



## **'HOW TO BE AMERICAN': A TENEMENT MUSEUM PODCAST FACT SHEET**

### **WHAT:**

For some of us, asking how we fit in to America is part of a daily struggle to survive. For others, it's a nearly non-existent question.

In its first ever six-episode podcast series, titled 'How To Be American', the Tenement Museum will explore the incredibly complex and ever-changing question: "How do I fit in to America?" at a time when immigration and the American identity are at the forefront of our national conversation.

Each episode of 'How To Be American' will explore a different facet of the American identity, from food to music to the actual process of immigrating and acquiring citizenship, revealing how the notion of "being American" has evolved, in leaps and bounds, as well as in glacially-slow shifts, over the course of our nation's history.

### **WHY:**

The podcast is a natural extension of the Tenement Museum's core programming, providing people who may never set foot in the Lower East Side or New York with the opportunity to engage with the Museum's trademark-storytelling approach to immigration education. 'How to Be American' also serves to enrich the experience of the Museum's 'on-the-ground' visitors: by listening to the podcast visitors will hear exclusive content that compliments and expands on the stories told on the Museum's world-renowned apartment and neighborhood walking tours.

### **WHO:**

'How To Be American' is hosted by Brendan Murphy, an Education Manager at the Tenement Museum. Brendan is excited to be a part of this podcast, sharing these stories well beyond the boundaries of the Lower East Side and engage in a larger national conversation about what it means to be an American. The podcast is also part of the Museum's broader strategic plan, launched in 2018 upon the arrival of the Museum's third President, former Obama Administration Assistant Deputy Secretary of Education, Kevin Jennings. Under Jennings' direction, the Museum aims to expand dramatically the reach and impact of its programming from hundreds of thousands to millions of visitors, both on-site and digitally.

### **WHEN:**

The six episode series will be released biweekly starting February 20th, with the final episode released on May 15<sup>th</sup>. Pay attention to our website social media channels during and between episodes for, episode notes, deleted scenes transcripts and much more additional content.

### **HOW TO LISTEN:**

Listen to 'How To Be American' on our iTunes, Spotify, Stitcher, Libsyn pages and anywhere else you listen to podcasts.

### **CONTACT:**

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