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1. Salem's Destination Branding Pre-2012: Fox, 2019; 2. Salem's Destination Branding Post-2012: <https://www.salem.org/>; 3. Salem Haunted Happenings [digital]: <https://www.hauntedhappenings.org/>; 4. Salem Haunted Happenings 40<sup>th</sup> Anniversary [print]: <https://www.instagram.com/p/ChDcW7QOwxS/>; 5. Salem Water tower: <https://www.instagram.com/p/BKPCypagjoC/>



Figure 2: Semiotics of the supernatural in Salem, MA, USA