

<p><b>Community Arts Partnership Marketing Suggestions and Checklist updated April 7, 2026</b></p> <ul style="list-style-type: none"> <li>• <b>Suggestions</b></li> <li>• <b>Online Calendars</b></li> <li>• <b>Press</b></li> <li>• <b>Emails and Listserves</b></li> </ul>	<p><b>Created by Robin Schwartz, CAP Program &amp; Grant Director</b>  <a href="mailto:programs@artspartner.org">programs@artspartner.org</a></p> <p>My suggestions are geared towards community organizations that may not know a ton about marketing and might welcome my ideas.  Having said that, I am not a marketing expert. For those of you with marketing experience, I would LOVE your suggestions for this list.  And let me know if anyone finds any mistakes or non-existent entities or emails.</p>
<p>a <b>Reminder for CAP NYSCA grant awardees:</b>  Required Acknowledgement Language</p>	<p>For CAP’s GAP Grant, Artist in Community Grant and Arts Ed Grant: See “Agreement” PDF emailed with award notification to the grant contact person. You’ll find acknowledgement language (and logo) requirements for your website, posters, social media, flyers, programs...</p>
<p>a <b>Social Media</b>  Instagram and Facebook, Facebook Events</p>	<p><b>Social Media, Calendar Listings and personal invites</b> are the top three ways people say they hear about CAP events. (The fourth is “word of mouth” so that’s hard to track.)  The facebook audience drifts towards older adults, so instagram is crucial.  Both should be developed for increased followers.  <b>Boosting posts</b>, even for just \$20, will go a long way to increasing exposure. You can chose your audience (ages, locations, key words). For smaller CAP events, I usually just choose a 50 mile radius round Ithaca. For larger events, I might go farther afield.  <b>There’s a lot to learn for using social media effectively.</b> I recommend watching some tutorials!</p>
<p>a <b>Suggestion for a Mailing List</b>  for your organization</p>	<p>All organizations should be actively collecting names and emails for mailing lists. I try (try...) to get people to register for our free events. Sometimes I have a raffle to encourage registration. If you don’t have one already, I recommend creating a mailing list sign-up, and then directing people to it via printed QR codes, curtain speeches, etc.</p>
<p>a <b>Suggestion for online Calendar Listings</b></p>	<p>You don’t have to do all the calendars listed below! I usually do a lot of them.. It’s free.  Note that some are required for the CAP Grant NYSCA programs.</p>
<p>a <b>Suggestion for Participant Event Sharing</b></p>	<p>I recommend asking all artists participating in your event to share. Send then information to make it easy (image, blurb, artwork, links, etc.) Ask them to not only share through socials and their networks (community, colleagues family, and online) but to also send individual personal emails to at least (pick a number) people. If there are (for example) 85 artists in one of our events, and they each invite 10 people...It’s not going to bring in 850 people but it might bring in 100.</p>
<p>a <b>Suggestion for QR codes</b>  on printed materials</p>	<p>I recommend QR codes on printed materials. Can be links your website for current (and future) event info, mailing list link..</p>
<p>a <b>Suggestions for Photographs</b>  for press and online calendar listings.</p>	<p>For <b>press releases</b>, include a folder (dropbox, for example) with interesting, clear, close-up photos or images (that don’t include text).  Ditto for <b>calendar listings</b>. Each online calendar will crop your image to a different size and sometimes those sizes aren’t listed anywhere. So you don’t want to put text (event title, dates and such) on them or they’ll get cut off. Your listing will have all the information, so just use a good clear image.  Check out other organization’s calendar listings to see what works</p>
<p>a <b>Writing Sample</b>  When writing press, think about reaching people that don’t know anything about your art form, your group, your event, or your location. Write press that makes everyone feel welcome. (I copied this blurb from the Ithaca Concert Band. I’m in the band! When I invite people they say “What is a concert band” and “I have no idea where to go on IC campus. Where do I park?” I like that this blurb gives people a strong idea of what they are getting and where they are going.</p>	<p><a href="#">The ITHACA CONCERT BAND TO PERFORM A HOLIDAY CONCERT AT FORD HALL, SUNDAY, DEC. 15th, 4pm.</a>  <a href="#">The Ithaca Concert Band, a community band with over 80 local musicians, eagerly invites you to attend their free annual Holiday Concert at 4 pm, Sunday, Dec. 15, at Ithaca College’s wonderful Ford Hall.</a>  <a href="#">Parking for Ford Hall is available in the 'J' Lot, which is adjacent to elevator access to the fourth floor of the Whalen Center for Music.</a>  <a href="#">Conductor Art Carichner has chosen a program that will be exciting for attendees of all ages. And of course, everyone will applaud the final piece, Leroy Anderson’s “Sleigh Ride”. Make sure you listen for the trumpet section’s horse whinny at the conclusion of the piece.</a>  <a href="#">For the first time ever, the band will perform “Angelic Fanfair” with guest organist Mrs. Jordan Winder. Sharon Costianes will sing “Good Night Moon” and Mark Lawrence, a regular vocalist with</a></p>
<p><b>Calendar - online</b></p>	<p><b>Next Door website</b>  Enter an “Event”: <a href="http://NextDoor.com">NextDoor.com</a></p>
<p><b>Calendar - online</b></p>	<p><b>AllEvents.In</b>  <a href="http://allevents.in">allevents.in</a></p>
<p><b>Calendar - online</b></p>	<p><b>Eventbrite</b>  <a href="http://eventbrite.com">eventbrite.com</a></p>

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Calendar - online	<p><b>Finger Lakes Daily News</b>            Calendar at: <a href="https://www.fingerlakesdailynews.com/events/">https://www.fingerlakesdailynews.com/events/</a></p>
Calendar - online	<p><b>Finger Lakes Times</b> <a href="http://fltimes.com">fltimes.com</a>            Calendar: <a href="http://fltimes.com/local-events">fltimes.com/local-events</a></p>
Calendar - online	<p><b>FLX Calendar (Finger Lake region)</b>            Calendar at <a href="https://www.flxcalendar.com/">https://www.flxcalendar.com/</a></p>
Calendar - online	<p><b>IthacaLifestyle (CNY Radio Group page)</b>            Calendar at <a href="http://ithacalifestyle.com">ithacalifestyle.com</a></p>
Calendar - online	<p><b>WSKG Public Radio:</b> <a href="http://wskg.org">wskg.org</a>            Calendar: <a href="https://www.wskg.org/community-calendar">https://www.wskg.org/community-calendar</a></p>
Calendar - online	<p><b>WXHC FM (Cortland 101.1FM) / Homer 101.5FM)</b>            Calendar at <a href="http://wxhc.com">wxhc.com</a></p>
<p>Calendar - online            (Required for public events funded by CAP SCR grants)</p>	<p><b>Tompkins County Visitor Center (IthacaEvents)</b> <a href="http://IthacaEvents.com">IthacaEvents.com</a>            (Events can be picked up by I Love NY and other platforms)            Calendar: <a href="https://www.visitithaca.com/events/submit-your-event/">https://www.visitithaca.com/events/submit-your-event/</a></p>
Calendar - online, and Press	<p><b>Life in the Fingerlakes:</b> <a href="http://lifeinthefingerlakes.com">lifeinthefingerlakes.com</a>            Press: <a href="mailto:pressrelease@lifeinthefingerlakes.com">pressrelease@lifeinthefingerlakes.com</a>            Calendar: <a href="https://www.lifeinthefingerlakes.com/submit-your-event/">https://www.lifeinthefingerlakes.com/submit-your-event/</a></p>
Calendar - online, and Press	<p><b>Downtown Ithaca Alliance:</b> <a href="http://DowntownIthaca.com">DowntownIthaca.com</a>            For events in downtown Ithaca            Calendar: <a href="https://www.downtownithaca.com/submit-event/">https://www.downtownithaca.com/submit-event/</a>            Press: Short paragraph for their weekly e-news. <a href="mailto:enews@downtownithaca.com">enews@downtownithaca.com</a></p>
Calendar - online, and Press	<p><b>Ithaca Journal:</b> <a href="http://ithacajournal.com">ithacajournal.com</a>            Calendar: (platform is Eventful)  <a href="https://www.ithacajournal.com/things-to-do/events/">https://www.ithacajournal.com/things-to-do/events/</a>            Press: News/Cover: Jacob Mack. or <a href="mailto:jmack@gannett.com">jmack@gannett.com</a> or <a href="mailto:ijnews@gannett.com">ijnews@gannett.com</a></p>
Calendar - online, and Press	<p><b>Tompkins Weekly:</b> <a href="http://TompkinsWeekly.com">TompkinsWeekly.com</a>            Calendar: <a href="https://www.tompkinsweekly.com/event-calendar/">https://www.tompkinsweekly.com/event-calendar/</a>            Press: <a href="mailto:Editorial@VizellaMedia.com">Editorial@VizellaMedia.com</a>, Managing Editor Jaime Cone Hughes</p>
Calendar - online, and Press	<p><b>Ithaca Voice (website only):</b> <a href="http://ithacavoiced.org">ithacavoiced.org</a>            (no online calendar, but they do have an arts page. Visit page to see what to send.            Send calendar blurb and images to <a href="mailto:rvanormer@ithacavoiced.org">rvanormer@ithacavoiced.org</a></p>
Calendar - online, and Press	<p><b>WICB – Ithaca College Radio</b>            Calendar at <a href="http://wicb.org">wicb.org</a>            Press: <a href="mailto:pr@wicb.org">pr@wicb.org</a></p>
<p>Calendar - online, and Press            (Required for public events funded by CAP SCR grants)</p>	<p><b>Ithaca Times (Weekly):</b> <a href="http://ithaca.com">ithaca.com</a>            Calendar: (uses CitySpark calendar)  <a href="https://hub.cityspark.com/Event/Submission/IthacaTimes">https://hub.cityspark.com/Event/Submission/IthacaTimes</a>            Press: <a href="mailto:editor@ithacatimes.com">editor@ithacatimes.com</a> / <a href="mailto:reporter@ithacatimes.com">reporter@ithacatimes.com</a></p>
<p>Email            IC and Cornell Departments</p>	<p><b>Ithaca College and Cornell Department</b>            Find department emails.</p>
<p>Email            ICSD</p>	<p>Daphne Shilulu is the <b>ICSD fine art director</b> and she might share information for children’s events.  <a href="mailto:daphne.shululu@icsd.k12.ny.us">daphne.shululu@icsd.k12.ny.us</a>            For rural schools: If anyone has contact lists, let me know!</p>
<p>Email            ICSD</p>	<p><b>Join Fine Arts Booster Group</b> list serve. ICSD  <a href="https://www.ithacacityschools.org/page/fine-arts-booster-group">https://www.ithacacityschools.org/page/fine-arts-booster-group</a></p>
Listserve	<p><b>The Tompkins County Human Services Coalition Listserve</b> is for not-for-profits to share information. Please read their posting guidelines. <a href="https://hsctc.org/listserv/">https://hsctc.org/listserv/</a></p>
Posters	<p>CAP has a poster placement list.</p>

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<p><b>Press</b></p>	<p><b>Tompkins County Chambergram</b>          There's opportunities for promo in their newsletter to Chamber of Commerce members.</p>
<p><b>Press</b></p>	<p><b>WEOS, WXXHI and Ithaca's WITH "Different" Radio</b> <a href="http://withradio.org">withradio.org</a>  <a href="mailto:with@wxxi.org">with@wxxi.org</a></p>
<p><b>Press</b></p>	<p><b>WVBR – Cornell Station:</b> <a href="http://wvbr.com">wvbr.com</a></p>
<p><b>Press</b></p>	<p><b>Cornell Chronicle:</b> For Cornell related news  <a href="https://news.cornell.edu/about">https://news.cornell.edu/about</a>  <a href="mailto:cunews@cornell.edu">cunews@cornell.edu</a></p>
<p><b>Press</b></p>	<p><b>14850:</b> <a href="http://14850.com">14850.com</a>  <a href="mailto:editor@14850.com">editor@14850.com</a></p>
<p><b>Press</b></p>	<p><b>Cornell Daily Sun:</b> <a href="http://CornellSun.com">CornellSun.com</a>          Cornell related stories and events.          arts-and-entertainment- <a href="mailto:arts@cornellsun.com">arts@cornellsun.com</a></p>
<p><b>Press</b></p>	<p><b>Fingerlakes Community Newspapers</b>          For news specific to these individual papers: Lansing News, Groton Independent, Newfield News, Trumansburg Free Press, Dryden Courier.  <a href="mailto:editor@flcn.org">editor@flcn.org</a></p>
<p><b>Press</b></p>	<p><b>Ithaca Child and Ithaca Teen:</b> <a href="http://ithacachild.net">ithacachild.net</a>          Jim Graney, <a href="mailto:jgraney@twcny.rr.com">jgraney@twcny.rr.com</a></p>
<p><b>Press</b></p>	<p><b>Ithaca College Ithacan:</b> <a href="http://ithacan.com">ithacan.com</a>          IC related stories and events  <a href="mailto:ithacan@ithaca.edu">ithacan@ithaca.edu</a></p>
<p><b>Press</b></p>	<p><b>Cornell Pawprints</b> is just for Cornell staff and faculty news.  <a href="http://news.cornell.edu/pawprint-staff-news">news.cornell.edu/pawprint-staff-news</a>, <a href="mailto:pawprint@cornell.edu">pawprint@cornell.edu</a></p>
<p><b>Press</b></p>	<p><b>What's Hot Magazine – Monthly:</b> <a href="http://whatshotmagazine.com">whatshotmagazine.com</a>          Contact at least 2 months in advance: <a href="mailto:info@whatshotmagazine.com">info@whatshotmagazine.com</a>          They can do full spreads and editorials with payment.</p>
<p><b>Press</b></p>	<p><b>WRFI - Ithaca Community Radio:</b> <a href="http://wrfi.org">wrfi.org</a>  <b>Press:</b> (no calendar): <a href="mailto:news@ithacaradio.org">news@ithacaradio.org</a> or <a href="mailto:connect@ithacaradio.org">connect@ithacaradio.org</a></p>
<p><b>Press</b></p>	<p><b>Cayuga Radio Group:</b> <a href="http://cyradiogroup.com">cyradiogroup.com</a>          WHCU, WNYX, Q Country, Rewind, Z 95.5Lite Rock 97.3, I100, The Vine, The Buzzer,  <a href="mailto:psa@cyradiogroup.com">psa@cyradiogroup.com</a>          Dave Ashton: interviews, <a href="mailto:dashton@cyradiogroup.com">dashton@cyradiogroup.com</a></p>
<p><b>Regional</b></p>	<p><b>Corning Leader – Daily Newspaper:</b> <a href="http://the-leader.com">the-leader.com</a></p>
<p><b>Regional</b></p>	<p><b>Messenger Post Newspapers:</b> <a href="http://mpnnow.com">mpnnow.com</a>          Ontario, Monroe, &amp; Wayne Counties</p>
<p><b>Regional</b></p>	<p><b>Rochester Democrat and Republican:</b> <a href="http://democratandchronicle.com">democratandchronicle.com</a></p>
<p><b>Regional Calendar - online</b></p>	<p><b>Rochester City News:</b> <a href="http://rochester-citynews.com">rochester-citynews.com</a>  <a href="https://www.roccitymag.com/rochester/Events/Page#/">https://www.roccitymag.com/rochester/Events/Page#/</a></p>
<p><b>Regional Calendar - online</b></p>	<p><b>Spectrum News:</b> <a href="http://spectrumlocalnews.com/nys/binghamton">spectrumlocalnews.com/nys/binghamton</a>  <b>Calendar:</b> <a href="https://spectrumlocalnews.com/nys/binghamton/submit-event">https://spectrumlocalnews.com/nys/binghamton/submit-event</a></p>
<p><b>Regional Calendar - online</b></p>	<p><b>Arts of the Southern Finger Lakes (arts council in Corning):</b> <a href="http://earts.org">earts.org</a>  <b>Calendar:</b> <a href="https://www.earts.org/services/resources/arts-calendar/submit-your-event/">https://www.earts.org/services/resources/arts-calendar/submit-your-event/</a></p>
<p><b>Regional Calendar - online</b></p>	<p><b>CNY Arts (Syracuse Arts Council):</b> <a href="http://cnyarts.org">cnyarts.org</a>  <a href="https://cnyarts.org/events/">https://cnyarts.org/events/</a></p>
<p><b>Regional Calendar - online</b></p>	<p><b>Cortland Standard</b> <a href="https://www.cortlandstandard.com/">https://www.cortlandstandard.com/</a>  <b>Calendar:</b> <a href="https://www.cortlandstandard.com/calendar/">https://www.cortlandstandard.com/calendar/</a></p>

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<p><b>Regional Calendar - online</b></p>	<p><b>Syracuse New Times weekly: Calendar at: <a href="http://syracusenewtimes.com">syracusenewtimes.com</a></b></p>