**Sample Press Release**

{*Print your press release on your sponsoring organization's letterhead*

*or include name, address, and phone number of organization at top of release*}

**For Immediate Release**

**THE [SPONSORING ORGANIZATION] HOSTS MONTANA CONVERSATION “THE PUBLIC TRUST” WITH DAVID MCCUMBER**

[City–date]

The [sponsoring organization] hosts Humanities Montana’s “The Public Trust” with David McCumber on [date of program]. The program is at [location and time of program]. The presentation is free and open to the public. Funding for Montana Conversations is provided by Humanities Montana through grants from the National Endowment for the Humanities, Montana’s Cultural Trust, and private donations. We are funded in part by coal severance taxes paid based upon coal mined in Montana and deposited in Montana’s cultural and aesthetic projects trust fund. We are funded in part by coal severance taxes paid based upon coal mined in Montana and deposited in Montana’s cultural and aesthetic projects trust fund.

Newspapers are for-profit enterprises. But they are more than that. Readers expect much of their newspapers. They expect the news to be covered with energy and thoroughness, particularly the local news. That’s just for starters. They also expect a newspaper to be a watchdog—to be a protector of the “little guy,” an advocate for truth and fairness not only in what we write, but in government and public affairs in general. In other words, if people are not being treated fairly; if they are being endangered, or discriminated against, or taken advantage of, they expect us to blow the whistle. That’s a newspaper’s unwritten contract with the community it serves. We newspaper editors frequently call it “the public trust.” And it’s a real thing that not only has a big impact on a newspaper’s brand but also on the community it serves.

David McCumber is an award-winning journalist who has worked for more than twenty years as a writer and editor at newspapers and magazines across the American West. He is the author of several books, including *The Cowboy Way*and *Playing Off the Rail.*He is currently the editor of the Montana Standard in Butte, and the regional editor for Lee Enterprises.

For more information, please call [sponsoring organization] at [phone number].

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Contact person: [project organizer and phone number]