

## Special Airport Arts Advisory Committee Meeting Agenda

**Thursday, September 12, 2024**  
**2:00 pm – 4:00 pm**

San Diego County Regional Airport Authority  
Administration Building  
First Floor - Zenith Conference Room  
2417 McCain Road  
San Diego, California 92101

This Agenda contains a brief general description of each item to be considered. If comments are made to the Committee without prior notice, or are not listed on the Agenda, no specific answers or responses should be expected at this meeting pursuant to State law.

Copies of written documentation relating to each item of business on the Agenda are on file in the Office of the Authority Clerk and are available for public inspection.

PLEASE COMPLETE A "REQUEST TO SPEAK" FORM PRIOR TO THE COMMENCEMENT OF THE MEETING AND SUBMIT IT TO THE LIAISON OF THE COMMITTEE.

*The Authority has identified a local company to provide oral interpreter and translation services for public meetings. If you require oral interpreter or translation services, please call the Office of the Authority Clerk with your request at (619) 400-2550 at least three (3) working days prior to the meeting.*

### **Board Members**

Gil Cabrera (Chair)  
James Sly (Vice-Chair)  
Whitney Benzian  
Lidia S. Martinez  
Monica Montgomery Steppe  
Rafael Perez  
Esther C. Sanchez  
Steve Vaus  
Marni von Wilpert

### **Ex-Officio Board Members**

Col. R. Erik Herrmann  
Michele Perrault  
Everett Townsend

### **President/CEO**

Kimberly J. Becker

# Airport Arts Advisory Committee Meeting Agenda

Thursday, September 12, 2024

## CALL TO ORDER:

## ROLL CALL:

Committee Members: Bob Bolton, Jon Graves, Clare Haggarty, Lidia Martinez, Matt Rich, Cat Chiu Phillips, Robert Gleason (Chair).

## NON-AGENDA PUBLIC COMMENT:

Non-Agenda Public Comment is reserved for members of the public wishing to address the Committee on matters for which another opportunity to speak **is not provided on the Agenda**, and which is within the jurisdiction of the Board. Please submit a completed speaker slip to the Committee Liaison.

**Note:** Persons wishing to speak on specific items should reserve their comments until the specific item is taken up by the Committee.

## NEW BUSINESS:

### **1. ACTION - APPROVAL OF MINUTES:**

RECOMMENDATION: Approve the minutes of the March 14, 2024, regular meeting.

### **2. ACTION – ELECT AN AAC CHAIR AND VICE-CHAIR TO SERVE FOR THE REMAINDER OF 2024; AND TO ALIGN WITH POLICY 8.50, OF THE SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY, EXTEND THE APPOINTMENT FOR THE 2025 CALENDAR YEAR.**

RECOMMENDATION: Elect an AAC Chair and Vice-Chair to serve for the remainder of 2024 and the 2025 calendar year.

## OLD BUSINESS

### **3. STAFF UPDATES:**

- Public Art
- Performing Arts
- Temporary Exhibitions
- Community Engagement
- Media

## COMMITTEE MEMBER COMMENTS:

## ADJOURNMENT:

# Airport Arts Advisory Committee

## Meeting Agenda

Thursday, September 12, 2024

**NOTE:** Members of the public wishing to address the Committee on Agenda Items must submit a speaker slip to the Liaison of the Committee. When called to speak, you may state your name and city of residence for the record. Each speaker is limited to three (3) minutes per Agenda Item.

This information is available in alternative formats upon request. To request an Agenda in an alternative format, or to request a sign language or oral interpreter, or an Assistive Listening Device (ALD) for the meeting, please call the Office of the Authority Clerk, at (619) 400-2550 at least three (3) working days prior to the meeting to ensure availability.

For your convenience, the agenda is also available to you on our website at [www.san.org](http://www.san.org).

**SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY  
SPECIAL ARTS ADVISORY COMMITTEE (AAC)  
MEETING MINUTES: MARCH 14, 2024  
SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY**

**CALL TO ORDER:** Robert Gleason, Chair of the Arts Advisory Committee, called the meeting of the Arts Advisory Committee to order at 9:09 a.m. on Thursday, March 14, 2024. He noted all members were present except for Ethan van Thillo.

**Introductions:**

**AAC Members Present:**

Lidia Martinez, Authority Board Member  
Robert Gleason, President & CEO, Evans Hotels  
Clare Haggarty, Director for Public Art and Design at LA County Metro  
Cat Chiu Phillips, Local Artist and Educator  
Matt Rich, Assistant Professor of Visual Arts at the University of San Diego  
Jerome Fontamillas, Musician, SWITCHFOOT

**AAC Members Absent:**

Ethan van Thillo, Founder & Executive Director, Media Arts Center

**Airport Authority Staff Present:**

Tony Almanza, Coordinator, Arts Program  
Daniel Dennert, Curator, Airport Arts Program  
Katie Norman, Airport Arts Program Manager  
Vanessa Machin, Coordinator, Arts Program  
Lee Kaminetz, Assistant General Counsel  
Tony Russell, Director, Corporate Services  
Hampton Brown, Vice President & CRO

**NON-AGENDA PUBLIC COMMENT:**

N/A

Robert Gleason took a moment to recognize Tony Russell's participation in the Arts Committee Meetings during his tenure at the Authority and wished him well in his retirement.

Robert Gleason also recognized Lidia Martinez as joining the Committee in the Board Liaison capacity.

Lidia Martinez shared her background with the Committee and introductions continued among the Committee members.

**NEW BUSINESS:**

**1. ACTION – APPROVAL OF MINUTES:**

Matt Rich made a motion for approval and Cat Chiu Phillips seconded the motion. The motion passed unanimously.

**2. APPROVAL OF 2023-2024 VICE-CHAIR APPOINTMENT: ARTS ADVISORY COMMITTEE**

Robert Gleason made a motion for approval for Lidia Martinez to be appointed as Vice-Chair of the Committee and Clare Haggarty seconded the motion. The motion passed unanimously.

**3. REVIEW AND RECOMMEND USO ARTWORK DEACCESSION**

The Committee received a presentation from Katie Norman regarding the 10-year-old artwork in the USO facility titled *Connectocracy*. The presentation addressed Committee questions from the last meeting regarding the Artist’s rights and the process of deaccession. Lee Kaminetz provided information regarding the Authority’s legal and contractual obligations. The Committee engaged in a robust discussion regarding the piece. A motion was made by Lidia Martinez to approve the recommendation for deaccession and was seconded by Jerome Fontamillas. Matt Rich abstained. The motion was approved.

**4. ACTION – APPROVAL OF THE RECOMMENDED TEMPORARY EXHIBITION THEME:**

Daniel Dennert presented the Committee with the updated description for the 2025 Temporary Exhibition concept and theme, *Mirror Mirror*. The Committee discussed some potential conceptual refinements for the exhibition. Matt Rich made the motion to approve the theme and Clare Haggarty seconded the motion. The motion passed unanimously.

**5. ACTION – APPROVAL OF THE RECOMMENDED TEMPORARY EXHIBITION PANELISTS:**

Daniel Dennert presented the Committee with a roster of recommended panelists to evaluate artist proposals for the temporary exhibition *Mirror Mirror*. The Committee discussed how the proposed panelists were selected as well as possible compensation for panel members in the future.

Matt Rich made the motion to approve the roster of potential panelists and Cat Chiu Phillips seconded the motion. The motion passed unanimously.

Clare Haggarty was designated as the AAC liaison to serve as an ex-officio member of the panel.

## **6. ACTION – APPROVAL OF THE RECOMMENDED PERFORMING ARTS RESIDENCY PANELISTS:**

Daniel Dennert presented the Committee with a roster of potential panelists to evaluate the 2024-2025 Performing Arts Residency submissions.

Clare Haggarty made the motion to approve the roster of potential panelists and Matt Rich seconded the motion. The motion passed unanimously.

Matt Rich was designated as the AAC liaison to serve as an ex-officio member of the Performing Arts Residency panel.

## **7. STAFF UPDATES:**

### **- Public Art and Conservation**

Katie Norman briefed the Committee on the New Terminal 1 Phase 1A projects, noting all projects were through the design phase. She presented a specific update on the evolution of the design and materials for *Migrations*. During this update, the Committee was provided information on the updated design mockups, community workshops, the decision to fence off the sculpture for public safety and maintenance, and possible options for public viewing.

Katie Norman also briefed the Committee that a new conservation agreement was awarded to Rosa Lowinger & Associates (RLA), the Authority's current conservation company. RLA will complete a full conservation analysis for the Authority's Public Art collection. Top conservation priorities continue to be *Sea Rhythms*, *¿Dónde Está?*, *Dazzle*, *AIRspace*, and *The Best Way Out is Always Through*.

### **- Temporary Exhibitions**

Daniel Dennert updated the committee on the installation and February opening of the new temporary exhibition, *Espacios & Lines*. Daniel Dennert shared an overview of the communication and outreach plan for the exhibit and upcoming artist reception. He also shared photographs of the exhibition installed across Terminal 1 and 2.

### **- Performing Arts Program**

Daniel Dennert updated the Committee on DrumatiX, the percussion-based dance company completing the current 18-week Performing Arts Residency. He also shared the initial concept and current development status of the group's project which reflects five key moments of the typical passenger's journey through the airport terminal. In fulfillment of the community engagement component of their contract, DrumatiX will also perform at Seaport Village. This off-campus performance

is aimed at promoting the Authority’s Performing Arts Residency program and attracting potential new talent.

Daniel Dennert let the Committee know a call for proposals for two 2024-2025 fiscal year residencies would be published in March or April. Committee members were encouraged to share the call with their networks.

Daniel Dennert updated the Committee that a new agreement for a Performing Arts Producer was awarded, negotiated, and executed with Reaction Marketing. This agreement will support the Arts Program’s Ongoing Concert Series. Daniel Dennert shared that program staff were able to internally produce a series of eighteen performances over the November and December holiday season and presented photograph highlights.

- **Social Media Engagement**

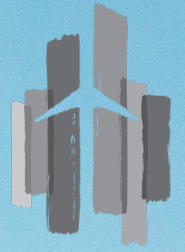
Vanessa Machin provided an update on social media postings featuring the holiday performances and a reel highlighting temporary exhibition artist David Mont Virgen with positive response. She also noted posts and content featuring a flash mob performance in the terminal which resulted in multiple re-posts.

**ADJOURNMENT:** Chair Gleason adjourned the meeting at 10.44 a.m.

APPROVED BY A MOTION OF THE AIRPORT ARTS ADVISORY COMMITTEE  
MEETING ON \_\_\_\_\_

\_\_\_\_\_  
JON GRAVES  
DIRECTOR, MARKETING, ARTS, & AIR SERVICE DEVELOPMENT

Item 2



**SAN DIEGO**  
INTERNATIONAL AIRPORT

ARTS PROGRAM

# SAN Arts Advisory Committee Meeting

September 12, 2024





# Agenda



# ITEM 1 - ACTION: Approval of Minutes



**ITEM 2 - ACTION: Elect an AAC Chair and Vice-Chair to serve for the remainder of 2024; and to align with Policy 8.50, of the San Diego County Regional Airport Authority, extend the appointment for the 2025 calendar year.**

# Staff Updates

# New Staff Member: Manager of Art

## Tiffany Wai-Ying Beres, PhD

Ms. Beres is a seasoned curator, writer, and art project manager. She has curated more than 30 exhibition projects for museums and institutions around the world such as the Museum of Photographic Arts in San Diego, the China Institute, New York, the Asian Art Museum in San Francisco, the Pagoda Paris in France, the Today Art Museum in Beijing, and more. A former museum director and dedicated proponent of public art, she has also commissioned more than 20 works of art, including site-specific projects for historical and public spaces around the world.















































# Update: Arts Advisory Committee

## AAC Membership

- Two members of the AAC committee, Jerome Fontamillas and Ethan Van Thillo, have completed their terms. We thank them for their service.
- SDCRAA Policy Section No. 8.5 states that the AAC shall be comprised of seven voting members who meet certain requirements related to profession and residency. Based on these requirements, we need at least one candidate who resides outside San Diego and one who is actively participating in the performing arts sector.
- If you have any recommendations, please reach out to Tiffany Beres.
- Our goal is to finalize the list and submit our recommendations for the two new members to the Board for approval on December 5, 2024, ahead of the next Arts Advisory Committee meeting on December 12.

# ARTS MASTER PLAN RECOMMENDATIONS – DRAFT PRIORITIES FOR IMPLEMENTATION

Public Art	Performing Arts	Exhibitions	Communications & Engagement	Engaging Region's Arts & Culture Community	Engaging the Broader Community	Evaluation
<p>Site + Opportunities Plan </p> <p>Develop a mechanism to utilize percent for arts funds for collections management </p> <p>Adopt range of methods for recruiting artists including developing artist roster </p> <p>Create artist mentorship program </p> <p>Develop and implement a visual arts residency program </p> <p>Create mechanisms for accepting financial contributions and promotions to all programs including Public Art, Performing Arts, and Temporary Exhibitions </p>	<p>Incorporate at least one mobile/plug and play into an existing location in T2 </p> <p>Establish goals for inclusive recruitment, develop a recruitment process and a procedure for artists to submit materials annually, including posting criteria for evaluating talent </p> <p>Present 3-4 performances weekly in Terminal 2 (T2) and badge a small number of musicians for regular performance sets </p> <p>Acquire portable dance floor for performances </p> <p>Target a baseline of 2 performances in each terminal each week </p> <p>Feature performances related to festivals and other relevant events in San Diego region </p> <p>Increase performances to 6-8 per week, while broadening types of locations for performances, including considering mobile/plug &amp; in T1RP </p>	<p>Create infrastructure to prototype film program. Develop and implement a program that features locally-produced short films, videos and/or documentaries in partnership with a local curator or genre specific organizations </p> <p>Invest in at least one additional large-scale monitor </p> <p>Expand on call art handling services </p> <p>Set aside Cultural Exchange space in T2 </p> <p>Complete assessment of existing case work </p> <p>Establish \$500 loan fee as minimum with higher fees for larger spaces or new works </p> <p>Identify sties for exhibitions and Cultural Exchange in T1RP </p> <p>Deaccession and replace cases as needed. </p> <p>Develop and implement general facilities report </p> <p>Seek an area in T1RP or T2 for a new gallery space - built out to basic museum standards </p>	<p>Expand communications efforts related to social media platforms and didactic signage </p> <p>Provide a wide range of interesting and informational content about projects, programs, and partnerships including producing short videos for all new major public art installations, exhibitions, and residencies </p> <p>Ensure that information about the Program is shared with the Ambassadors in an accessible format </p> <p>Ensure the Airport Art Collection, exhibition and performance locations &amp; schedules are included in airport way-finding and customer navigation assistance </p> <p>Develop periodic campaigns to encourage people to engage with the collection, temporary exhibitions, and performing arts programs </p> <p>Update communications strategy to align with Artistic Plan updates </p>	<p>Continue to develop cross-disciplinary partnerships with community organizations through Cultural Exchange by: participating in regional arts exhibitions by providing satellite exhibition space; co-programming or co-producing work with partner organizations; considering thematic exhibitions that educate residents and visitors about local organizations that connect the region's people across cultures </p> <p>Develop a checklist of factors to consider for successful partnerships </p> <p>Engage the region's children's museums on child-centered artwork, installations or play areas </p> <p>Engage local university music composition programs to commission a new work of music for the airport, possibly tied to historic events (100<sup>th</sup> anniversary of the airport, completion of ADP, etc.) </p> <p>Solicit information about arts and culture resources and provide access to them across a variety of platforms </p>	<p>Publicizing and conducting information sessions in a variety of locations that support increased accessibility in underserved areas and using multiple platforms for publicizing community engagement activities to reach a variety of audience with diverse accessibility needs </p> <p>Commissioning artworks by artists who have historically experienced barrier to public art projects and ensuring applications, calls for submissions and other promotional materials for artist opportunities are in Spanish as well as English </p> <p>Add webpage and social media content that tells the story of the program's community engagement activities </p> <p>Enroll in national directories and play active role as connector of resources for military community </p> <p>Providing brochures or public information programs about Arts Program activities in off-site community locations and developing program-related content and programming for offsite community engagement activities </p> <p>Create educational materials that support arts, civic, STEAM and other relevant issues </p> <p>Explore the creation of community-based artist residencies for co-produced exhibitions </p>	<p>Evaluate Audience Engagement with Public Art, Performing Arts, and Temporary Exhibitions. </p> <p>Design and implement a questionnaire or exit interview to gauge project stakeholders' perceptions of the public art development process </p> <p>Continue to conduct Economic Impact Research </p>
<p><b>PRIORITY CATEGORY KEY</b></p> <p> <span style="background-color: #00A0C0; padding: 2px;">SHORT TERM: YEARS 1-2</span> <span style="background-color: #FFC000; padding: 2px;">MEDIUM TERM: YEARS 3-5</span> <span style="background-color: #FF6600; padding: 2px;">LONG TERM: YEARS 6+</span> </p>						

 Completed

 In Progress

# NT1 Consultants

## NT1 Temporary Arts Strategy

- Develop a sustainable and innovative temporary exhibition program that enhances passenger experience and highlights San Diego's uniqueness.
- Research and recommend suitable display cases for approximately 25 locations, with installation planned by August 2025.
- Conduct outreach and deepen community investment with potential lenders for the inaugural exhibition.
- Enhance marketing and community engagement, including exploring community partnerships and funding opportunities.



Gensler's rendering of the NT1 Terminal interior



# NT1 Consultants

## NT1 Performing Arts

- Identify and evaluate performing arts models at other airports, including self-producing versus external producer models.
- Create a self-producing framework and criteria to ensure program's alignment with diversity, equity, and inclusion goals.
- Develop operational guidelines for staff and performers.
- Enhance marketing and community engagement, including exploring community partnerships and funding opportunities.



Rendering of the NT1 Food Hall Interactive Project with Performance Stage



# Public Art Updates

# NT1 Public Artworks

## NT1 Public Art Locations

**Phase 1B In Flight (glass mosaic murals)**  
Artwork Relocation  
Block F (38&39 - D&F)

**Art Zone**  
Block F (38&39 - D&F)

**Phase 1B - Food Hall Interactive Triangles (W) (Erwin Redl)**  
**- Performance Stage W**

**Columns' Mosaic (Amy Ellingson)**  
**Floor Smalti (Amy Ellingson)**  
Block H&K (42&51 - D)

**Food Hall Interactive Triangles (E)**  
(Erwin Redl): Block B (67&69 - E&F)

**Performance Stage (E)**  
Block B (67&69 - E&F)

**Time Interwoven**  
Artwork Relocation  
Block S (82 - E&F)

**Art Display**  
Block R (77&78 - D&E)

**Art Display**  
Block F (36&37 - E)

**Rise**  
(Matthew Mazzotta) Block N (60 - M)

**Phase 1B Children's Play Area (Donald Lipski)**  
Beach/Cliff Ref Image

**Nova Jiang (Torrey Pines)**  
(Torrey Pines)  
Block J&L (45&48 - K&L)

**Sandcast**  
Artwork Relocation  
Block N (57&58 - G&H)

**Migrations (Walter Hood)**

**KEY PLAN**

**LEVEL 2 - OVERALL PLAN**  
SCALE: 1/8" = 1'-0"

<p><b>SAN DIEGO INTERNATIONAL AIRPORT</b> LET'S GO.</p>	<p><b>arrive</b> SAN DIEGO AVIATION ALLIANCE Name: FLYTRON Gensler</p>	<p><b>Gensler</b></p>	SHEET NO. 3231 PROJECT NO. 13001 MOD-PHASE PACKAGE ARCHITECTURAL REFERENCE DRAWINGS SPA DESIGN SPA DESIGN SPA DESIGN SPA DESIGN	01/2021 01/2021 01/2021 01/2021 01/2021 01/2021 01/2021	GENSLER GENSLER GENSLER	SAN DIEGO INTERNATIONAL AIRPORT NEW TERMINAL 1 FLOOR PLAN - OVERALL CONCOURSE LEVEL	3231 A2.30
			DATE: APPROVED	GENSLER	SAN DIEGO INTERNATIONAL AIRPORT	02/2021	
			REVISIONS	GENSLER	SAN DIEGO INTERNATIONAL AIRPORT	03/2021	
			DATE: APPROVED	GENSLER	SAN DIEGO INTERNATIONAL AIRPORT	04/2021	

# NT1 Commissioned Art Works

Artist & Project	Fabrication Status	Permit Status	Installation Date (approximate)
<b>Amy Ellingson -- <i>A Day in the Sun</i></b> , Recomposure Area Project, Column Mosaics	100%	N/A	November 2024
<b>Nova Jiang – <i>Torrey Pines</i></b> , Vertical Ticketing Project	Started	✓	April/May 2025
<b>Walter Hood – <i>Migrations</i></b> , Gateway Project	Started	✓	June/July 2025
<b>Matthew Mazzotta – <i>Rise</i></b> , Curbside Plaza Project		✓	June 2025
<b>Erwin Redl – <i>Triangles</i></b> , Food Hall Interactive Project		In-review	May/June 2025

# NT1 Relocated Art Works

Artist & Project	Deinstall Status	Conservation	Installation Date (approximate)
Charles R. Faust -- <i>Sandcast</i> (1996)	✓		January 2025
Christie Beniston -- <i>Time Interwoven</i> (2009)	✓		January 2025

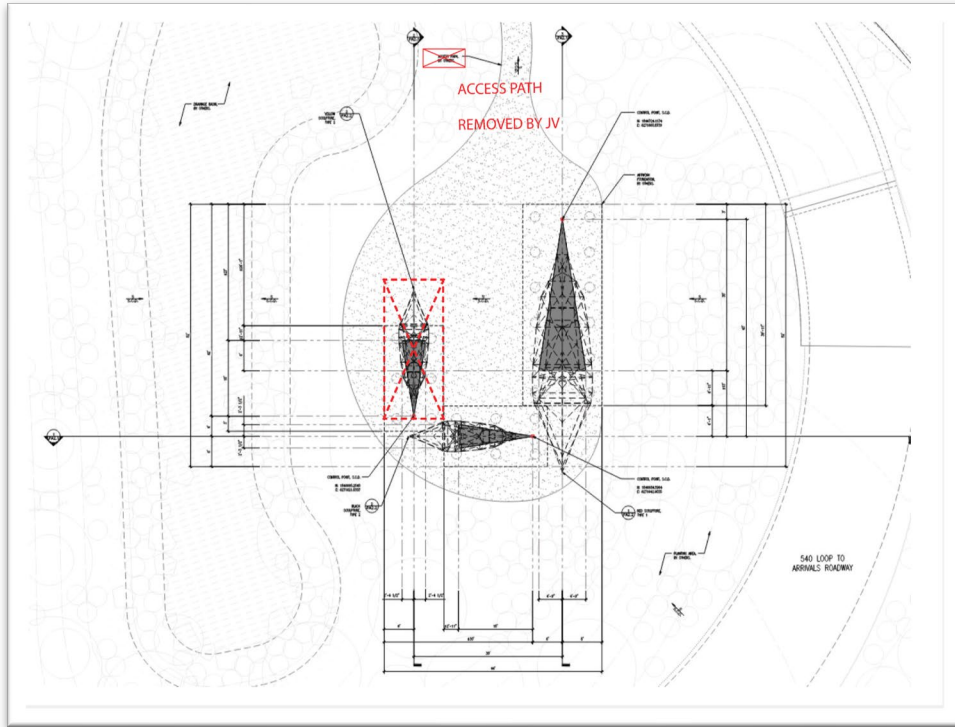
# Walter Hood - *Migrations*

Rendering April 2023



# Walter Hood - *Migrations*

Revised Rendering as of July 2024



Revised Artwork Site Plan



# Connectocracy - Deaccession

## Status Report

- Based on the AAC's recommendation in March, President/CEO Kimberly Becker officially deaccessioned the work on August 14, 2024.
- The Art Team is taking steps to connect with the artist team, coLAB Studio, and to get estimates for deinstalling the works at the USO.



Overview of one (1) of the artwork cases.



Detail of insect carcasses within recessed bowl.



Insect webs and casings within upper portions of cases.



Detail of corroding framework.





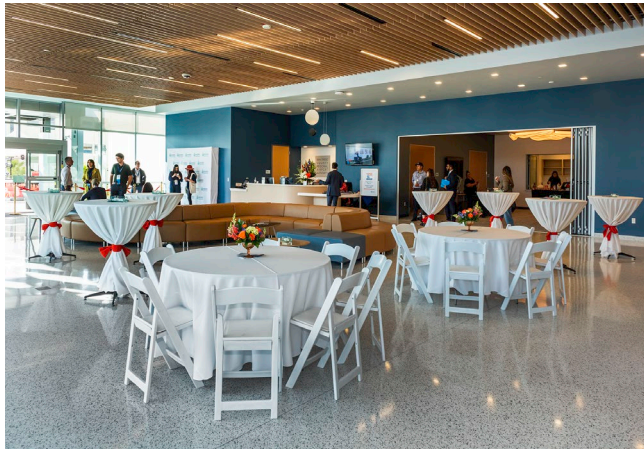
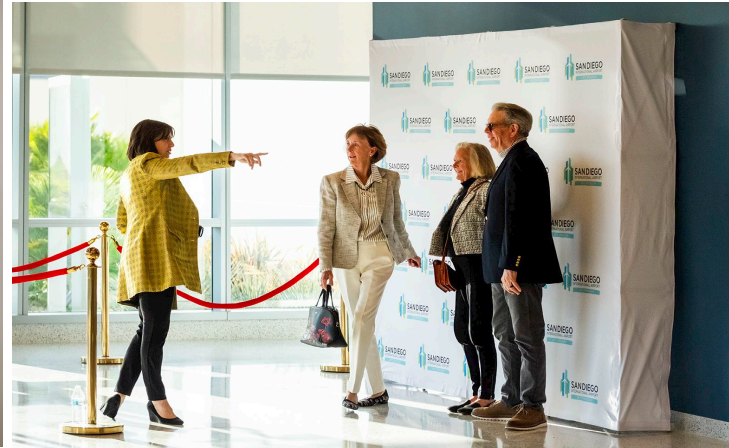
# Temporary Exhibition Updates

# 2024 Temporary Exhibition *Espacios & Lines*

## Continued engagement with artists, community, and World Design Capital!

- Artist reception was held in March—with an audience of nearly 100.
  - Attendees included Board members, AAC members, artists, family, Authority leadership and staff, and arts community members.
- Working with World Design Capital, Arts Program staff offered two additional tours that were open for public attendance.
- The exhibition has continued to receive regular media attention.
- Ongoing programming and content being generated for engagement:
  - Hispanic Heritage Month blog post
  - Lehman character exchange

# A well-received artist reception.



## A public exhibition tour



## Character exchange with Laura Lehman



# 2025 Temporary Exhibition *Mirror Mirror*

## New show planning underway!

- 93 total submission were received for the exhibition.
- Selection team chose 16 finalists representing San Diego, Los Angeles, and Tijuana.
  - 12 artists based in San Diego County
  - 3 artists based in Los Angeles County
  - 1 artist living in Tijuana, but with many from San Diego having regular cross border interaction and work
- 3 of the selected artists included a planned workshop as part of proposal.
- Artist kick off meeting was held on August 26 to lay framework for the exhibition, but also build a cohort-inspired experience.



# Performing Arts

# Performing Arts Ongoing Concerts

## Performing Arts Producer

- Airport Authority staff have fully onboarded our new Performing Arts Producer, Reaction Marketing. We have been working with them to further improve the artist experience and refine the in-terminal impact of concerts.
- Between April - August 2024, we have produced 59 concerts in Terminals 1 and 2.
- Concerts have spotlighted local performers, ranging from San Diego Music Award Winners to bright new emerging artists.
- Planned programming for upcoming fiscal year and important cultural celebrations.



*Half Hour Late, 2024*

# Embodying "an unexpected encounter with art."





# New Tools to Tell Our Story

We acquired new digital signage to help us elevate the concert experience.

- Signage includes information about the artists and the arts program.
- Allows for tipping option, while keeping a professional environment.



# Performing Arts Residency

## DrumatiX - Spring 2024 Residency Completed

- DrumatiX completed their *moveSound* residency in June. They created 5 dances for various stages of the passenger journey: Security, Reconciliation, Dining, Moving to the Gate, and Waiting.
- Passengers enjoyed the ability to help create rhythms and movement with the residents, who were particularly thoughtful at providing moments of engagement.
- A performance of in-process work was presented at Seaport Village on April 21.
- Media attention was received from outlets including *The Points Guy*, *NBC 7*, and *KPBS*.



# Workshops



# Community Presentation



# Dance: Security



# Dance: Recomp sure



# Dance: Sampling (Waiting)



# Performing Arts Residency

## 2024-2025 Selection and Contracting Completed

- The selection panel review and scored proposals and brought four final groups in for interviews on June 27.
- Two groups were recommended for an 18-week residency in the current fiscal year.





## Malashock Dance, Fall 2024



## Poets Underground, Spring 2024





# Social Media and Press

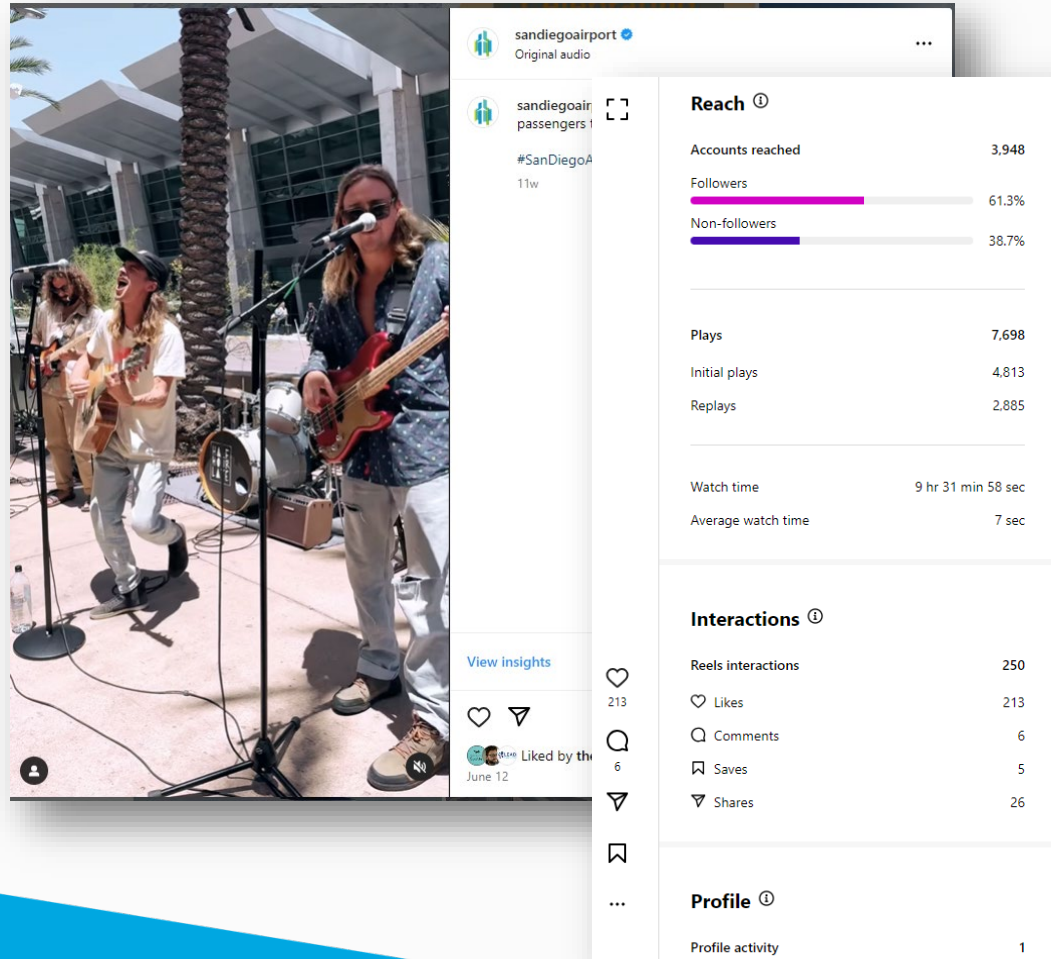
# Press & Media

Over 20 pieces via TV, radio, print, blog, and online.

## The San Diego Union-Tribune



# Social Media Engagement - Facebook



**Reach**

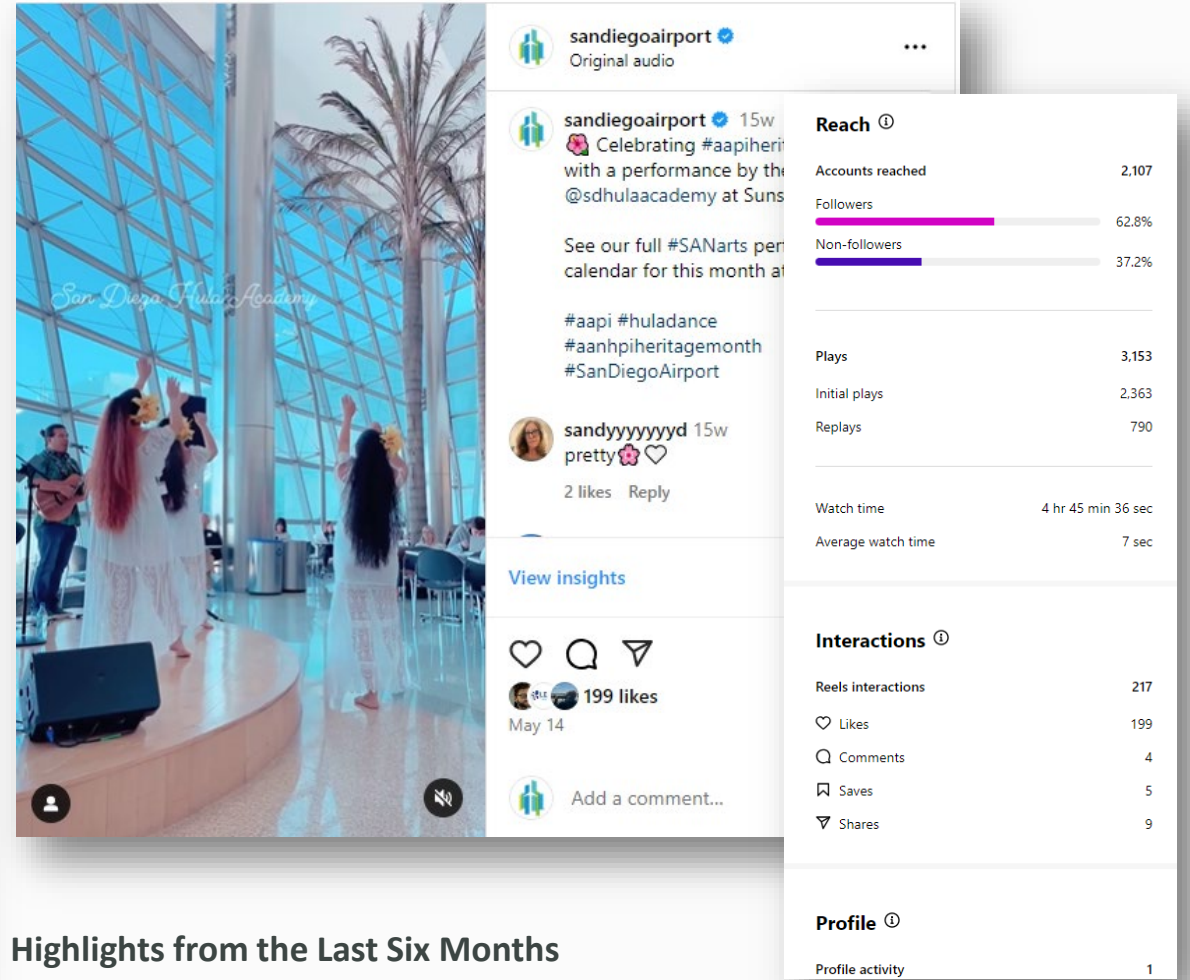
Accounts reached	3,948
Followers	61.3%
Non-followers	38.7%
Plays	7,698
Initial plays	4,813
Replays	2,885
Watch time	9 hr 31 min 58 sec
Average watch time	7 sec

**Interactions**

Reels interactions	250
Likes	213
Comments	6
Saves	5
Shares	26

**Profile**

Profile activity	1
------------------	---



**Reach**

Accounts reached	2,107
Followers	62.8%
Non-followers	37.2%
Plays	3,153
Initial plays	2,363
Replays	790
Watch time	4 hr 45 min 36 sec
Average watch time	7 sec

**Interactions**

Reels interactions	217
Likes	199
Comments	4
Saves	5
Shares	9

**Profile**

Profile activity	1
------------------	---

Highlights from the Last Six Months

Thank You!