

# NEW MIDDLE CLASS

*As you can see from the accompanying press release, we're local musicians promoting our new CD and a June 16<sup>th</sup> CD release concert. Please consider publicizing this with an article in your paper. We've put together the following imaginary interview, which has way more information than you could possibly use, but is intended to give you an idea who we are, what we do, and some ideas on how you could approach the story. Thanks!*

Q: Who (or what) is New Middle Class?

A: We're wife and husband duo Barbara and Mike Borok, based in Yorktown Heights, and we've been playing our original songs for almost as long as we can remember. In fact, we first met when Barbara happened to sit in on an audition for the bassist in Mike's band, and not long after that Barbara joined as a vocalist. And somewhere in there we became involved romantically. We've had several bands, including a country/swing band and a rock band, but nowadays when we perform together it's mostly Barbara as lead vocalist and Mike on acoustic guitar and vocals. But our recordings are full band productions, and when we play live we often play with additional musicians. And we occasionally rock out and go electric.

Q: Why the name New Middle Class? What is that meant to signify?

A: It seemed like a good idea at the time, and now it's our name. It must be cool, because we sometimes get asked if we want to sell our domain name ([newmiddleclass.com](http://newmiddleclass.com)). When we came up with the band name we were thinking about the devolution of the middle class. It ain't what it used to be when we were growing up.

Q: So what's different and interesting about your band?

A: Two things: the songs and the vocals. When Barbara sings it's beautiful, exciting and moving, and she can really communicate the meaning of the songs. You can hear what we're talking about on many streaming and web sites, including e.g. Spotify and CDBaby.com. Our songs have been played on over 50 radio stations worldwide, and many of them have won top honors in national and international songwriting contests. They're not just love songs or baby-I-want-to-dance-with-you songs. The subjects are unusual, the lyrics are full of wordplay, twists and turns of phrase, and they are sometimes serious, often funny, and most of the time they walk a line between the two.

Q: Tell us about the songs on your new CD.

A: The CD is called *What's That Thing?* The songs include a bouncy Motown-ish riff on the pros and cons of love, a teen idol worship anthem, a visit to a Twilight Zone diner with the Loch Ness Monster, a country ballad about downsizing and a U-Haul truck, the transformative effect of dying one's hair, a pre-apocalyptic Y2K love story, and the god called Doctor Bones. And there's more. Not your typical topics. Our previous CD was recorded in a studio in the old Peekskill Evening News / Hat Factory building; this one was mostly recorded in our home studio in Yorktown Heights. Mike played most of the instruments, with support from some session drummers, keyboardists and some guest guitarists. Physical CDs of *What's That Thing?* are available from CDBaby.com, and the songs can be downloaded via all major digital distributors including iTunes, Amazon, etc.

Q: What about live performances?

A: We're having a CD release concert on June 16<sup>th</sup> at 8PM at the Putnam Arts Council in Mahopac, with special guest Dan Pelletier & Wendy Cody. In the past we've played at local venues, including Hart Library and the Putnam County 4-H Fair, as well as national festivals such as the Kerrville (Texas) Folk Festival and the Lake County (Chicago) Folk Festival. This past January we were main stage artists at the South Florida Folk Festival.

Q: So does that mean your music is folk music?

A: Probably not. Contemporary artists we love, and are likely influenced by, include Lake Street Dive, Punch Brothers, Ben Folds, Regina Spektor and the Chainsmokers. Plus add in earlier influences like Motown, British Invasion, Ronstadt, Shawn Colvin, Elvis Costello, Joe Jackson, XTC and They Might Be Giants. A mixed bag!

Q: What else, besides your upcoming CD release concert, is happening now?

A: Some of our songs have been selected for inclusion in the Women of Substance podcast ([wosradio.com](http://wosradio.com)), which has 10,000+ monthly downloads. A couple of our funny songs are posted on the Funny Music Project web site ([theFuMP.com](http://theFuMP.com)) and will be on their compilation CD. And the new CD is starting to get airplay on some independent radio stations in the U.S. and Canada.

Q: What's next?

A: Our next project, currently in progress, is a CD called *Arguing With God*. The big question is, does God exist? (And, if so, why do bad things happen to good people?) Spoiler alert – there's no way to know for sure, which leaves two options: faith or disbelief. But we suspect that most people walk a path somewhere in between, leaning first one way and then the other over time. And that's what the songs in this project do: they explore that twisting, in-between path, and how it feels to be walking that path.

Q: Where can you be found on the internet?

A: Our web site is [newmiddleclass.com](http://newmiddleclass.com), and it has links to audio, video, our blog, email and our facebook page ([facebook.com/NewMiddleClassMusic](https://facebook.com/NewMiddleClassMusic)).