


Date: October 15, 2014
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami* – Discount Tickets for Youth Program

Culture Shock Miami closed out the 2013-2014 season with ticket sales totaling 8,123. In addition, 2,259 students were reached through free outreach performances and workshops organized in collaboration with the Miami-Dade Public School System and the South Miami-Dade Cultural Arts Center, bringing the program's 2013-2014 reach to a total of 10,382. This represents an increase of 38% over FY2012-2013 ticket sales (7,500).

We are happy to report that 2014-2015 represents *Culture Shock Miami's* 10th season. The program is celebrating this milestone year with the presentation of eight (8) special performances, spanning different arts disciplines, at the South Miami-Dade Cultural Arts Center (SMDCAC). Three performances are being produced as part of the *Culture Shock Miami Presents* series – *The Intergalactic Nemesis: Target Earth* (October 2014), *The StepCrew* (January 2015), and *Ballet Memphis* (April 2015). The additional five (5) performances will be presented in collaboration with SMDCAC. They include: the free season kick-off *Backyard Bash* (October 2014), *Soledad Barrio and Noche Flamenca* (November 2014), *The Improvised Shakespeare Company* (February 2015), *Peking Acrobats* (February 2015), and *Mummenschanz* (February and March 2015). All performances were placed on sale in September. *CultureShockMiami.com* features \$5-tickets for the program's target audience, and general admission tickets are available on SMDCAC.org.

In continuing *Culture Shock Miami's* special partnership with SMDCAC, the *Culture Shock Miami* launched its 10th season by co-presenting *Rebab Fusion* (Morocco) at SMDCAC's Season Kick-Off *Backyard Bash*. Held on the concert lawn of SMDCAC on October 4th, the free outdoor concert also featured Miami sound pioneers *Spam Allstars*, and South Florida indie band *Xperimento*. The family-friendly event provided an opportunity for South Miami-Dade residents to learn more about SMDCAC and *CultureShockMiami.com*, their upcoming season offers and performances, and outreach activities available to students and the community-at-large.

In an effort to provide high quality art performances, stimulate ticket sales, and effectively reach the program's target audience, *Culture Shock Miami* presented *The Intergalactic Nemesis: Target Earth*, a live-action graphic novel combining panel-by-panel projections of comic book artwork and radio play formats, three actors voicing all the characters, a foley artist creating sound effects and a pianist performing the cinematic score. *The Intergalactic Nemesis* performed on the main stage of the South Miami-Dade Cultural Arts Center on October 11, 2014. Additionally, a free performance was made available to Miami-Dade students via the Miami-Dade Public Schools' *Cultural Passport Program* on the morning of October 10th (700 attendees), and a Foley workshop was offered to Miami-Dade residents on the morning of October 11th (20 participants). As previously mentioned, tickets were put on sale on September 4, 2014 on *CultureShockMiami.com*. In addition to the \$5 *Culture Shock Miami* student-rate tickets, a limited number of tickets were made available to the general public, at a cost of \$20-\$30, at SMDCAC.org.

We are happy to report that *ArtsburstMiami.com* writer, Rebekah Lanae Lengel, interviewed last member, Christopher Lee Gibson, for a preview of *Intergalactic Nemesis*. Featured online on *ArtsburstMiami.com* and *TheMiamiNewTimes.com*, the piece highlighted the Miami premiere and

provided readers an in-depth look at the world of live-action graphic novels. The preview can be viewed at – <http://www.artburstmiami.com/dance-articles/interdisciplinary-intergalactic-performance-force>

As previously reported, Ms. Lengel's article, *Culture Shock Miami Brings Cheap Tickets and Love of the Arts to Youth*, was featured in the August 8th edition of *The Miami Herald's Tropical Life* section. The piece highlighted the program's achievements since its inception in 2004 and promoted the 2014-2015 *Culture Shock Miami*-produced performances. The article can be viewed at - www.miamiherald.com/2014/08/10/4281340/culture-shock-miami-brings-cheap.html#storylink=cpy.

As of October 1st, more than 42 performances have been made available to the program's target audience for the first quarter of the 2014-2015 fiscal year. *Culture Shock Miami* staff is working with cultural organizations to renew and recruit ticket donations for the 2014-2015 cultural season. To date, commitments have been received from Adrienne Arsht Center, Antiheroes Project, Miami Symphony Orchestra, South Florida Lindy Collective, South Miami-Dade Cultural Arts Center, University of Miami *Festival Miami*, and Viewing Vizcaya Film Series & *Walking Tours*. 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, Miami Museum of Science, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

Matrix2 Advertising - Marketing

Department staff met with staff from *Matrix2 Advertising* to discuss and implement a media plan for the 2014-2015 cultural season. Staff members drew on effective strategies and feedback from the program's target audience to evaluate 2013-2014 media placement and identify the best options for the 2014-2015 cultural season. Given the program's aggressive schedule and remarkable list of performances, the new campaign was launched in September. The media plan includes print, online, radio, outdoor media, and television advertising as follows:

- Special Print Media - *Culture Shock Miami* was one of four departmental programs featured in the Miami Herald's September 21, 2014 *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 - A 12-month campaign with *The Miami New Times* consisting of Arts and Calendar sections and special issue ads (October 2014 – September 2015);
- Online Media - A 13-month campaign with *The Miami New Times* consisting of online banners, reskins, special text messaging, mobile calendar, e-newsletter banners and listings, dedicated e-blasts, and social network posts, and mobile audio and video banners (September 2014 – September 2015);
- Radio Media – WLRN advertising to air 1-week prior of *Culture Shock Miami Presents* performances and SMDCAC collaboration performances;
- Television Media – Airing two (2) weeks prior to *Culture Shock Miami Presents* performances are the following - 172 :30sec spots and four (4) *6 In The Mix* interviews to air on NBC6–WTVJ; 194 :30sec spots and :15sec snipes to air on The CW-WSFL; and 288 :30sec spots to air on Comcast stations;
- 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 2014 – September 2015).

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

- Comcast - Online streaming of *Intergalactic Nemesis* television ad on Comcast/Xfinity products: ESPN.com, Xfinity.com, XfinityTV.com, and XfinityTV Player App;
- CBS Outdoor - Advertising at 11 Metrorail stations;
- NBC6 - 600,000 online/mobile banner impressions; and
- MiamiNewTimes.com - Social networking posts, sponsored events calendar listings, and ad index postings.

Arts Marketing Network - Public Relations

Department staff continues to work with *Arts Marketing Network* (public relations firm) who helped launch the program's 2014-2015 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;
- 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;
- Creating channels on YouTube & Vimeo to highlight *Culture Shock Miami* activities;
- 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.

Culture Shock Miami continues to market the program's offerings aggressively via Facebook and Twitter. 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. The program's Facebook Fan page currently has 4,756 fans, an increase of 175% from October 2013 (1,728).

We continue to implement our in-house marketing campaign, utilizing baseline promotional tools (e.g., a weekly e-newsletter, website, printed posters and postcards, totes, t-shirts, and pens) to maintain awareness of and participation in the program. Department staff continues to participate in community and/or arts organization-sponsored events to promote the program's offerings. They include:

- August 26th – Florida Memorial University
- August 27th – Southwood Middle School's *Parent Teacher Student Association* (PTSA)
- September 9th – Miami-Dade County Youth Commission and Youth Commission Cultural Committee
- September 13th – The Children's Trust *Family Expo*
- October 2nd – Miami Dade College, Kendall Campus
- October 3rd – Assurant Group (South Miami-Dade)
- October 4th – South Miami-Dade Cultural Arts Center's *Backyard Bash*

- October 9th – South Miami-Dade Cultural Arts Center's *Homeschool Families and Groups*
- October 11th - *The Intergalactic Nemesis* (school performance at SMDCAC)
- October 16th & 17th – Asolo Midsummer Nights at SMDCAC
- October 31st – 21st Century Steel Band & Etienne Charles

Here are the highlights of our monthly progress:

- To date, 470 tickets have been sold for the month of October 2014.
- A total of 167 tickets was sold for the month of September 2014.
- Our e-mail list currently has 7,155 subscribers.

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