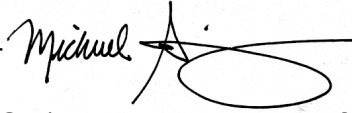


Date: February 16, 2022

To: Members, Cultural Affairs Council

From: Michael Spring, Director

A handwritten signature in black ink, appearing to read "Michael Spring", written over a horizontal line.

Subject: Culture Shock Miami (CSM) – Discount Tickets for Youth Program

Culture Shock Miami (CSM)

- **Program Update –**

Staff continues its effort to recruit a college student to serve as [Marketing and Outreach Intern](#). A total of 17 resumes has been received. Interviews are being held throughout February with the hopes of bringing an intern onboard by early March. The paid internship is put into place to provide opportunities to college students, especially those from diverse backgrounds, to obtain practical, hands-on experience in a local government arts agency.

- **Culture Shock Miami Presents Season Update –**

The [Hiulet Ballerinas](#) performed on January 14, 2022 at Miami-Dade County Auditorium (MDCA). More than 630 tickets were sold and distributed to the public performance. In addition to the in-person, evening public performance, a free, in-person school performance was made available the morning of January 14 to more than 660 attendees. Also, Hiulet Ballerinas hosted a free workshop on January 13 for 15 dance students at the African Heritage Cultural Arts Center. Lastly, CSM staff collaborated with the Miami-Dade County Juvenile Services Department and offered tickets to the public performance to their constituents and families.

Staff continues to move forward with the presentation of the rescheduled performances of *The Real James Bond... Was Dominican* (February 25 and 26, 2022) also at MDCA. Set to a live percussion score and immersive projections, the play focuses on a young man's guide to love, color, code-switching, success, fake-it-till-you-make-it, and the roller coaster of finding one's true self. \$5 tickets for the program's target audience, teens and young adults (13-22), are currently on sale on [CultureShockMiami.com](#). Tickets for the general public (\$15-\$20) are available on the Auditorium's website, [miamidadecountyauditorium.org](#).

As previously reported, CSM staff is collaborating with the Department's Education and Outreach division to provide Access Services at the aforementioned performances. Services include ASL interpreters, captioning, audio description, and alternate text for digital programs.

- **Miami-Dade Arts Education Collective** – To date, 39,874 students have been registered to attend the 2021/22 virtual performances being presented by the collective. In honor of Black History Month, the Collective is presenting [Diamond's Dream and Citizen James](#), two (2) virtual performances centered around African-American stories. *Diamond's Dream* is a virtual puppet production that takes place in pandemic-era Chicago, where a young boy is on his way to visit his dying grandmother (Grades 4 – 6). *Citizen James* is a virtual play that explores the life of James Baldwin and his decision to escape the violent reality of racism in America in 1948 (Grades 8 -12).

Last month, *Jabari Dreams of Freedom* received a total of 3,091 views. In addition to the virtual performance, the Collective organized a virtual talk-back session with play Director, Daniel Carlton. In order to access the virtual performances, Miami-Dade County Public School (MDCPS) teachers are asked to register their classes via the *Cultural Passport Program's* portal. All non-MDCPS teachers can register with the Adrienne Arsht Center's Education and Community Engagement team.

For a complete list of virtual offerings being offered during the 2021-2022 season [click here](#).

Culture Shock Miami joined forces with the Adrienne Arsht Center's Education and Community Engagement team, Miami Theater Center (MTC), and the South Miami-Dade Cultural Arts Center's (SMDCAC) Education and Outreach Division to support Miami-Dade schools, including Miami-Dade County Public Schools' (MDCPS) *Cultural Passport Program*, to pool resources to meet the arts education needs of school-aged children, grades K-12, during the COVID-19 pandemic.

- **CSM Student Advisory Council** – The 2021-22 Student Advisory Council continues to meet on a bi-monthly basis. In addition to their ongoing work on the Council [blog](#), councilors have been tasked with coming up with innovative ways to promote the performance of *The Real James Bond... Was Dominican*. To engage the program's teen audience over social media, councilors are looking to publish a new blog article that will cover the history of the James Bond franchise, as well as the topics of representation in the media, identity and self-acceptance.

In addition, the Marketing and Advocacy teams are looking to collaborate with the Blog team to create a virtual escape room with questions based on the blog article. Also, team members will conduct *Man on the Street* interviews at their respective schools to ask and discuss *Who comes to mind when you think of James Bond?* The escape room and interviews will be made available on the program's website and social media pages.

- **Marketing and Public Relations Update** – As reported last August, the Department of Cultural Affairs hired The Weinbach Group to provide marketing and public relations services for its venues and programs. Program staff continues to work with The Weinbach Group to create brand awareness campaigns and advertising for the *Culture Shock Miami Presents* series. Digital and social media campaigns targeting parents, teachers and teens have been launched. In addition, teacher-based campaigns include a special promotion of the virtual performances being presented by the Miami-Dade Arts Education Collective.

Visit CultureShockMiami.com to view the program's offerings.