



**Presented by Anna Church**

**CHRISTIAN LEE HUTSON**





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CHRISTIAN LEE HUTSON



# GOALS & OBJECTIVES

## Increase New Music Visibility

- Ensure Paradise Pop.10 album & Same Train single are widely covered in music, culture, and entertainment media, reaching both existing fans and new audiences.

## Promote North American Tour

- Promote his upcoming North American tour and emphasize the new places he will be playing!

## Expand Audience

- Introduce Christian Lee Hutson to broader demographics, including listeners who may know his collaborators (Phoebe Bridgers, Maya Hawke) but not his solo work.



# PRESS TARGETS:

Print, Social, Video, Interview, Television

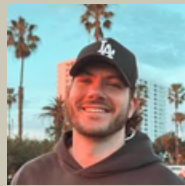
Print:



Social:



@TrackStar



@AxelTanner



@HarryDaniels

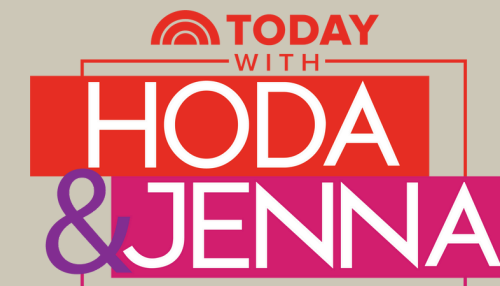
Talk Shows:



Podcasts:



Television:



Video:



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# PRINT:



His new single and album would resonate with NPR's audience, who value both lyrical depth and musical innovation. Given NPR's history of covering similar artists and its platform for live sessions like Tiny Desk Concerts, Hutson's music would be a perfect fit for a feature, review, or performance, providing him with the opportunity to connect with a wide, engaged audience.

## Album Of The Year:

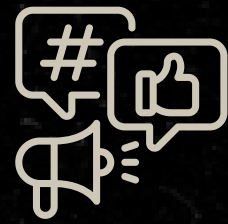
Christian Lee Hutson is a great fit for Album of the Year, a platform known for its in-depth reviews and focus on indie and alternative music. His indie-folk style aligns well with the site's emphasis on raw and authentic artistry. His new single and album showcase his ability to connect with listeners through vulnerability and introspection. With Album of the Year's history of featuring artists like Phoebe Bridgers, Conor Oberst, and Angel Olsen, Hutson's music would resonate strongly with its audience. His growing critical acclaim and the universal appeal of his themes make him an excellent choice for reviews and features, helping his work reach a wider, like-minded community.



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# SOCIAL:



**trackstarshow** Track Star

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Message



97 Following 423.5K Followers 33.2M Likes

Music

by @Public Opinion

@Track Star Presents

Check out our latest projects

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**axeltanner** Axel Tanner

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2066 Following 1.2M Followers 24.6M Likes

the music plug.

song recommendations & music discovery

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**harry.daniels** harry daniels

Follow

Message



478 Following 1.6M Followers 191.5M Likes

more on @harrylovespandas

[harrydanielsteam@unitedtalent.com](mailto:harrydanielsteam@unitedtalent.com)

[lnk.to/im\\_him](https://lnk.to/im_him)

- Christian Lee Hutson could go on the show and play the game to put his name out there or we could get Jack Coyne to play one of Christian's songs for another guest. So either way Christian could get coverage and broaden his audience.
- As a respected figure in music discovery, Axel's endorsement carries weight. A recommendation from him would lend credibility to Hutson's music and might attract an audience who trusts Axel's taste and enjoys discovering unique artists.
- Axel could feature Hutson's music in his song recommendation or discovery videos. He could share "Same Train" or songs from Paradise Pop. 10.
- Harry's content primarily features him approaching well-known figures and performing off-tune renditions of popular songs, capturing their candid reactions.
- If he could post a TikTok approaching Christian Lee Hutson on the street or after a show and serenade him to one of Christian's songs, then I believe this could exponentially broaden Christian's audience and boost his visibility.

CHRISTIAN LEE HUTSON



# TALK SHOWS:

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Previous musicians such as Pharrell Williams and Billie Eilish have gone on. If Christian were to be featured on the series, he could talk about his music evolution, the stories behind his songs, and how he got to where he is now. This could be a great opportunity for him to grow his fan-base, expand his audience, and promote his upcoming tour.

With the show's history of hosting musicians, Chicken Shop Date has garnered a loyal following of music lovers. As a rising artist in the indie-folk scene, Christian's appearance on the show would attract fans who may not yet be familiar with his music. It would also help him tap into a different demographic—particularly those who may not actively seek out indie-folk but enjoy quirky, light-hearted content.



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# PODCASTS:



**CONAN  
O'BRIEN**  
NEEDS A FRIEND



Building relationships with Jason Bateman, Sean Hayes, and Will Arnett could open doors to collaborative opportunities, such as his music being featured in their projects or recommendations to other high-profile platforms. The hosts also dive into their guests' creative journeys. Christian could share insights about his songwriting process, inspirations, and recent works.



Song Exploder's audience is full of music enthusiasts open to learning about the musicians they love and musicians they haven't listened to yet. Christian could go on and dissect one of his songs to share his powerful lyrics and the meaning behind them.

**CONAN  
O'BRIEN**  
NEEDS A FRIEND

Christian Lee Hutson would make a great guest for Conan O'Brien's podcast because Christian's music has deep, storytelling lyrics that the two of them could dive into and discuss. Conan frequently has musicians on his podcast, so he is experienced with discussing the creative process behind musician's songs. Since Christian has a new song and album, this could give Conan new content to explore.

**CHRISTIAN LEE HUTSON**



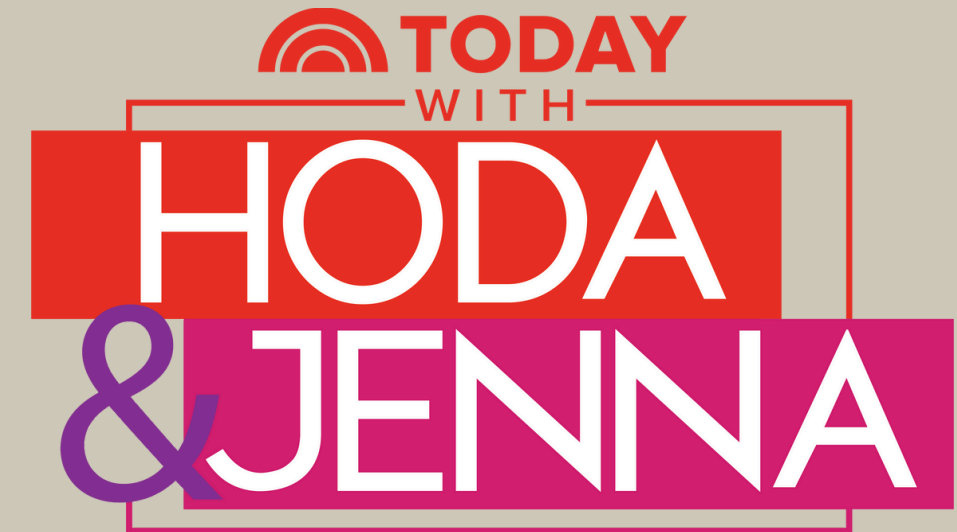
On the show, Christian could talk about his career journey and stories behind his songs. Hoda and Jenna like to have casual but meaningful conversations with guests which makes me believe that Christian would make for a great guest. He could also end the show with a live performance of his new single or a song off of his new album.

# SNL

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- It would be a great opportunity for Christian to be the musical guest on an episode of Saturday Night Live. The show has been around for decades and is still legendary. Similar artists like Phoebe Bridgers and Maggie Rogers have performed on the show before, which help me believe that Christian would be a great option for SNL to have on the show.
- “I Know The End” by Phoebe Bridgers and co-written by Christian was on SNL in 2021. This could help him get his foot in the door to perform on SNL.

# TELEVISION:



CHRISTIAN LEE HUTSON





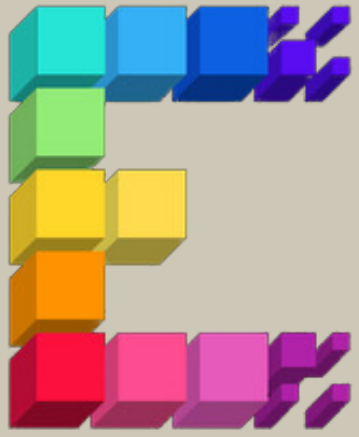
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CHRISTIAN LEE HUTSON

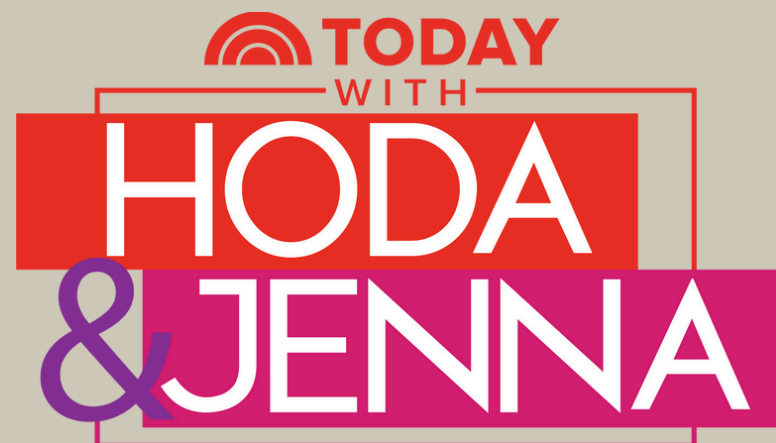




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**TODAY  
WITH  
HODA  
& JENNA**

**WITH GUEST STAR  
CHRISTIAN LEE HUTSON**

**THURSDAY**

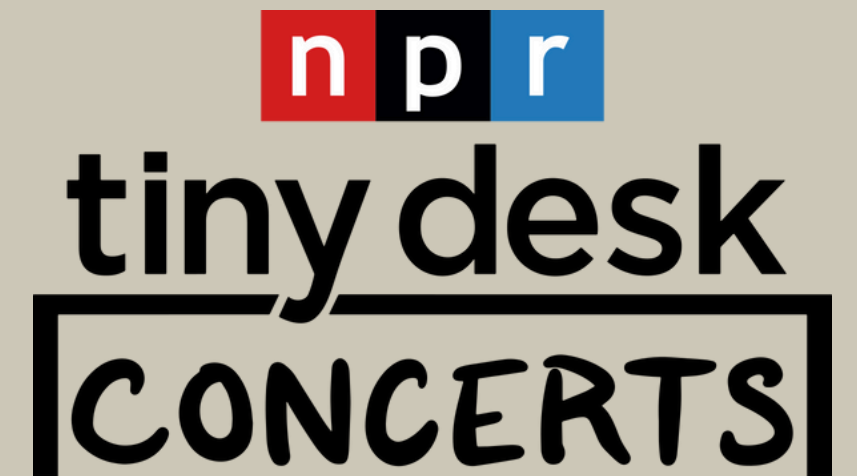
**NBC**

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# Video:

- Any musician could go on Tiny Desk Concerts but Christian's music is deeply personal. The raw, acoustic-friendly setting of Tiny Desk aligns perfectly with his ability to convey raw emotion and connect deeply with listeners.



- Live at Paste Studio caters to an audience that appreciates indie, folk, and alternative music, making it a perfect platform for Christian's music. His guitar work, vocals, and storytelling shine in live settings.
- With the show's strong reputation in the indie and alternative music scene, appearing on the show would associate Christian with other respected artists who have performed there, boosting his credibility and visibility.

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# Additional Media Tactics:

## SUBWAY

Celebrity singers have performed “pop-up” shows in the Subway before, drawing in a lot of attention. Christian performing a surprise “pop-up” show in a subway would be an innovative and memorable way to connect with his audience and generate media buzz.

- Either on his own or with The Tonight Show Starring Jimmy Fallon.



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# Additional Media Tactics:



## Album Art Contest:

- Christian's album covers are always beautifully designed. He could collaborate with fans to create alternate artwork for Paradise Pop. 10 or an upcoming album.

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# Additional Media Tactics:

## Album Listening Party in a Unique Location:

He should host an exclusive listening session in an unconventional venue like a vintage train car (to tie in with “Same Train”) or an intimate bookstore. Invite press from key outlets, influencers, and fans for coverage.



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# Additional Media Tactics:

## Mystery Song Drops:

Tease unreleased tracks through cryptic social media posts, creating intrigue that press outlets want to cover.



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# THANK YOU!



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