

Press & Marketing Report for KPD Forward Motion September 2018

Submitted by Robert Rosenberg

Please note that this is not a total list of all press and marketing, as many smaller items, listings, etc. that were the results of press releases and other efforts would not be tracked.

PRESS

Dance/USA

Inclusion in August 2018 e-newsletter, paragraph and photo, as part of Karen's membership benefits.

New Mobility

Online only advance story in this national disability magazine, August 2018, PDF attached and link at <http://www.newmobility.com/2018/08/inclusive-dance-festival-will-make-debut-in-miami/>

Miami Herald

Feature story online 9/24 then in print Tropical Life cover story 9/27, with PDF attached. Courtesy of ArtBurst. Online link is <https://www.miamiherald.com/entertainment/performing-arts/article218931670.html>

Op Ed from Marc Brew in print 9/24 PDF attached, online 9/25 at <https://www.miamiherald.com/latest-news/article218952340.html>

Season of the Arts calendar listing September 2018

New Times

Story with interviews ran online only at link.

<https://www.miaminewtimes.com/arts/things-to-do-forward-motion-dance-festival-2018-in-miami-10724613>

Community News

Ran online at least in the Kendall edition, might have run in other editions and/or in print, at <https://communitynewspapers.com/kendall-gazette/physically-integrated-dance-festival-and-conference-slated-sept-26-29/>

El Nuevo Herald

Feature story from ArtBurst in print ran 9/26/18 with attached PDF and online. <https://www.elnuevoherald.com/entretenimiento/danza/article218614720.html>

Diario Las Americas

Ran online only EFE advance story, attached as PDF and online here <https://www.diariolasamericas.com/florida/un-festival-danza-miami-ensena-que-si-tenes-cuerpo-puedes-bailar-n4162956>

EFE

Spanish wire service did preview story with interviews with Oscar and Janpi, ran across Latin American and Spain, and locally in Diario Las Americas (see Diario story)

El Sentinel

Ran preview story in print and online here <http://www.sun-sentinel.com/elsentinel/fl-es-danza-discapacitados-20180920-story.html#>

WLRN

Interview with Marc Brew from AXIS, Shawn from KPD and Toke from Candoco, recorded live on Sundial (pre-empted from live broadcast by news), ran as 5 minute news segment on Friday 9/28 three times during drive time, and online as full 20 minute segment with short article same day here <http://www.wlrn.org/post/dance-festival-promotes-inclusion-disabled-performers>.

Ticket giveaway promotion through Friends of WLRN.

MiamiArtZine.com and e-newsletter,

Ticket giveaway promotion 9/26/18

Preview story online 9/21/18 and included in their e-blast, PDF attached and link at

http://www.miamiartzine.com/Features.php?op=Article_Forward+Motion+Dance+Festival+Comes+To+Miami

CALENDARS

Submitted to and/or ran in Dance Magazine, WLRN, Miami Herald, New Times, CBS-TV, SouthFlorida.com, Eventful, Community Newspapers, among others.

PROMOTIONAL PARTNERS

Thomas Armour, Arts Ballet Theatre, Centro Cultural Español, MDC Live Arts, South Miami Dade Cultural Arts Center, Ballet Flamenco La Rosa, Dance Now, Dimensions Dance, Miami Dance Futures, and Miami Light Project, and others, all sent out eblasts and some social media.

Culture Shock did giveaway promotion for youth.

AVERTISING

Advertising developed and placed on WLRN radio, Miami Herald print and digital, El Nuevo Herald print and digital, New Times print and digital, and Culture Owl print and digital.

Facebook boosts, multiple, for approximate total of \$450, and Googles ads for about \$150, and creation and maintenance of main Forward Motion page and multiple event pages and posting to KPD page.

About 10,000 postcards and over 50 posters distributed on the street in August and July.