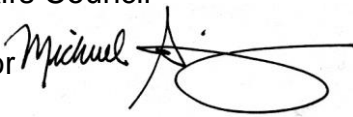


Date: October 17, 2018
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

2017-2018 - Season 13 Review

- 663 events on sale (including *Culture Shock Miami Presents* performances)
- 17,905 reached through ticket sales and free outreach activities
 - 14,007 tickets processed;
 - 3,898 reached through seven (7) free performances and workshops in collaboration with *All Kids Included*, Miami-Dade County Auditorium (MDCA), Miami-Dade Public School System and South Miami-Dade Cultural Arts Center (SMDCAC).

2018-2019 Season Overview

- *Culture Shock Miami Presents* launched its fourth season.
 - *Culture Shock Miami Presents* ticket sales launched on September 4, 2018 –
 - *Turning 15 on the Road to Freedom* (October 2018 - SMDCAC), over 800 people attended the two performances -
 - Free school performance on Friday, October 5, 2018
 - Attendees included –
 - Believers Educating African-American Minors (BEAM)
 - Homeschool Adventures
 - Homestead Senior High School
 - Miami Norland Senior High School
 - Miami Northwestern Senior High School
 - Miami Southridge Senior High School
 - North Miami Senior High School Drama Department
 - Treasure Village Montessori
 - William H. Turner Technical Arts High School
 - Public performance on Saturday, October 6, 2018
 - Opening performance by African Heritage Cultural Arts Center's *Voices of Heritage*
- *Culture Shock Miami* sponsored performances and cultural partners' tickets were released on September 18, 2018.
- Monthly Progress – October 2018
 - 1,041 tickets sold to date
 - 13,915 newsletter subscribers
 - 10,082 unique website visitors, (September 1- to date)
 - 91% of website visits are new visitors
- Culture Shock Miami Student Council
 - 23 participants
 - First meeting held on September 5, 2018; President, Vice-President and Secretary elected at October 3 meeting;

- Two (2) Councilors delivered the curtain speech at the presentation of *Turning 15 on the Road to Freedom*.
- Marketing and Public Relations Firms
 - **Matrix2 Advertising - Marketing**
 - *Turning 15 on the Road to Freedom* - Marketing efforts focused on online/digital campaigns, and targeted radio advertising on WHQT's HOT105. In addition to radio ads, an interview was secured with Rodney Baltimore during the popular *Tom Joyner Morning Show*. The interview aired the morning of October 4 and featured the lead artist of *Turning 15 on the Road to Freedom*, Damaris Obi, and Director, Fracaswell Hyman.
 - **Beber Silverstein Group - Public Relations**

Beber Silverstein completed a three-month PR campaign to help launch the program's 2018-19 season and promote *Turning 15 on the Road to Freedom*. The firm secured coverage for *Turning 15 on the Road to Freedom* with [Miami Times Online](#), and [Sun Sentinel](#).

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