

Memorandum



Date: April 18, 2018
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

- Monthly Progress – Program’s Reach
 - March 2018 – 2,004
 - April 2018 – 871 (to date)
 - 14,631 active users on website
 - 14,484 newsletter subscribers
 - Outreach – Coral Reef Senior High School *PTSA Career Day*
- *Culture Shock Miami Presents* - Season Update
 - April 2018 performance:
 - *The Other Mozart* - A one-woman play recounting the forgotten story of Maria Anna (Nannerl) Mozart, sister of Wolfgang Amadeus Mozart.
 - Presented in the Black Box at South Miami-Dade Cultural Arts Center – April 13-15, 2018;
 - Four (4) performances, including a Saturday matinee post-performance *Question & Answer* session with actress Samantha Hoefler;
 - Sold out CSM ticket allotment for all four (4) performances.
 - March 2018 performance:
 - TAO – *Drum Heart*
 - Pre-Show Hang Out hosted by *Culture Shock Miami* Student Council;
 - 713 tickets sold to public performance;
 - 514 attendees to FREE daytime school show.
- Marketing & Public Relations
 - Marketing – *Matrix2 Advertising*
 - Designed a comprehensive campaign for the promotion of the above-listed performances consisting of social media and digital ads – Facebook and MiamiNewTimes.com.
 - Public Relations – *Arts Marketing Network*
 - Developed and coordinated a plan to increase awareness about *Culture Shock Miami Presents* performances of *The Other Mozart* consisting of media releases, program books, social media campaigns and press coverage.
 - Interview with actress Samantha Hoefler by Christine DiMattei from WLRN. Interview aired on Thursday, April 12 at 6:43 AM, 8:43 AM and 4:44 PM.
 - Public Relations Firm Update – *Beber Silverstein Group*
 - Program staff is scheduled to meet with with Beber Silverstein Group on April 25 to discuss the program’s 2018-2019 public relations needs.
 - This 3-year contract will be in place through February 2021.

For the latest offerings, visit the website at www.cultureshockmiami.com.