

Resources for the Creative Symposium Attendees:

1. Unique Value Proposition:
 - <https://blog.hubspot.com/marketing/write-value-proposition>
 - Pay attention to UVP versus mission statements, taglines and slogans!
 - <https://theabundantartist.com/basic-sales-skills-unique-value-proposition/>
 - Andy Warhol ring a bell?
2. Content Keys for Social Media
 - <https://www.linkedin.com/pulse/7-social-media-content-writing-tips-chandan-das/>
 - Social media content writing is a great way to boost your the #seo
3. Google My Business
 - <https://www.semrush.com/blog/google-my-business/>
 - <https://blog.pixpa.com/setup-artist-business-google-business/>
4. LinkedIn for Artists
 - <https://www.linkedin.com/help/linkedin/answer/a554351>
 - <https://www.tealhq.com/linkedin-guides/artist>
5. News Release Tips
 - <https://blog.hubspot.com/marketing/press-release-template-ht>
6. Area Outlets to Deliver News Releases
 - WBNG News 12-- news@wbng.com; mbenniger@wbng.com
 - News Channel 34-- JimEhmke@nc34.com
 - FOX 40-- fox40news@wicz.com
 - WSKG— [wsnyder@wskg.org](mailto:wsnnyder@wskg.org)
 - Binghamton Now (WNBf)-- bob@wnbf.com
 - Spectrum News-- yournews@charter.com; Vincent.Briga@Charter.com
 - WETM (My Twin Tiers)
 - WENY News
 - Greater Binghamton Chamber of Commerce-- chamber@greaterbinghamtonchamber.com
 - Tioga County Chamber of Commerce— business@tiogachamber.com
 - Broome County Arts Council-- information@broomearts.org
 - Tioga County Arts Council-- tiogaartscouncil@gmail.com
 - Tioga Courier-- tiogacourier@stny.rr.com
 - Owego Pennysaver-- wpost@wegopennysaver.com
 - PressConnects
 - Star Gazette

7. Local News Appearance Options

- WSKG—Arts In Depth --Brent Fox <bfox@wskg.org>
- Binghamton Now with Bob Joseph
- Around the Tiers (paid)

8. Community Calendar Opportunities

- <https://www.wbng.com/community/calendar/>
- <https://www.wicz.com/community-calendar>
- <https://www.binghamtonhomepage.com/community-calendar/#/>
- <https://visitbinghamton.org/events/submit/add/>
- <https://experiencetioga.com/events-calendar/>
- <https://www.mytwintiers.com/calendar/#/>
- <https://www.weny.com/events#!/>
- <https://www.stargazette.com/things-to-do/events/>