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**Bronx Council on the Arts' *Seeing It Through* Professional Development Workshop:
"Podcasts, Webisodes and Blogs" with Media Personality Valerie Smaldone
Saturday, December 5th at the Morris Park Library**

(Bronx, NY – November 16, 2015) The Bronx Council on the Arts' ***Seeing It Through*** Professional Development Workshop Series continues on Saturday, December 5th, from 1:30-3:30pm, with ***Podcasts, Webisodes and Blogs: Creating Content and Building Your Media Profile*** with media personality Valerie Smaldone. The workshop will take place at the [Morris Park Library](#) at 985 Morris Park Avenue; Phone: 718-931-0636. ***Seeing It Through*** is a curated professional development workshop series offering assistance to creative people, organizations, and those seeking cultural grants. **Admission is free, but RSVP is required.** RSVP at bronxarts.org.

Questions? Contact Sabrina at 718-931-9500 x22 or Sabrina@bronxarts.org.

Podcasts, Webisodes and Blogs: Creating Content and Building Your Media Profile

Media personality Valerie Smaldone is an award-winning broadcaster turned digital content provider. Having interviewed thousands of celebrities, authors, thought leaders and entrepreneurs, she has the inside scoop on what makes content engaging. Valerie works with experts to build a plan for a "media footprint" through compelling content. Learn how to produce podcasts, webisodes or blogs to market your specific area of expertise, a product or service. You will have the opportunity to work with Valerie to hone in on and craft content and build your brand through social media. This intensive workshop will provide you with the tools to produce and market your own content.

Valerie Smaldone is a 5-time Billboard Magazine Award winner and is well known for her unprecedented success holding the #1 on-air position in the New York radio market. She has hosted, produced and created several nationally syndicated programs and has interviewed hundreds of celebrities, performers and entrepreneurs. Recently, Valerie produced and hosted a podcast series on Broadway celebrities for the lifestyle platform, Archetype.com.

Following her successful music radio legacy on WLTW, 106.7, Valerie moved on to spoken word and created, hosted and produced a daily talk show, "Valerie's New York," the first originally produced Internet radio show for talk station WOR's stream, wor710.com. Currently, Valerie is hosting and producing a nationally syndicated radio program along with fellow broadcaster Leslie Gold and she is a signature voice on heritage radio station 1010WINS, New York. In the digital space, she is currently producing a lifestyle and entertainment podcast titled, "Valerie's New Jersey" on MY9NJ.com. She writes a weekly lifestyle and entertainment column for The Three Tomatoes and is a theatre reviewer for Examiner.com.



Valerie is an adjunct instructor at the School of Visual Arts where she teaches courses in media and voice over acting, and is also a private talent coach and media consultant. She is a sought after speaker, interviewer, host and emcee as well as a corporate presenter. Learn more about Valerie at www.valeriesmaldone.com.

The **Bronx Council on the Arts**, established in 1962, is the official cultural agency of the Bronx. BCA is recognized nationally as a leading arts service organization that provides grants, cultural services, community and professional development and training programs. We serve the entire borough of the Bronx (over 1.4 million residents), and connect with Upper Manhattan, Westchester and regional resources. BCA offers over \$240K yearly in cultural grants to Bronx artists and organizations and a wide array of services to a multitude of artists, the general public and more than 250 arts and community-based organizations. For information on the Bronx Council on the Arts, its programs and activities, visit www.bronxarts.org or call 718-931-9500.

This series is made possible with funding from the NYC Department of Cultural Affairs, NYS Council on the Arts, the Lambent Foundation Fund of Tides Foundation, Auchincloss Foundation, Inc., and NYC Council Members James Vacca, Andrew Cohen, Andy King and Melissa Mark-Viverito.

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