**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 --YOUR SPONSORING ORGANIZATION– HOSTS MONTANA CONVERSATION “BROTHER, CAN YOU SPARE A DIME?” WITH BILL ROSSITER**

[City-Date]

The [sponsoring organization] will host the Montana Conversations program “Brother, Can You Spare a Dime? Songs and Stories from the Great Depression” with Bill Rossiter. on [date] at [time] in [place]. The program is free and open to the public. Funding for the Montana Conversations program is provided by Humanities Montana through grants from the National Endowment for the Humanities, Montana’s Cultural Trust, and private donations.

Among the marks left on our nation by the Great Depression of the “Dirty Thirties” was a kind of “gallows humor,” a sense that we could keep from crying if we could just keep laughing. Popular radio music sturdily ignored the Depression, assuring us that “Life is Just a Bowl of Cherries,” and “We’re in the Money.” But the songs that never made the charts, sung by the parlor, rural and small-town musicians of the time, saw the Depression for what it was and poked wicked fun at Roosevelt, Wall Street, the American dream itself, and, especially, Herbert Hoover: “Look here, Hoover, see what you done; You went off fishin’, let the country go to ruin.” Another song scolded the country folks who deserted their farms for factory jobs during the 1920s: “Suits them people and it serves them fine, for thinkin’ that the mill was a darn gold mine.”

“Brother, Can You Spare a Dime?” views the Depression, not through history and literature, but through songs and “illiterature,” looking at what it meant to the working folk most affected by it. Bill Rossiter, a professional entertainer, is a retired instructor of literature and folklore at Flathead Valley Community College. He is a 2015 recipient of the Governor’s Humanities Award.

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Contact Person (project Director’s name and number)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_