

# CRAFTING A PUBLIC IDENTITY

## A Workshop for Creative Artists, Writers and Performers on Navigating the Arts Business Maze

Professional writers, artists, dancers, actors, musicians, here is your chance to learn from fellow artists who are excelling in meeting the challenges of managing an arts business career. Susan Salzman Raab, CEO of Raab Associates, will lead a panel discussion on strategies, techniques and tools you can use to grow your business and build a meaningful market presence utilizing digital tools, marketing and branding strategies and social media techniques.



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**Friday, September 28, 2012**

**1:00 pm - 3:30 pm**

**Thomas J. Dodd Research Center, University of Connecticut, Storrs Campus**

**RESERVE NOW: Attendance is limited to 100**

**RSVP to [jean.nelson@lib.uconn.edu](mailto:jean.nelson@lib.uconn.edu)**

### Presenters Include

#### **Charles Coe**

is a program officer for the Massachusetts Cultural Council's general operating support grant programs. He is author of *"Picnic on the Moon,"* a volume of poetry (Leapfrog Press), and a second volume of his work, *"All Sins Forgiven: Poems for My Parents"* will be released by the same publisher in March, 2013.

#### **Jeff Raab**

is a 2010 graduate of the NYU Steinhardt Musical Theatre Program. In New York City, he has performed with Libra Theater Company, in concerts at Town Hall, and in staged readings at the York Theatre and Metropolitan Playhouse. He is a staff member at Little Village Playhouse, an innovative youth theatre company in Westchester County and is the Co-Founder/Literary Director of Libra Theater Company.

#### **Laura Rossi Totten**

has over twenty years of experience as a book publishing and public relations professional. In New York City, she ran publicity campaigns for many celebrity and bestselling authors at such prestigious publishing houses as Random House / Bantam Doubleday Dell, The Dial Press, Viking Penguin and W.W. Norton & Company.

#### **Sharon Butler**

is a painter, writer, and early adopter of Web 2.0 and social media tools. She maintains the award-winning art blog *Two Coats of Paint* and is a contributing writer at *The Brooklyn Rail*. She has received numerous grants, awards and residencies, including a Pollock Krasner Foundation grant, and has upcoming exhibitions at Pocket Utopia in New York, NY, and Real Art Ways in Hartford, CT.

#### **Roxie Munro**

is the author/illustrator of more than 35 award-winning children's books (mainly nonfiction, conceptual, and paper-engineered). She has created two interactive animated apps (*"Roxie's Doors"* and *"Roxie's a-MAZE-ing Vacation Adventure"*), and has done all the art for *KiWiStoryBooks* (Kids Interactive Walk-in Story Books). *The New Yorker* magazine has published 14 covers by Roxie.

#### **Susan Raab**

is president and CEO of Raab Associates, which specializes in marketing and promoting authors, artists, companies and organizations internationally. This has included books, apps, music, toys, dolls, audio and tv programming. Susan is author of *"An Author's Guide to Children's Book Promotion."* She is Marketing Advisor to the Society of Children's Book Writers and Illustrators and is a journalist who writes on the topics of publishing and arts marketing.