

Memorandum



Date: January 19, 2022

To: Members, Cultural Affairs Council

From: Michael Spring, Director

A handwritten signature in black ink, appearing to read "Michael Spring", written over the printed name.

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

Culture Shock Miami (CSM)

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

The 2020 rescheduled performance of *Hiplet Ballerinas* was presented on January 14, 2022 at Miami-Dade County Auditorium (MDCA). 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 630 attendees. Also, *Hiplet Ballerinas* hosted a free workshop on January 13 for 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 plans to present the rescheduled performances of *The Real James Bond Was Dominican* (February 25 and 26, 2022) also at MDCA. \$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 will include ASL interpreters, captioning, audio description, and alternate text for digital program books.

- **Miami-Dade Arts Education Collective** – To date, 36,018 students have been registered to attend the 2021/22 virtual performances being presented by the collective. *Jabari Dreams of Freedom* is being presented during the month of January. To date, 3,051 students have been registered to view the virtual performance. In addition, the Collective is organizing a virtual talk-back session with play Director, Daniel Carlton, the morning of January 26.

Last month, Step Afrika's *Magical Musical Holiday Step Show* had a new season record of 27,225 registrants. 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.

As a reminder, this year's virtual offerings include:

- *Diamond's Dream* - Theater Animation; Themes: economic hardships, family dynamics, global pandemic (October 2021 – June 2022);
- *Duke* – Theater; Theme: native and indigenous culture, history of Olympic swimming, history of surfing, resiliency (October 2021);
- *Dreamers* – Theater; Themes: immigration journey, perseverance and hope, bilingual storytelling (November 2021);
- *The In Between* – Theater; Themes: adolescence, immigration, income inequality, social media misinformation and cyberbullying (November 2021);

- *Step Afrika! Magical Musical Holiday Step Show* – Dance; Themes: holidays, history, African-American traditional stepping (December 2021);
- *Jabari Dreams of Freedom* – Theater; Themes: history, civil rights era (January 2022);
- *Citizen James* – Theater; Themes: self-identity, police violence, societal pressures (February 2022); and
- *Cenicienta, A Bilingual Cinderella Story* – Theater; Themes: cultural heritage, family dynamics (March 2022).

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. Over the past couple of months, 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 Hiplet Ballerinas. To engage the program's teen audience over social media, councilors recommended the creation of a TikTok dance. As previously reported, Hiplet Ballerinas choreographed and posted the short promotional message on their Instagram page. The post received more than 465 likes within 24 hours.
- **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.

In addition, Culture Shock Miami staff is collaborating with the County's Communications and Customer Experience Department to create promotional assets for the program and its student advisory council. They include: masks, flyers, digital program books, t-shirts, polo shirts and hooded sweatshirts.

WSVN Channel 7 conducted an interview with Hiplet Ballerinas, as well as CSM and MDCA staff, to promote the January 14 performance. The interview aired on January 12 during Deco Drive's 7:30 and 11:30 time slots. [Click here](#) to access the promotional piece.

Visit [CultureShockMiami.com](https://www.cultureshockmiami.com) to view the program's offerings.