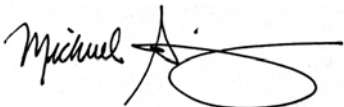


**Date:** November 19, 2014

**To:** Members, Cultural Affairs Council

**From:** Michael Spring, Director 

**Subject:** *Culture Shock Miami* – Discount Tickets for Youth Program

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We are happy to report that 2014-2015 represents *Culture Shock Miami's* 10<sup>th</sup> season and the program continues to expand its programming offerings for 2014-2015. To date, 1,283 tickets have been sold for the first two months of the 2014-2015 cultural season. In addition, 672 students have been reached through a free outreach performance and workshop in collaboration with the Miami-Dade Public School System and the South Miami-Dade Cultural Arts Center (SMDCAC), bringing the program's total reach to date to 1,955.

As of October 1<sup>st</sup>, more than 66 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 Actors' Playhouse, Adrienne Arsht Center, Chopin Foundation, Coral Gables Museum *Gallery Night Live*, Dance Now Ensemble, Deering Estate at Cutler, Florida Grand Opera, Gablestage, Miami City Ballet, Miami-Dade County Auditorium, Rhythm Foundation, South Florida Lindy Collective, South Miami-Dade Cultural Arts Center, The Cleveland Orchestra, University of Miami *Festival Miami*, Viewing Vizcaya Film Series, and Vizcaya *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, Lowe Art Museum, Miami Children's Museum, Miami Museum of Science, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

To celebrate the 10<sup>th</sup> season of the program, *Culture Shock Miami* is presenting eight (8) special performances, spanning different arts disciplines. 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 are being presented in collaboration with SMDCAC. They include: the sold-out 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 to all performances are available on SMDCAC.org.

In continuing *Culture Shock Miami's* special partnership with SMDCAC, the program launched its 10<sup>th</sup> season with the presentation of *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. Performed on the mainstage of SMDCAC on October 11, 2014, *The Intergalactic Nemesis* drew a total of 1,077 attendees to the Center. In addition to the public performance (405 attendees), a free performance was made available to Miami-Dade students via the Miami-Dade Public Schools' *Cultural Passport Program* on the morning of October 10<sup>th</sup> (660 attendees), and a Foley workshop was offered to Miami-Dade residents on the morning of October 11<sup>th</sup> (12 participants).

### 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 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 has been working closely 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;
- 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.

In addition, the firm has resumed the “You Review” project of interviewing *Culture Shock Miami* ticket buyers at performances to create video reviews of the events available through the program. With “You Review” students are asked to provide a critique of the performance/event attended. The reviews are posted on *YouTube*, *Vimeo's CSM-TV*, Facebook and on *CultureShockMiami.com* to provide a student's perspective on arts performances. The most recent “You Review” highlighted *The Intergalactic Nemesis* (10/11/14) and *Noche Flamenca* (11/14/14).

Department staff continues 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:

- October 31<sup>st</sup> – 21<sup>st</sup> Century Steel Band & Etienne Charles
- November 13 – West Kendall Baptist Hospital
- November 14 – Stephen P. Clark Center Government Center *Employee Wellness Fair*
- November 15 – South Miami-Dade Cultural Arts Center

*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 5,328 fans, an increase of 208% from October 2013 (1,728).

Here are the highlights of our monthly progress:

- To date, 508 tickets have been sold for the month of November 2014.
- A total of 775 tickets was sold for the month of October 2014. This represents an increase of 46% from October 2013 ticket sales (531). In addition, 672 students were reached through a free outreach performance and Foley workshop, bringing the program's October 2014 reach to a total of 1,447.
- Our e-mail list currently has 7,079 subscribers.

Please be sure to visit the new website at [www.cultureshockmiami.com](http://www.cultureshockmiami.com)