


Memorandum



Date: June 15, 2016
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami* – Discount Tickets for Youth Program

We are happy to report that 2015-2016 represents *Culture Shock Miami*'s 11th season and the program continues to expand its programming offerings for the cultural season. To date, 9,725 tickets have been processed for the first nine (9) months of the 2015-2016 cultural season. In addition, 6,387 students, teachers and community members have been reached through free outreach performances and workshops offered in collaboration with Caleb Auditorium, Miami-Dade Public School System's *Cultural Passport Program*, Miami-Dade County Auditorium, and the South Miami-Dade Cultural Arts Center (SMDCAC), bringing the program's total reach to date to 16,112. It is important to note that within these nine (9) months, the program has already exceeded its 2014-2015 total reach by 33% (12,060).

As of October 1st, more than 355 performances have been made available to the program's target audience for the first three (3) quarters of the 2015-2016 fiscal year. *Culture Shock Miami* staff continues to work with cultural organizations to renew and recruit ticket donations for the 2015-2016 cultural season. To date, commitments have been received from Antiheroes Project, Delou Africa, GableStage, Miami-Dade County Auditorium, Miramar Cultural Center, Marti Productions, and Seminole Theater. In addition to these performance events, available on the website are monthly allotments of tickets from returning museum partners. They include: Bass Museum, Coral Gables Museum, Fairchild Tropical Botanic Garden, Frost Museum at FIU, HistoryMiami, Miami Children's Museum, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

During the 2015-2016 season *Culture Shock Miami* is presenting a series of special performances, spanning different arts disciplines. In addition to SMDCAC, the program is collaborating and co-presenting with new partners including the African Heritage Cultural Arts Center (AHCAC) and Miami-Dade County Auditorium (MDCA) to increase its programming and broaden its audience reach. Three (3) performances are being produced independently, as part of the *Culture Shock Miami Presents* series – *Che Malambo* (February 2016); *Semi-Toned* (April 2016) and *Black Violin* (July 2016). The additional performances were presented in collaboration with SMDCAC, MDCA, and AHCAC. They include: the free, sold out, SMDCAC season kick-off *Backyard Bash* (October 2015 - SMDCAC), *Step Afrika* (February 2016 - SMDCAC), *Ladysmith Black Mambazo* (February 2016 - SMDCAC), *An Evening with Savion Glover and Jack DeJohnette* (March 2016 – AHCAC), *GlobalFEST* (March 2016 - SMDCAC), *Broadway's Saturday Night Fever* (March 2016 – SMDCAC), and *Companhia Urbana de Danca* (March 2016 - MDCA). All performances were placed on sale at the end of September 2015. *CultureShockMiami.com* featured \$5-tickets for the program's target audience, and admission tickets for the general public were made available on the collaborative partners' websites.

Culture Shock Miami participated in SMDCAC's 10th Annual *All Kids Included* Festival on May 7, 2016. In an effort to raise awareness about the program and draw teen audiences to the Center, *Culture Shock Miami* sponsored the festival's outdoor stage. The outdoor stage included multiple performances by Cutler Bay Senior High School's "*SharkPAC*", Motivational Edge's *Irie Rhythms*, and *The Rodiles*. These performers were carefully selected because of their appeal to the program's target audience. *Culture Shock Miami* Program Manager, Christina Tassy-Beauvoir, Student Councilors, and Master of Ceremony, Carey Hart, promoted the program and distributed promotional materials to attendees from the *Culture Shock Miami* booth.

In an effort to effectively reach the program's target audience, stimulate ticket sales, and provide high quality art performances during the summer months, *Culture Shock Miami* is presenting *Black Violin* on July 8, 2016. The high-energy, classically trained violinist duo, renowned for its ability to meld highbrow and pop culture into a single act, will perform on the mainstage of the South Miami-Dade Cultural Arts Center. Tickets were put on sale on June 1, 2016 on CultureShockMiami.com. In addition to the \$5 *Culture Shock Miami* student-tickets, a limited number of tickets are available to the general public at SMDCAC.org, at the cost of \$20-\$45.

Matrix2 Advertising - Marketing

As reported last month, Department staff continues to work closely with staff from *Matrix2 Advertising* to implement the media plan developed for the 2015-2016 cultural season. *Matrix2* and *Culture Shock Miami* staff met to revisit and discuss the existing media plan, and make necessary adjustments to effectively promote the July 8 presentation of *Black Violin*. To that end, marketing dollars have been re-distributed to radio advertising, particularly on WHQT *Hot105*, and to print media calendar listings, in both English and Spanish. In addition, given that the *Black Violin* performance is scheduled for early-July, outdoor bus wrap ads were displayed on May 1 to coincide with the May 3 online ticket sales, and social media ads began airing on June 1. Additional marketing efforts consisting of one- to four-week campaigns, based on the media, began on June 13 and will run through July 7. They include – print, online, traditional and internet-based radio, and television.

Culture Shock Miami staff drew on effective strategies and feedback from the program's target audience to evaluate 2014-2015 media placement and identify the best options for the 2015-2016 cultural season. Given the program's aggressive schedule and remarkable list of performances, the campaign was launched in October 2015. The media plan includes print, online, radio, television, outdoor and social media as follows:

- Special Print Media - *Culture Shock Miami* was one of four departmental programs featured in the Miami Herald's September 13, 2015 *Season of the Arts* edition. In addition to *Culture Shock Miami*, the ad featured the South Miami-Dade Cultural Arts Center, the Miami-Dade County Auditorium and the *All Kids Included* initiative;
- Print Media (English and Spanish) - A 4-month campaign, highlighting events being presented at the height of the cultural season, with *The Miami New Times* and *Diario Las Americas* consisting of Arts and Calendar sections and special issue ads (January 2016 – March 2016, and June - July 2016);
- Online Media –
 - o A 3-month branding and event-specific campaign with *The Miami Herald* to include geographical, behavioral, contextual, site and search-retargeting. In addition to reaching new potential audience members, this new campaign will facilitate the tracking and monitoring of the audience's buying patterns;
- Radio Media – Pandora Radio, WDNA, WLRN, WHQT, WMGE event-specific advertising to air 2-weeks prior of *Culture Shock Miami Presents* and collaboration performances;
- Television Media – Airing two (2) weeks prior to *Culture Shock Miami Presents* performances are the following –
 - o 240 :30sec spots and two (2) *6 In The Mix* interviews on NBC6–WTVJ;
 - o a 10-week campaign totaling 5,576 :30sec spots to air on Comcast's English and Spanish Networks including: A&E, ABC Family, Animal Planet, Bravo, CNN, CNN Español, DIY, Discovery, Food Network, Fox News, HGTV, HLN, History, History Español, Lifetime, MSNBC, Mun2, Nick, Oxygen, Spike, TNT, TVLand, TVOne, Travel, USA;

- Outdoor Media - A 13-month campaign of 10 monthly bus wraps for buses on the Miami-Dade Transit North/Aventura and Coral Way/South Dade routes (October 2015 – September 2016); and
- Social Media - A 4-month event-specific campaign on *Facebook*, targeting *Culture Shock Miami Presents* and collaboration performances taking place at the height of the cultural season (January 2016 – March 2016 and June - July 2016).

In addition to paid advertising, *Matrix2* secured the following added-value advertising:

- NBC6-WTVJ – Ads on COZI TV, listings in “6 in the mix” calendar, two (2) NBC.com “page takeovers,” and 200,000 digital impressions on NBC.com for desktops and mobile devices;
- Comcast - Online streaming of television ads on Comcast/Xfinity.com and FoxNews.com;
- *Outfront* Media (Outdoor) - Advertising at 11 Metrorail stations; and
- MiamiNewTimes.com - Social networking posts, sponsored events calendar listings, and ad index postings.

Arts Marketing Network - Public Relations

Culture Shock Miami staff continues to work closely with *Arts Marketing Network* (public relations firm) who helped launch the program’s 2015-2016 cultural season. *Arts Marketing Network* staff developed and continues to implement innovative methods that help raise awareness about the program. They include:

- The publication of *The Art Stopper*, a quarterly online newsletter for parents and teachers of high school students;
- Creating *CSM-TV* on Vimeo.com and YouTube to highlight *Culture Shock Miami Presents* performances and activities;
- Pitching general and online media outlets based on articles and story lines from the program’s newsletter;
- Drafting press releases and coordinating their release to various media outlets;
- Managing and updating social media sites – Facebook, Twitter, and Instagram;
- Coordination of online contests to encourage *Culture Shock Miami’s* target audience to learn more about upcoming performances;
- Contacting special interest groups for the promotion of specific performances; and
- Assisting staff with the implementation and promotion of special projects and/or events in collaboration with cultural partners.

As previously reported, the firm reinstated the *You Review* project. *You Reviews* provide *Culture Shock Miami* ticket buyers the opportunity to review, critique and share with their peers the experience of attending a live arts performance directly after the performance. The stories and reviews are posted on *YouTube*, Vimeo’s *CSM-TV*, Facebook, and on *CultureShockMiami.com* to provide the program’s audience an in-depth look at the arts in Miami-Dade County. *You Reviews* were conducted at the following performances:

- *Che Malambo* (February 6, 2016)
- *Step Afrika!* (February 13, 2016)
- *Ladysmith Black Mambazo* (February 26, 2016)
- *Saturday Night Fever* (March 19, 2016)
- *Companhia Urbana de Danca* (March 26, 2016)
- *Semi-Toned* (April 1, 2016)
- Murray Dranoff Foundation’s *Piano Slam* (April 13, 2016)
- Florida Grand Opera’s *Don Pasquale* (May 7, 2016)

- GableStage's *The Royale* (June 5, 2016)

Culture Shock Miami continues to market the program's offerings aggressively via Facebook, Twitter and Instagram. The *Culture Shock Miami* Facebook Fan page and Twitter account provide daily updates and special, last-minute offerings available to the program's target audience. These social networking sites have helped staff inform the program's target audience of newly available performances and ticket inventory. In addition, these social networking tools inform the program's fans of workshops, events and other opportunities presented by the program's cultural partners. As reported last month, *Culture Shock Miami* reached 10,000+ Facebook *Likes* on February 15, 2016. The program currently has 10,933 *Likes*, an increase of 53% from June 2015 (7,126).

Here are the highlights of our monthly progress:

- To date, 60 tickets have been sold for the month of June 2016;
- A total of 642 tickets was sold for the month of May 2016.
- Our e-mail list currently has 7,857 subscribers.

Please be sure to visit the website at www.cultureshockmiami.com.