

# MEDIA ONE-SHEET

## OVERVIEW

Dawson McCoy and Sadie McCoy are two AI-powered digital personas born from the songwriting of Brian Kittrell. Each represents a different voice and emotional perspective on the same set of songs—*This Long Broken Road*. Through a blend of raw Americana storytelling and AI-driven vocal interpretation, Dawson carries grit, weight, and raw edge, while Sadie embodies warmth, resilience, and natural vocal dynamics better suited to the feminine voice. Together, they create a groundbreaking *His & Hers* dual-album project—one journey told in two voices—and provide the listener with a true choice in how they experience the story.

## ALBUM: *THIS LONG BROKEN ROAD* (HIS & HERS EDITIONS)

Released: September 2025

Distributed via TuneCore (Spotify, Apple Music, Amazon, TikTok Music, YouTube, and more)

## ALBUM THEMES & CONCEPTS

- Struggle: Loss, Depression, Sadness
- Renewal: Resilience, Redemption, Hope

## GENRES

□ Americana, Gothic Americana, Singer Songwriter, Folk, Alt-Country

## MARKETING HOOKS

- First known dual-AI album release in music history with every song presented in parallel male and female voices
- Illuminating how male and female vocal performances transform the emotional impact of the same songs in real time
- Bringing songs to life without the barriers of studio costs, contractors, and session players
- Showcasing AI's capabilities in human emotional interpretation and expression

- Discovering what music can become in the modern era

## PRESS QUOTES (SAMPLES)

"Not just 'AI-generated'—these are lived stories told through two distinct digital voices with a human director guiding every step."

"An Americana experiment that shows how technology can deepen, not replace, human songwriting."

"Other artists have experimented with alternate versions of songs or albums, but *This Long Broken Road* is believed to be the first fulllength dual-AI album, with every track interpreted through two distinct digital personas."

"I measure every song by whether it gives me frisson—that tingle of chills racing through you when the chords lock in and the lyrics land like a ton of bricks. If I don't feel it, it's not ready for anyone else."

## SONGWRITER & PRODUCER

Brian Kittrell is a bestselling author (over 350,000 copies distributed worldwide) and computer scientist and researcher specializing in Artificial Intelligence, currently completing his Master of Computer Science (MScS) degree at Georgia Tech.

What began as an experiment in generative music for fun and personal exploration became a mission once he heard how his songs came alive through Dawson and Sadie. As founder of Exteran Studios, Brian bridges authentic Americana and Gothic Americana storytelling with the possibilities of AI-driven performance to produce a sound that carries truths earned from hard life experiences and growing up too fast.

## CONTACT

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