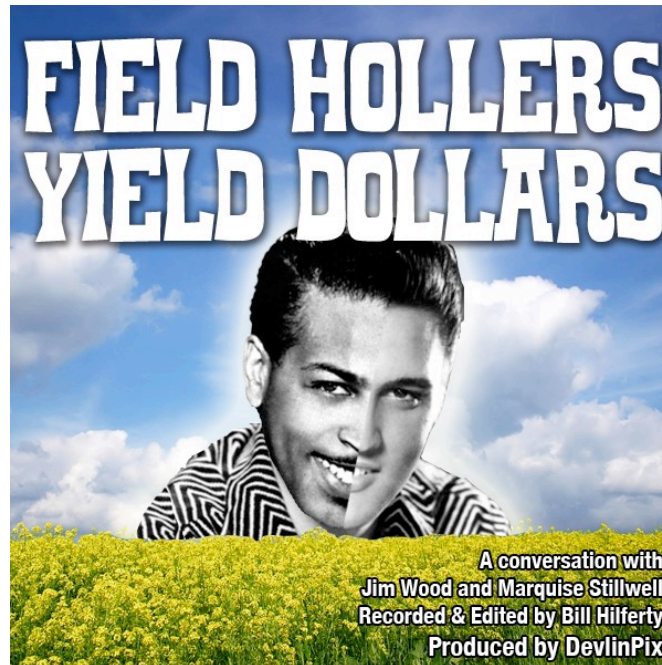


FOR IMMEDIATE RELEASE



DevlinPix

presents



Did Elvis really steal all his moves from Wynonie Harris?

**DISCOVER A WHOLE NEW TAKE ON THE BIRTH OF “AMERICA’S MUSIC”
IN THE NEW PODCAST *FIELD HOLLERS YIELD DOLLARS*,
RELEASING MAY AND JUNE ON ITUNES AND OTHER OUTLETS**

A uniquely American story, *Field Hollers Yield Dollars* tells in convincing and vivid detail how Rhythm & Blues was whitewashed to become Rock & Roll.

New York, NY, May 11th, 2011 – The Blues was authored by artists enslaved in the cotton fields of America and grew into Rhythm & Blues as musical technology advanced. This underground “black music for black audiences” was unearthed by a handful of hip Caucasians, most of them smelling cash and none more endowed with this sense than Sam Phillips. Sam cleaned up the bawdy innuendo of Rhythm & Blues for a sensitive white audience via Elvis, and ushered in the mega-millions era of “Rock & Roll” that ensured the death of Rhythm & Blues and forever merged artistic integrity with tin-eared marketing muscle.

Field Hollers Yield Dollars is an exciting new podcast about the evolution of Rhythm & Blues into Rock & Roll in the United States. The series features Jim Wood, star of the upcoming music-comedy from DevlinPix, [Super Star Dumb](#). Jim owns over 5000 78 RPM Rhythm & Blues records. His passion for the music is matched only by his encyclopedic knowledge of the era.



Jim Wood invites you to his famous
[Record Room](#)

Field Hollers Yield Dollars is an in-depth conversation with DevlinPix's Marquise Stillwell and Jim Wood, who humorously recounts the bittersweet tale of the birth of "America's music" with opinion and dialog as bold as the best Wynonie Harris records. Jim's iconoclastic view on the true nature of Rock & Roll and his contentious pick for the first Rock & Roll recording will surprise and perhaps even inflame, but his point of view is authoritative and ultimately persuasive.

Throughout the series, listeners will enjoy examples of some of the best music ever recorded. Both entertaining and educational, *Field Hollers Yield Dollars* adds insight, surprises, laughs & controversy to a frank discussion of a history you only thought you knew.

Field Hollers Yield Dollars will be available for free download on the web. The first series of 5 podcast episodes of approximately 10-12 minutes each and 15 video episodes of approximately 3-4 minutes each is being released weekly on [iTunes](#) and [PodOmatic](#), and on video sharing sites such as [YouTube](#) and [Vimeo](#).

The entire series is available for press review upon request. Jim Wood is available for interviews upon request.

Field Hollers Yield Dollars was recorded and edited by Bill Hilferty and produced by DevlinPix.

About DevlinPix

[DevlinPix](#) is a New York City-based production company with a passion for discovering important stories in the most unlikely places and transforming them into dynamic, narrative-driven projects. The company grew out of the work of 5-time Emmy winner and Independent Spirit Award nominee Paul Devlin, creator of several award-winning, globally distributed, feature-length films including [SlamNation](#), [Power Trip](#), and [BLAST!](#). DevlinPix is dedicated to telling dramatic stories that engage, educate, and entertain audiences world-wide.

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