emerging artists a professional, high-exposure stage. With talent featured from New York to Texas, the series has developed a national reputation for integrity, inclusivity, and raw talent discovery. Unlike typical pay-to-play events, Indie Nights focuses on artist empowerment, with real connections to media, brands, and industry tastemakers.

Backed by Industry Titans

MAP’s momentum is amplified by the mentorship of industry heavyweight like Corey “Mr. Hanky” Dennard, a multi-platinum producer behind hits for City Girls, Soulja Boy, and more.

MAP Publishing Inc. & The Legal Evolution

MAP’s sister company, MAP Publishing Inc., is helping artists move beyond exposure into monetization—placing songs in sync catalogs, ensuring proper registration, and securing royalty opportunities often overlooked by indie acts.

Meanwhile, Watkins is currently pursuing her degree in Entertainment Law—preparing to become one of the few founder-CEOs in the indie sector with both creative and legal expertise. Her vision is clear: protect artists from exploitation by embedding advocacy into the business model itself.

Looking Ahead: The Legacy Is Now

MAP isn’t interested in following trends—it’s here to build lasting infrastructure for creatives who have

long been underserved. From grassroots storytelling to full-scale production, the company is shaping the future of how independent talent moves in a global market.

Whether you're a fan, collaborator, or investor, one thing is clear: Major Act Productions is not just part of the indie movement—it's leading it.

Website: www.majoractproductions.com

Instagram: [@majoractproductions](https://www.instagram.com/majoractproductions)

YouTube: [Major Act Productions](https://www.youtube.com/MajorActProductions)

"Putting Artists on the MAP, One Production at a Time."



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