

# NOT YOUR GRANDMA'S OPERA!

PITTSBURGHOPERA

## Integrated Marketing Communication Plan

Presented by the 2023 IMC Capstone Class  
Point Park University School of Communication





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## Mission and Overview of Organization

The Pittsburgh Opera is dedicated to offering productions with the message of inclusion, diversity and equity. Located in Pittsburgh, Pennsylvania, the Pittsburgh Opera is a non-profit organization that creates live operas at the highest standards of artistic excellence. The organization originated in 1939 and started its journey as the Pittsburgh Opera Society. Now, the Pittsburgh Opera enriches Pittsburgh and the tri-state area, drawing national and international attention to the region by:

- Creating artistic excellence
- Making opera accessible to a diverse audience
- Developing young singers into tomorrow's artists

The Pittsburgh Opera hosts performances in several venues including the Benedum Center, The August Wilson Center, and at Bitz Opera Factory.

In April 2008, the Pittsburgh Opera moved into its new home in the Strip District, a popular point of interest for Pittsburgh's community and a part of the city's 14-block Cultural District. The opera resides in the original air brake factory of George Westinghouse and is part of the Pittsburgh Cultural Trust, a non-profit organization dedicated to the cultural and economic revitalization of arts and entertainment. In 2021, the name of the building was changed to the Bitz Opera Factory.

The Pittsburgh Opera provides educational workshops, programs and productions, offering the Resident Artist Program, free Brown Bag performances, workshops and the Pittsburgh Opera Bravo Academy. The organization also offers membership programs such as Cheap Seats, 20-Something Tuesday, and Pittsburgh Opera New Guard. These programs target young professionals and college students in the region who can attend performances at discounted prices.

## Campaign Purpose

The purpose of the campaign is to promote the Cheap Seats program to college students and the 20-Something Tuesday program to young professionals in the Pittsburgh area. These programs are exclusively targeted toward younger individuals with the hope of bringing more awareness about the opportunities available to these groups.



## Situation Analysis

The Pittsburgh Opera is primarily known to be one of the top opera houses in the region for high-quality performances. One of its best-known secrets is its programs and discounted prices available to younger audiences.

A general overview of an opera's typical demographic audience is white, has a minimum of a college degree, and is between 55-65 years old. The staff at the Pittsburgh Opera want to reach a younger audience and shift the opinion that the opera is stuffy, fancy, expensive and geared only toward older people.

The Pittsburgh Opera aims to target a younger demographic by promoting the performances and its experiences available through its two discounted ticket programs: Cheap Seats for college age students and 20-Something Tuesday for the 20–30-year-old market. This IMC campaign will review the organization's current positioning within the market and recommend communication strategies and tactics to reach the target market.

The biggest challenge is how to successfully reach the younger demographic, pique their interest, and break through the traditional stereotypes that currently circle the industry while simultaneously introducing the Cheap Seats and 20-Something Tuesday discount ticket programs. This IMC plan focuses on the following current attitudes and beliefs that have been heard from the target age groups and the actual target beliefs the Pittsburgh Opera would like the audiences to understand.

<b>CURRENT BELIEF</b>	The opera is an over-the-top, expensive experience that is for the "fancy" older age group.
<b>TARGET BELIEF</b>	The Pittsburgh Opera can be enjoyed by everyone and is affordable. All are welcome at the Pittsburgh Opera and attendees can come as they are, casual to dressy, as there is no dress code.

Surveys were conducted for the Cheap Seats and 20-Something Tuesdays programs. The details of this research and results will be highlighted in specified sections later in this plan.

## Industry Search

Generally, operas are musical dramas consisting of vocal pieces with instrumental accompaniment, typically with orchestral overtures and interludes to convey a narrative. Opera was born in Italy more than 400 years ago during the Renaissance. It moved throughout the globe and became popular in many countries during many eras of artistic movements.

### *Opera Background*

- Opera is the Italian word for “work”
- The first public opera house was in Venice, Italy in 1637
  - Baroque Era (1600-1750): aristocracy who were wealthy enough to attend
  - Classical Era (1730-1820): opera became popular among all groups (Mozart)
  - Romantic Era (1800-1910): interpreted the world in a different way
  - Modern Era (1890-1930): opera language was rethought (impressionism, minimalism, neoclassicism)
- Types of operas include comedy, drama, ballet and historical pieces

### *How Operas are Created*

- Operas are focused on pre-existing work
- Based off books, novels, or novellas
- A live orchestra assists in a “pit” by the stage
- Stage directors manage the productions in full
- The average ticket price of an opera is \$25-\$200, or \$40-\$400, depending on performance or auditorium seating

### *Demographics/ Motivational Segments*

- Married couples, or people in relationships
- Most are new to arts experiences
- Others are ages 56-74
- The majority seek high-quality performances

## Competitive Analysis

During preliminary work and research, a competitive analysis was conducted. The Opera staff indicated that they do not have any competition, so an analysis of similar national and state-wide operas was conducted, including Philadelphia, Los Angeles, Chicago and New York, including:

1. The Industry
2. Opera Philadelphia
3. The Metropolitan Opera
4. Lyric Opera of Chicago
5. Opera North
6. Royal Opera House

These opera houses were studied to determine how the Pittsburgh Opera could implement new or similar tactics to reach its target audience.

## **Attachment 1: Competitive Analysis**

### **Surveys**

Three online surveys ran from February 23 to March 22. A total of 70 responses were received from all three surveys. The focus was on the current and external audiences for the 20-Something Tuesday program and college students in the region for the Cheap Seats program.

All survey results are presented in each program section later in this book.

### **Communication Audit**

Before starting to create an integrated plan for the Pittsburgh Opera, a communication audit was completed to gather information on the current promotional tools of the opera. This included researching information on the Opera's current market standings, social media, digital marketing, and promotional tactics. Current communication tools being used to promote the Cheap Seats and 20-Something Tuesday discount programs were also assessed to determine how they are reaching their target audiences. The overall goal was to find various ways to differentiate how the Pittsburgh Opera promotes to its older audiences versus their younger audiences as well as the current tools available and being utilized.

### **Social Media Research**

A social media analysis was conducted that assessed the Pittsburgh Opera's current standing on its social media platforms to determine engagements on organic posts. This background helped determine the social media planning and recommendations presented later in this plan.

## **Attachment 2: Social Media Research**

## SWOT Analysis

Based on meetings with the client, and primary and secondary research, the following SWOT analysis was created regarding the promotion and creative tools used by the Pittsburgh Opera.

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"><li>• 4.7/5 Strong Google rating</li><li>• Offers discounts for college students</li><li>• Use of multiple social media platforms</li><li>• Website</li><li>• A consistent push of social content</li><li>• Twitter 10.3K followers</li><li>• Direct mail/mailing list</li><li>• Email follow-up surveys</li><li>• Show programming is unique/original</li><li>• Mobile app</li><li>• Connections to cultural district/local schools</li><li>• Memberships and subscription benefits</li><li>• Solid target audience</li><li>• Good promotional efforts</li><li>• Location(s) of opera theaters</li><li>• Rental space available</li></ul>	<ul style="list-style-type: none"><li>• Promotional clutter</li><li>• Low survey response</li><li>• Website organization<ul style="list-style-type: none"><li>◦ Hard to find discount information</li><li>◦ No listing to Opera for student/discount</li></ul></li><li>• Low social media engagement</li><li>• No TikTok</li><li>• No promotion of the mobile app or its accessibility</li><li>• No direct student/YP discount page</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Use of influencers for pages, blogs, etc. for organic content</li><li>• Create more in-house organic content</li><li>• Create and utilize TikTok to reach a younger market</li><li>• More personable engagement/interaction</li><li>• Create a specific and cohesive theme for Opera programs</li><li>• Run a custom IMC campaign for Cheap Seats/20-Something</li><li>• Recommend other artist programs</li><li>• Establish event space</li><li>• Meet and Greets &amp; networking events</li><li>• Utilize cross-platform marketing</li><li>• Promote the app more</li><li>• Increase promotion/advertising on campuses</li></ul>	<ul style="list-style-type: none"><li>• Campaign timeframe</li><li>• Constant performance season and changes</li><li>• Performers unable to post or create content to post<ul style="list-style-type: none"><li>◦ Contract restrictions</li></ul></li><li>• Budget and timeline constrictions</li><li>• Communication barriers</li><li>• Formulaic-- do things the same way</li><li>• Comfortable/content done the usual way</li><li>• Not reaching the target audiences for Cheap Seats or 20-something Tuesdays</li></ul>



### ***Campaign Goal***

To raise awareness about promotional assets and worthwhile experiences the Pittsburgh Opera offers young adults in a way that breaks its traditional stereotypes.

### ***Objectives***

- To increase the number of people who use the 20-Something-Tuesday and Cheap Seats discounts by 10% by 2024.
- To break stereotypes of the opera through the creation of a new and innovative messaging/themes that are recognizable and appealing to the 20-Something-Tuesday and Cheap Seats audiences.
- To develop two distinctive campaigns for the 20-Something-Tuesday and the Cheap Seats programs that utilize a full range of communication tactics and tools to reach these unique audiences and their specific needs.

Note: Targeted goals and objectives for the specific campaigns by age will be presented in a different section in this plan.



## Overview

The overall goals and objectives were created to guide the messaging and tactics based on research that indicated that there was a lack of understanding about what the opera is and that typical stereotypes for individuals in the 20-Something Tuesday and Cheap Seats programs needed to be shattered. This included the ideas that the opera is stuffy, expensive and something only older adults can enjoy. To increase awareness and to dismantle these stereotypes, a new and fun theme was developed specifically for these two programs.

The theme: “Not Your Grandma's Opera” was chosen to focus on the idea that today's opera experience is very different from those of 50-70 years ago when the opera was more of a high class, expensive evening out where patrons wore top hats and evening ball gowns and watched hard to understand performances. Today's opera should be marketed as appealing, modern and affordable -- in essence, not the same opera this audience's grandparents may have attended.

All tactics and tools in this IMC plan focus on the following audiences who would best relate to the “Not Your Grandma's Opera” theme:

## Target Audiences

- Ages: 18-29
- Live or go to college within 30 miles of the Strip District
- Enjoy the arts and culture (the symphony, plays, orchestra)
- Supporters of nonprofits
- Take advantage of deals or are looking or discounts
- Look for something different to do outside the same routine
- Young professionals
- College students and college age students
- Those who aren't aware of the opera

## Key Messaging

Based on the research conducted, a message map was developed that outlines the key messages for consideration in promoting the Cheap Seats and 20-Something Tuesday programs. This messaging is the basis for all strategy, tactics and creative recommendations made in this plan.

DISCOUNTS	<ul style="list-style-type: none"><li>• Ticket prices start at a significant discount</li><li>• Costs less than other weekend activities/affordable</li><li>• No money/ limited options</li><li>• Easy to purchase online, pick up at door – don't worry about it</li></ul>
APP	<ul style="list-style-type: none"><li>• Free to download</li><li>• Convenient - always in the palm of your hand</li><li>• Keeps you in the loop- up to date on opera information</li><li>• Easy access to all opera info</li><li>• Content is interactive &amp; unique</li></ul>
NIGHT-OUT	<ul style="list-style-type: none"><li>• Different option than sitting on the couch</li><li>• Dress up with friends or dress casual</li><li>• Leave kids at home</li><li>• New experiences for those who have never been to the opera</li><li>• Introduction to arts</li><li>• Come as you are – not a stuffy atmosphere</li><li>• Close to everything – central</li></ul>
OPERA	<ul style="list-style-type: none"><li>• Not the same old Broadway show/event</li><li>• A different experience</li><li>• All age groups</li><li>• Top-skilled national artists/performers</li><li>• "Not just the lady with the horns"</li><li>• "Not your grandma's opera"</li><li>• Experimental, modern, progressive</li></ul>

## Branding

Branding the “Not Your Grandma’s Opera” theme was developed to further the campaign’s goals and objectives. The brand’s unique selling points are that the Pittsburgh Opera is a fun, worthwhile, and budget-friendly activity for both the young and old to enjoy. This USP is conveyed through the utilization of pops of bright color, bold typography, the juxtaposition of modern and classic graphic elements, and a lively and vivid tone.

### *Logos and Taglines*

The “Not Your Grandmother’s Opera” logo features its namesake tagline in bold, bright text. Below this text are long, black shadows. This tagline and design elements correct the outdated assumptions of the opera. Six variations of this logo were developed to be used throughout any promotional materials for 20-Something Tuesday and Cheap Seats.

The font used for this logo was Casablanca URW - Bold.



### ***Color Palettes***

Separate color palettes were developed for the Cheap Seats and 20-Something Tuesday campaigns to introduce a fun, more upbeat alternative for younger audiences, while still giving the Pittsburgh Opera the option to use its current branding colors if preferred. The Pittsburgh Opera's current color palette is recommended for 20-Something Tuesdays; the alternative color palette for the Cheap Seats branding.

### ***Typography***

The fonts and font hierarchy currently used by the Pittsburgh Opera, with the exception of the font used for the “Not Your Grandmother’s Opera” logo, are recommended.

**Logo:**  
Casablanca URW - Bold

**Font Overview**

**Avenir LT Std 95 Black**  
For Headers

**Avenir LT Std 55 Roman**  
For Subheads and Paragraphs

Download Link: [https://freefontfamily.com/avenir-font/#google\\_vignette](https://freefontfamily.com/avenir-font/#google_vignette)

**Font Hierarchy**

Pittsburgh Opera

**The Pittsburgh Opera Experience**

This Saturday at the Pittsburgh Opera House, join your fellow 20-somethings for an Opera-themed networking experience!

### ***Graphic Elements***

A key part of the “Not Your Grandma’s Opera” branding is the juxtaposition of modern and classic elements. A black and white stock image of a classic grandmother provides a vintage feeling, and a grayscale pattern features the brand’s namesake slogan. This stock image is

recommended for use throughout most of the “Not Your Grandma’s Opera” collateral marketing. This image was intended to be a mascot for the campaign and brand. For future use of this image, there is a licensing fee of \$199.99. It can be found at Alamay.com; the image ID is CTG15A.



Stock image of Grandma for the “Not Your Grandma’s Opera” campaign

It is recommended that the Pittsburgh Opera license this image or obtain another graphic to be used as the “Not Your Grandma’s Opera” mascot. The link to purchase this and the other stock photos used can be found in the branding guidelines.

### ***Branding Guidelines***

Branding guidelines were developed to document the “Not Your Grandma’s Opera” brand tone, unique selling point, creative strategy, logo variations, proper logo placement, color usage, typography, type hierarchy, graphic elements and proper graphic usage. The branding guidelines should be referenced whenever the Opera utilizes any of these elements.

### **Attachment 3: Branding Guidelines**

#### ***Graphics and Print Advertising Comparison***

The agency researched the branding, promotional strategies and graphics used in past campaigns of opera houses across the globe. This was done to find inspiration from others who sought to appeal to the same target demographic: college students and 20-somethings.

The campaigns that were most relevant and appealing used slogans, graphics and branding that subverted traditional opera advertising and assumptions while including nods to these traditions. For example, the Lyric Opera of Chicago developed slogans that contradicted common assumptions about the opera and superimposed these slogans over traditional black-and-white opera graphics. Other opera houses that were used as inspiration included Opera North, Philadelphia Opera, the Royal Opera House, and the Metropolitan Opera. A full comparison of this research can be found

in the attachment. Looking at these branding strategies and comparing them to the Pittsburgh Opera provided the basis for further strategies and recommendations in this plan.

#### **Attachment 4: Print Marketing Comparison**

### **Social Media Strategies**

It is recommended that the Pittsburgh Opera use social media to increase awareness of the Cheap Seats and 20-Something Tuesday. This will build an interactive relationship with its audience, attract a younger audience, increase engagement/reach with posts, and promote future events/shows.

The Pittsburgh Opera should post engaging content at least every other day, including stories, polls and question boxes where followers can interact and engage more with the content. The Pittsburgh Opera can monitor its social media by checking comments often to determine how followers are engaging with the content and checking their insights. For example, continuous monitoring of posts reach, impressions from posts on the profile, and how many non-followers/current followers are engaging in the content will be essential to continued growth on social platforms.

It is recommended the Pittsburgh Opera make use of hashtags and photo-ops, as well as Instagram, Tik Tok and reels in its general social media strategies. Details on these recommendations are outlined in detail in the following social media recommendations attachment.

#### **Attachment 5: Social Media Recommendations**

##### ***Social Media Collaborations***

It is recommended the Opera actively collaborate with the Pittsburgh Cultural Trust to share news about each other's organization. This strategy will create a positive association in people's minds and a stronger sense of community in the art scene.

Entertainment organizations in the cultural district and surrounding areas can collaborate and post about each other's events, tag each other in stories, and collaborate in content creation. These collaborations could include anyone from members of the Pittsburgh Symphony to Benedum Center actors to college-aged performers from surrounding schools. These groups should be invited to watch or participate in different events such as parades and pop-up performances. This encourages all the different organizations to post about the Opera events on their own social media in a non-intrusive manner.

##### ***Sharing Audience Posts***

Facebook, Instagram and Twitter are some of the best places to highlight organic content. After any show or event, audiences in attendance should be encouraged to post about their experiences or share photos from their time at the Pittsburgh Opera.

Reposting photos on the story or feed can provide exposure through authentic content that is created by actual people who can vouch for the entertainment value. These authentic experiences can prompt other people to see the kind of experience they can have if they attend the Opera.

## Website and App

Currently, the website and the app are difficult to navigate and present challenges to potential users, especially those trying to access information on the 20-Something and Cheap Seats programs.

After review, the following changes and recommendations should be considered by the Pittsburgh Opera staff.

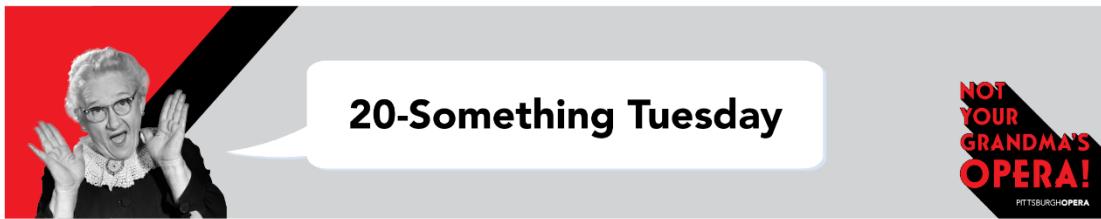
### ***Website***

- The tab names are misleading. Under the “Tickets” tab, there is no option to purchase tickets. The dropdown menu tells the user about the tickets and how to purchase them, however, there is no clear link to purchase. This problem is remedied at the bottom in a blurb about the current show, however, for clarity, adding a general link would add more clarity.
- There are no “Shows” or “Events” tabs. Those options are listed under “Seasons” where the page lists all the shows, even if the shows are not during the current season. Consider renaming the tab or restructuring it so a listing named “2022-23 Season” takes the user to a page with all the shows for that season.

### ***App***

- Add a buy tickets option that redirects right from the app.
- Make the digital programs more accessible by having the QR code easier to access as an incentive for people to download the app.
- Promote the app in printed programs and on the web page to spread the word and encourage app usage.

## Section 1



## Introduction

20-Something Tuesday is a discount offered by the Pittsburgh Opera that is targeted to young professionals: ranging in ages 20-29 years old. For Tuesday night performances, anyone in this age group can purchase a ticket that greatly decreases the original price using the code POTWENTYTUES.

## Fact-Finding

Research was conducted to determine attitudes of individuals in this age group regarding the opera and the 20-Something Tuesday program. Surveys and Google searches were conducted with strategies, tactics and tools recommendations made based in part on the conclusions drawn from the results.

## *Surveys*

Two surveys were created and sent to Pittsburgh locals, those who frequent the opera and those who do not. Before the creation of the surveys, there were assumptions that the opera and the programs were unknown and that there were society-held stereotypes about the opera and visitors to the opera. The results of the surveys reinforced some of those assumptions.

The first survey was sent to various members of the Pittsburgh community through personal contacts and a post on the social media site Reddit in the r/Pittsburgh community. This survey was distributed from February 23 to March 22, 2023. The survey consisted of 15 questions and had a branch for if the individual had attended an opera event or an opera in the past.

Results of the survey indicated:

- The most common social media used was Instagram, Snapchat and Facebook.
- Respondents liked to both stay in and go out.
- Most respondents find out about events to attend through social media, their friends or through Google searches.
- The three words most associated with the Opera were: music, fancy and expensive



- More than half of the respondents indicated they expected tickets to be on the more expensive side, (\$41-\$100). The majority indicated they were willing to spend more than \$40 on tickets.
- Both respondents who have or have not attended the opera typically said they would attend if someone else wanted to or they were invited.
- Most respondents had not heard about any discounts or events.

Overall, the community survey was insightful and able to show that the first step in the proposed campaign is to increase awareness, as the public does not know much about the opera.

The second survey was distributed by email to past users of the 20-Something Tuesday discount code. This survey had 11 questions and asked similar questions; however, all responses came from frequent attendees of the opera.

Basic results of this survey indicated:

- Most of the respondents find information on the Opera and other events from social media, namely Instagram.
- Most of the respondents learned about the 20-Something Tuesday program through past emails.
- A common suggestion from those who have aged out of the program is to offer a discount for “30-Somethings,” which presents the opportunity for a potential campaign for the New Guard.
- The three words these respondents associated with the Pittsburgh Opera were: cultural, interesting and cool.

[\*\*Attachment 6: Pittsburgh Community Survey Questions\*\*](#)

[\*\*Attachment 7: Pittsburgh Community Survey Results\*\*](#)

[\*\*Attachment 8: 20-Something Tuesday Survey Questions\*\*](#)

[\*\*Attachment 9: 20-Something Tuesday Survey Results\*\*](#)

### ***Searches***

An online google search was conducted using phrases such as “The Pittsburgh Opera,” “20-Something Tuesday” and “Things to do in Pittsburgh.” The results helped to determine the coverage and types of information that individuals are most likely to see first when they are looking for details on the Pittsburgh Opera.

[\*\*Attachment 10: Google Analysis\*\*](#)

## **Goals and Objectives**

From the research and discussions with the client, the following goals and objectives were developed for the 20-Something Tuesday campaign:

### ***Goals***

- Increase awareness of the Pittsburgh Opera through events, social media, emails and media relations and events
- Inform and educate the target audience on discounts specific to their group

## ***Objectives***

- Increase the number of people who use the 20-Something-Tuesday discount by 10% by the end of the 2023-24 season
- Create two types of events to bring awareness to the audiences in new and different ways by Spring 2024
- Develop a media relations plan with a goal of having three local journalists write major stories on the program by Spring 2024
- Increase social media followers and engagement by 20% on all platforms by the end of the 2023-24 season

## **Target Audiences**

### ***Campaign Target Audiences***

- Ages: 20-29
- Lives within 30 miles of the Strip District
- Enjoys the arts and culture (the symphony, plays, orchestra, and opera)
- Supporters of nonprofits
- Take advantage of deals/to want to save money
- Looking for something to do on a Tuesday
- Young professionals
- Those who aren't aware of the opera

### ***Personas***

Personas are a useful technique for businesses and organizations to better understand their target audience and create more effective marketing and communication strategies. Personas are fictional characters that represent different segments of a business's target audience based on research and analysis of potential customers.

Four 20-Something Tuesday personas were developed with unique characteristics that were identified and tailored to the messaging and communication strategies of the Opera and the specific target audiences.

### **Attachment 11: Personas**

Locations and establishments that focus on the target audience were also determined based on foot traffic and interest. Pittsburgh neighborhoods, hot spots and other establishments were identified to target when distributing print promotions for the 20-Something Tuesday campaign. These locations were compiled in a Google Map for ease of use and understanding.

### **Attachment 12: 20-Something Tuesday Promotions Distribution Map**

## **Messaging**

The following message map provides details on the most important messages identified specific to the 20-Something Tuesday campaign.

<b>NIGHT OUT/ RELAXATION</b>	<ul style="list-style-type: none"> <li>• Come right after work in whatever attire for a night for you to remember</li> <li>• Located close to workplaces near Pgh/Strip</li> <li>• Not your grandma's opera</li> <li>• Affordable</li> <li>• Wear what you want</li> <li>• Modern</li> <li>• Experience more than just a drink at the bar</li> <li>• Performers with extreme skill</li> <li>• Performances in person vs streaming</li> <li>• Sit back relax and enjoy one of the art's OG's</li> <li>• Beautiful building</li> </ul>
<b>DISCOUNTS</b>	<ul style="list-style-type: none"> <li>• 20-Something Tuesday discount</li> <li>• Tickets are cheaper than for other events (sports,</li> <li>• \$22 for a show and an unforgettable Q&amp;A</li> <li>• Relax and De-Stress After Work</li> <li>• Join the New Guard</li> <li>• Meet people your age, networking event</li> <li>• Get tickets to each show, that way you don't have to miss any shows</li> </ul>
<b>OTHER EVENTS</b>	<ul style="list-style-type: none"> <li>• Brown Bag Events- Short opera show that people can watch while eating lunch; other ideas: add food trucks</li> <li>• Community events</li> <li>• Concert events in the Strip District</li> </ul>
<b>OPERA</b>	<ul style="list-style-type: none"> <li>• National performers</li> <li>• Up-and-coming talents.</li> <li>• Historic</li> <li>• Learn something! Major venues.</li> <li>• Take part in a timeless form of music/ performance/ art</li> <li>• A form of art</li> <li>• Special performances</li> <li>• Original work</li> <li>• Iconic works and songs you've heard before.</li> </ul>

## 20-Something Strategies and Tactics

### EVENTS

Events are a good way to reach out to the target audience to raise awareness about the 20-Something Tuesday program while boosting engagement, generating media coverage, and creating a sense of community. Several events are recommended to entice current and new audiences to learn more about the inner workings of the Opera and encourage using the 20-Something Tuesday discounts.

#### The Pittsburgh Opera Experience

The Pittsburgh Opera Experience would be a series of workshops and classes to help reach people in their 20s. These events would give guests an opportunity to get a glimpse of the behind-the-scenes and experience of the creation of an opera, such as costume, makeup, dance and rehearsals. Workshops would last up to three hours and held one to two times a month for a total of 16 workshops per year. The Pittsburgh Opera Experience would take place at the Bitz Opera Factory in the dance studios on the second floor and the two main rooms on the first floor.

The workshops would include dance classes, a day in the life of an opera performer, comedy nights and karaoke nights.

#### Dance Classes by Professionals

The Pittsburgh Opera should use the dance studios in their building to hire choreographers who would host dance classes once a month. Choreographers would develop combinations specializing in their genre, such as Broadway, jazz, ballet. These classes would last 1.5 to 2 hours for people ages 20-29. After working with the choreographer, participants would perform their combo in front of their peers. The activities and performance would be recorded and uploaded on Instagram and Facebook as a live, post and a story.

#### A Day in the Life of an Opera Performer

In this experience, participants would tour and participate in different activities backstage to emulate what it is like for opera performers to prepare to go on stage. For instance, in the costume

department, participants would look at costumes and dress up as opera singers, then visit hair and makeup to prepare to be glammed like an opera singer. Participants would visit the stage and learn a little about how to perform in front of people. Opera performers would help guide and give tips along the way. The backstage activities would be recorded and uploaded on Instagram and Facebook as a live, post and a story.



For attending the Pittsburgh Opera Experience, all participants should receive an OPERA-tunity goodie bag that includes a hot card and flyer promoting 20-Something Tuesday, “Not Your Grandma’s Opera” pins, pens, candy, ticket giveaways and stickers, and a t-shirt to remind them of the 20-Something Tuesday discounts and events.

**Attachment 13: 20-Something Tuesday Hot card**

**Attachment 14: The Pittsburgh Opera Experience Flyer**

**Op-Ups**

Op-Ups are pop-up performances that would take place around Pittsburgh where opera singers would perform to promote themselves and their shows. For example, opera singers could be at The Point walking around in costume to gather people's attention, ending up by the fountain to start a performance. As the performance progresses, more opera singers would join in, which would add a flash-mob effect. At the conclusion, the performers would hold a banner promoting "Not Your Grandma's Opera" and the 20-Something Tuesday program.

It is recommended the Op-Ups take place at:

- The Three Rivers Art Festival
- Market Square (Light Up Night/holidays)
- The Point
- Station Square
- Hartwood Acres
- South Park
- Schenley Park
- Frick Park
- Allegheny Community Concert Series
- Bakery Square
- Annual Parades (For example, Saint Patrick's Day)

During the Summer when the opera isn't in its season, Op-Ups could also be held in various parks around Pittsburgh to bring brand awareness and attract people who do not live in Pittsburgh to the 20-Something Tuesday program. Recommended parks are:

- Hartwood Acres
- South Park
- North Park
- Frick Park
- Boyce Park

A table should be set up at each OpUp with information about the 20-Something Tuesday Program and the Pittsburgh Opera. Participants would be encouraged to sign-up to receive further information on the program, which will provide the Opera with names, phone numbers and emails.

The following should be available at the table:

- A flyer promoting the Pittsburgh Opera Experience. This should advertise future events that for the Pittsburgh Opera Experience, 20-Something Tuesday, and other Pittsburgh Opera discounts and events.
- For 20-Something Tuesday, and any other additional events the Opera wants to advertise, a QR code should be available that can be scanned for visitors to sign up directly to be placed on the mailing list.

- A sample QR code shown on a general flyer.
- A poster board with the main promotional message “Not Your Grandma’s Opera!” with a QR code that leads to the website to be displayed by the table to signify what the table is promoting.
- “Not Your Grandma’s Opera” stickers, Pittsburgh Opera Experience flyers, 20-Something Tuesday postcards, “Not Your Grandma’s Opera” pins, and Pittsburgh Opera drawstring bags for people to take home. These drawstring bags could be called “OPERA-tunity Bags” and be filled with branded pens, pencils, stickers, 20-Something Tuesday postcards, and candy.



#### Attachment 15: QR Table Code

#### Attachment 16: 20-Something Tuesday A-Frame

### Event Food Trucks

To bring in a larger audience to 20-Something Tuesday events, it is recommended that food trucks be located outside of the Opera venue on Tuesdays. This would attract people to the general area where they can discover the deals the Pittsburgh Opera has in place for Tuesday nights. People could come to eat good food as they learn more about upcoming events from brochures and other information distributed.

As the Opera performances often take place at the Benedum Center, food trucks should also be located outside of the venue or in an area of downtown with heavy foot traffic. People stopping by for food may stay for the show or learn more to come back for a future show. Food trucks should also be outside of the Brown Bag concert events in the Strip District as these performances are designed to be frequented during the target audience’s lunch break. This type of event could be something people can incorporate into their weekly or monthly routines as an easy and all-inclusive experience.

The tone and style of these food trucks should match the tone of this campaign. In turn, the vendors should be fun, youthful, unique, colorful and modern.

Menu items could be renamed to be opera-themed, ex: Opera-dog, Lime-light Lemonade, etc. Photos and event calendars of these trucks should be posted to social media so audiences who are not in the area may be encouraged to come down for food and a show. It is suggested that the food trucks vary per week or month to keep a new rotation to encourage repeat customers.

*Example:*



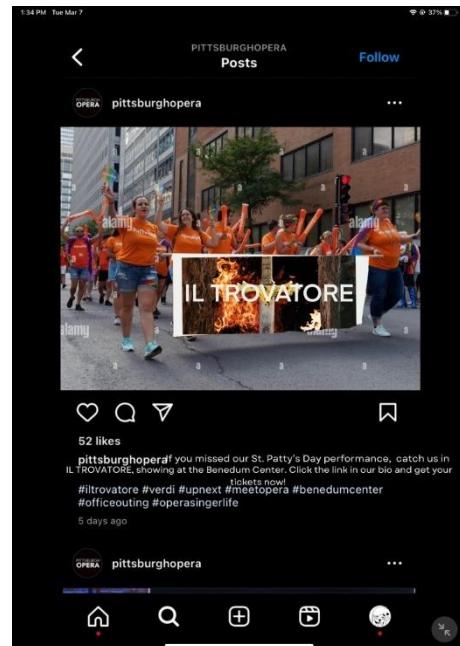
## Event Social Media

Social media posts on Instagram, Twitter, Facebook, LinkedIn and Snapchat are recommended to help spread awareness of the 20-Something Tuesday events and discounts.

### Hashtags and Photo Op Signs

It is recommended to have hashtags or photo op signs prominently displayed at the Pittsburgh Opera Experience events. For example, have props at the makeup/dressing room event with a photo booth that includes that say, “Pittsburgh Opera,” “#PGHOpera,” “#OperaNights,” “#OperaTunity,” “#20-Something-Tuesday,” “#Notmygrandmasopera” and “#Pittsburgh Opera Experience.” These messages should be displayed around the chosen location and on photo backdrops. People could hold up signs or stand in front of the backdrop after getting their makeup and outfits done for a photo op. For more public

events such as the flash mob or parades, someone should be positioned in front of the table holding signs with corresponding messages. Anyone who is filming the event could ensure the hashtag or opera logo is in the shot.



### Reels and TikToks

For the professional mixer/costume try-on, videos and TikToks should be posted showcasing the makeup and costume dressing process. Makeup and “#GRWM” (get ready with me) videos are very popular amongst reels and TikToks and could gain a lot of traction for the Opera and 20-Something-Tuesday program.

Vlog style videos should be filmed at any event hosted by the Pittsburgh Opera Experience that showcase the whole event in under 30 seconds. It is recommended to film all aspects of the event, including the attendees, activities, food, performers, and the environment. Or focus on one aspect of the event. For example, focus on the food and make a “Here’s What I Ate Today At The 20-Something-Tuesday Food Trucks” video that describes all the different meals available.

Another example of a trending template on TikTok is anything using “CapCut, a simple and effective method to join in on trends and viral memes while having a library of premade video formats on hand. A green screen effect is one of the most popular trends that makes developing these videos simple. CapCut offers several useful editing features that the Opera could use to edit videos on smartphones to share on social platforms. Two templates were created using CapCut for short videos following recent popular trends.

## ***Stories***

Prior to a Pittsburgh Opera Series workshop, a story should be posted as a reminder to followers to sign up or save the date. Links should be attached to stories to make the information accessible for users to swipe up to sign up for events or purchase opera tickets.

Examples of story posts:

- Event calendars
- Fun graphics
- Professional photography from events or performances
- Backstage experience photos
- Photos from the last event with a caption promoting attendance at the next one.

*Examples:*



## ***Reposts***

It is recommended to use the repost feature in Instagram where anyone who posts a story and tags the Opera can be reposted as a story on its own by the Opera. At parades and events with photo-ops, attendees will most likely post photos of the set-ups, performances, selfies and other ways they are having fun.

The Pittsburgh Opera should monitor Instagram and repost these participant-generated posts so followers can see real people at these events. User-generated content could be one of the best resources to use in community-based events such as parades, workshops, pop-up performances, pop-up booths, op-offs, and brown bag concerts.

## ***Facebook***

Facebook groups for 20-Something-Tuesday and the Pittsburgh Opera Experience events are recommended to get people involved before the events start. For one month prior to the event, it is

recommended the Opera promote the show or event on Facebook. It is advised to post content from previous shows and events or post media of the entertainment and the outdoor environment where 20-somethings might be having lunch with their friends or dressed in business suits or work uniforms. This could inspire people to think of this event for a lunch break or after work. Additionally, the Opera should post photos promoting the food and activities at these as well as promote on other social media to broaden the range of people who are aware of the 20-Something-Tuesday program and events.

An Instagram post should promote the Facebook group, explaining to audiences how to get involved. For instance, a post could say: “Join the Pittsburgh Opera Experience Facebook group to be one of the first to know about new events and unique ways to get involved.”

### ***YouTube***

It is recommended that documentary/vlog-type videos that encapsulate the experience of the events be posted to YouTube.

For parades, flash mobs and networking events with performances, cast members should record themselves getting ready, waving from the float, dancing, hiding in the crowd before revealing themselves in the mob, messing around with friends, etc. This would give people who don’t attend a very immersive experience as if they were there and give people who were in attendance a “second screen” experience. For guest singing and performances at professional events, it is recommended to record the performances and events and put them on YouTube so people who do not attend can still have access.

### ***Twitter***

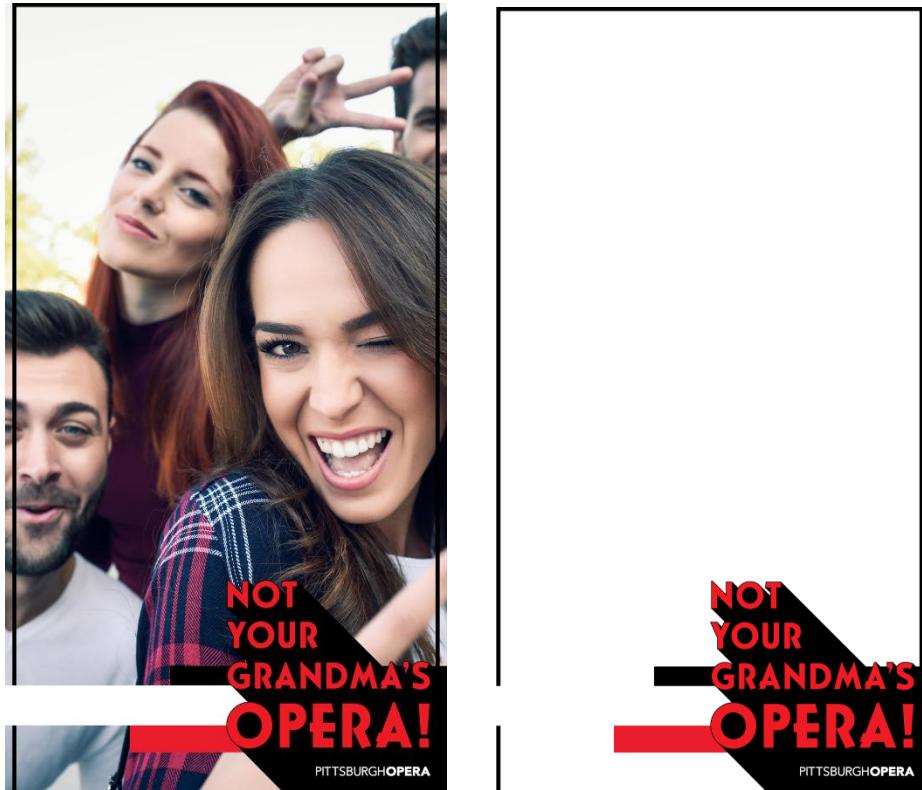
It is recommended that the Opera post photos of the Pittsburgh Opera Experience and Op-Up events with a link to an event calendar and tickets linked in the tweet. Also, polls pertaining to Pittsburgh Opera Experience events could gauge audience interaction and interest. For example, ask a question could be asked, such as: “Would you rather have a professional photographer present or a photo booth?” These kinds of questions could help maximize and customize the experience for those in attendance. Finally, consider posting lighthearted jokes and comments about upcoming events as reminders that do not seem forced.

Additionally, it is recommended that the opera post photos from 20-Something-Tuesday’s and The Pittsburgh Opera Experience events with fun graphics, such as food truck event calendars, the “not your grandma’s opera” logo, and the myth vs. truth campaign.

### ***20-Something Geofilters***

20-Something Geofilters are recommended to give audiences a personalized photography experience. Temporary Geofilters should be created for each of the unique events in the Pittsburgh Opera Experience.

*Geofilter example:*

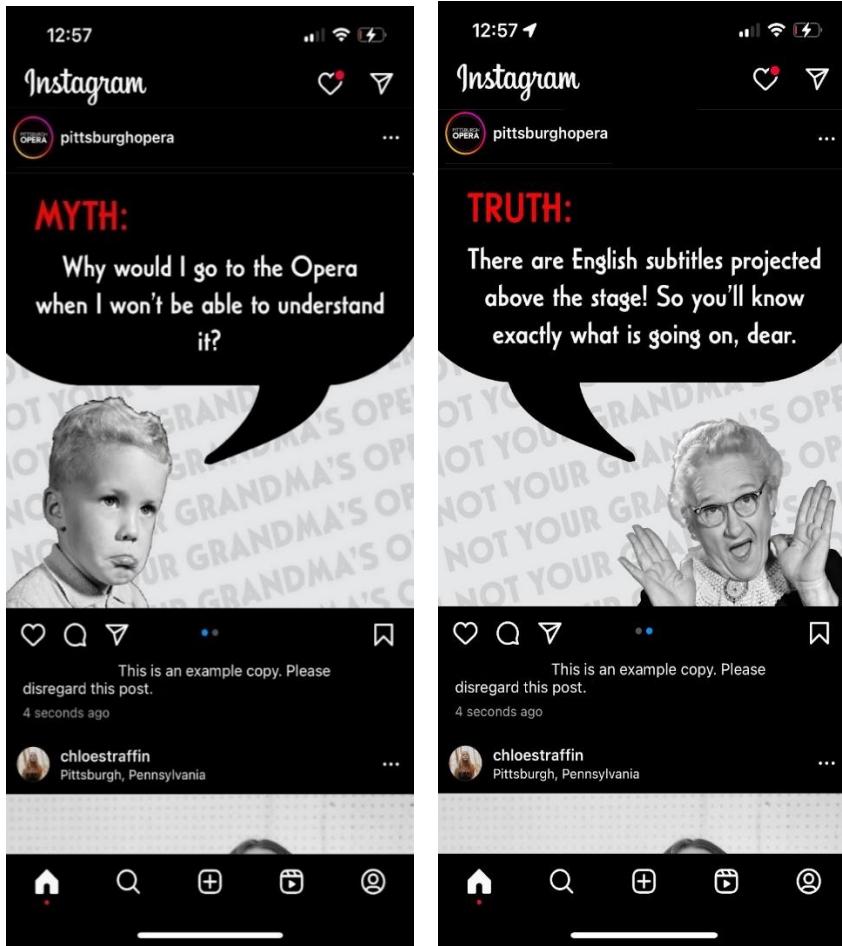


### **Myth v. Truth Social Media Campaign**

A sample social media campaign was created to dispel the myths about the opera that were found in the survey research. It is important to post on social media about the perceptions and misconceptions about the opera, which could lead to a change in opinion and eventual attendance at events and shows. Talking about discounts and available programs, such as the 20-Something Tuesday code, would help increase awareness.

Several Myth v. Truth templates have been developed using the “Not Your Grandma’s Opera” theme that focus on cost, dress code, and language barriers in a fun and whimsical way. The approach uses a grandchild character and the grandmother schooling on some of the misconceptions regarding the opera. The Myth vs. Truth copy could be used in a variety of ways and formats. The following examples include the grandma character and the younger grandchild character and should appear in posts and flyers.

Posts should be made as frequently as needed and integrated into the full Opera social media planning calendar.



MYTH	TRUTH
The opera is expensive!	Tickets are as low as \$22! That's less than what I paid all those years ago.
I won't understand any of it!	Ah, but there are English subtitles above the show! So, you don't have to worry, dear!
All operas are boring. There is nothing interesting!	Not particularly! There are many operas about love, fighting, and deception. Just like those Netflixes.
The opera is so long!	Ah, they aren't too long. Most operas are about the length of a standard musical!

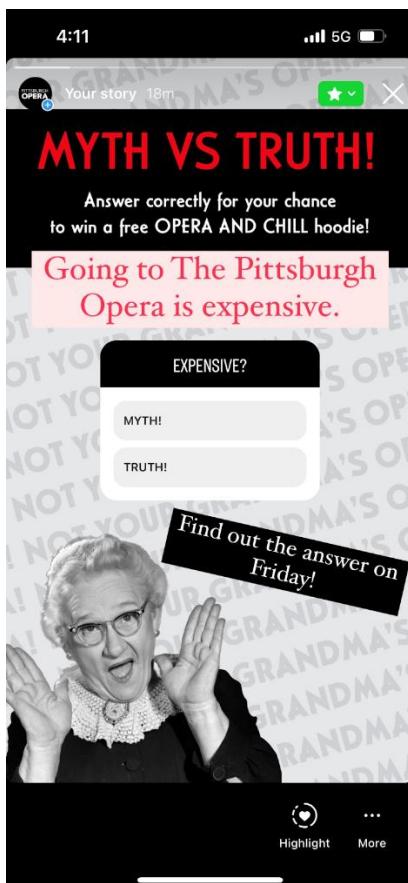
## Myth v. Truth Contest



It is recommended that the Opera host sporadic contests throughout the year to give out various prize. These contest should be promoted on Instagram, Facebook and Twitter. An example could be using Instagram story polls for the “Myth v. Truth” campaign. The names of the participants who answer the most myths and truths correctly would be put in a drawing and have the potential to win an Opera and Chill hoodie, opera tickets or free workshop tickets for The Pittsburgh Opera Experience.



## Myth v. Truth Example Posts



### ***Pittsburgh Opera Experience Posts and Examples***

It is recommended that the Opera use its current platforms (TikTok, Instagram, Facebook and Twitter) to periodically make posts promoting the workshop. For instance, wording such as “Come join us with this month's POE workshop. Click the link in our bio for more information!” should be considered. Sponsoring these posts and using geo-location will help the Opera to gain views and traction.

### ***Social Media (Op-Ups)***

The Pittsburgh Opera should utilize the current platforms (TikTok, Instagram, Facebook, and Twitter) to post stories one to two days prior to and on the day of the performance stating “Be on the lookout around Market Square for a special surprise. You don’t want to miss it!”

It is recommended the Opera use geo-location to gain views and traction on Instagram and Facebook using the stories feature where short videos and reels should be utilized. Reposting fan content on any social media is encouraged as it could be exciting for those who are reposted and encourages organic content engagement.

### **EMAILS**

It is recommended that the Pittsburgh Opera use email to reach the 20-Something Tuesday audience about the Pittsburgh Opera Experience, the Op-Ups and the program discounts. These emails should be mailed to current subscribers of the Pittsburgh Opera newsletter and through addresses curated from signup sheets at tables and events. A signup link should also be posted on all social media accounts with posts that announce the Pittsburgh Opera Experience. Three sample emails have been created to promote the Pittsburgh Opera Experience and its events.

It is also recommended to utilize Pittsburgh-based event websites such as ThingsToDoInPittsburgh, VisitPittsburgh, NextPittsburgh, and other similar websites to post online and pitch to ask to include in their newsletters. Sample emails have been created promoting the opening of the Pittsburgh Opera Experience, the wardrobe/makeup workshop, and the dance workshop.

### **Attachment 17: Email Samples**

### **MEDIA RELATIONS**

Media relations is important to stay in the news cycle, increase credibility and reach. News outlets have established audiences that companies and businesses can utilize to distribute their news. When a news outlet covers a story, there is an endorsement that also increases credibility.

It is recommended that media relations be used to promote the 20-Something-Tuesday strategy. A list of journalists was created based on the journalists’ experience and interest in the subject. These journalists are from various publications, including the Pittsburgh Post Gazette, Pittsburgh Tribune-Review and NEXTPittsburgh.

One of the best ways to reach these journalists is through LinkedIn rather than email considering the volume of pitches and press releases that journalists receive daily. Not only is this a different way of communicating with journalists, but it will also provide more of a connection to the journalist and his or her interests. Most of the journalists listed in the attachment have the URL to their LinkedIn

or another link to their careers. The Pittsburgh Opera should also send materials to its current media list as appropriate.

#### **Attachment 18: Media List**

##### ***Pitches***

It is recommended that the Opera use pitches to reach out to journalists with information and to secure coverage of the 20-Something Tuesday events. The subject and information in the pitch must be well researched and personalized to the journalist's interests and needs.

A sample pitch was developed to promote the Pittsburgh Opera Experience. The 20-Something Tuesday discount is addressed as well as a description of what would occur during The Pittsburgh Opera Experience. The journalist should be offered exclusive interviews with the performers. This specific pitch should be sent to a journalist aged 20-29. That way they can attend the show and write about their opinions of the show and focus on the 20-Something Tuesday program.

A second pitch should be sent to reporters who can give valuable insight to a possible reader who is interested in the discounts to the 20-Something Tuesday programs.

#### **Attachment 19: Pitch 1 and 2**

##### ***Press Releases***

News, updates and information about The Pittsburgh Opera and the 20-Something Tuesday program should be sent to the media using a press release. Press releases can help to improve an organization's search engine ranking by including relevant keywords and links that can help drive traffic to The Pittsburgh Opera.

A press release was developed to describe the 20-Something Tuesday discount. Stereotypes are described by explaining that the opera has continuously made changes towards both the type of shows held and the lack of dress code. The 20-Something Tuesday discount is mentioned, emphasizing the discount's possibility to cut prices down to more than half.

A second press release was drafted highlighting more details of the Pittsburgh Opera Experience. The template attached can be modified once all information is determined by the Pittsburgh Opera team for any of the events.

#### **Attachment 20: Press Release 1 and 2**

## Section 2



### Introduction

The Cheap Seats program allows university students, faculty and staff to buy discounted tickets to Opera productions. Discounts range from 50%-75% off, depending on the seating area. All students need is a valid university ID to participate in the promotion.

### Fact-Finding

The Cheap Seats program is made for college students -- an audience the Opera traditionally has problems attracting to attend shows. To sell Cheap Seats to students, the Opera first needs to understand them. What do college students do for fun? Who are they? What do they think of opera? These all are questions that must be answered to know how to effectively reach students utilizing various communication tools.

#### *Survey*

To figure out college student needs and habits, a 13-question survey was conducted among students from Duquesne University, Point Park University, University of Pittsburgh, Grove City College, and Slippery Rock University.

#### **Attachment 21: Cheap Seats Survey Questions**

The demographic-focused questions on the survey dealt with college students' behaviors, asking what they look at on their phones, what they do for fun, and where they look for fun. Facebook, Tumblr, Reddit and Pinterest are the top performers, with about 30% each. 90% of respondents report using both Snapchat and Instagram. This makes them the two most popular social media platforms, which is to be expected from college students. TikTok and YouTube remain popular with 72% of usage, with Twitter and BeReal not far behind.

The most popular activity for college students is going to bars (90%). The second most popular thing to do is to stay inside (81%). The good news for the opera is that arts-related activities are also popular amongst this group, with 72% reporting they attend shows (concerts, musicals, plays, etc.) and 63% of respondents say they enjoy going to museums or art installations. This shows that students, despite all the streaming services and alternative media outlets, are still interested in traditional art. When students are looking for things to do, they will look on social media, Google, or ask friends. No respondents said they looked at traditional media to find things to do.

Students' current perceptions of opera were also assessed, with 90% of respondents reporting never having been to an opera. Most students (55%) would expect to pay over \$70 for an opera ticket, but 46% said they wouldn't pay over \$40 for a ticket. The last question asked respondents if they knew about the Cheap Seats program, and 90% said no.

This research concludes that college students view opera in the stereotypical way that is commonly expected, with most never having experienced it up close. It does show opportunity, though, as students generally enjoy the arts and go out to a show occasionally. The main problem The Pittsburgh Opera faces is awareness and misperception issues; by targeting students in places they look on campus and online, the perceptions could begin to change.

## **Attachment 22: Cheap Seats Survey Results**

## **Goals and Objectives**

### ***Goals***

- Inform audiences about Cheap Seats, where to purchase them, and how to get involved
- Increase sales of Pittsburgh Opera tickets
- Create and promote messaging to create awareness of discounts offered to students
- Promote the experience of a night at the opera

### ***Objectives***

- Increase the number of Cheap Seat ticket purchases by 10%
- Increase presence at local events to promote the opera/opera shows/discounts
- Garner media attention from pitches and press releases to increase awareness of Pittsburgh Opera/shows with a goal of 3 major hits by Spring 2024 and a noticeable increase in stories before each show
- Increase social media engagement on all platforms by 15% by 2024

## **Target Audiences**

### ***Primary Audiences***

- Young adults aged 17 to 22
- Attend a college or university in the Pittsburgh area
- Have access to a student ID, are interested in the arts
- Have access to evening and weekend activities
- Are budget-oriented
- Open to new forms of entertainment

### ***Secondary Audiences:***

- Faculty and staff of colleges or universities in Pittsburgh live in the area
- Staff who can promote discounts to students
- Individuals at colleges and universities who are passionate about the arts
- Students who are active in the community

### ***Personas***

Personas have been created to identify what types of people the Cheap Seats program should focus on in this campaign. These personas will not only allow for understanding who the audience is but also how to speak to them.

## **Attachment 23: Cheap Seats Personas**

## Messaging

**Experiential:** The Pittsburgh Opera is a place that many deem as stuffy or something college students' grandmothers would enjoy. Everyone is welcome to attend a production that is quite different from the average movie or shows – and much cheaper. Attendees can take part in an experiential production that can be youthful and modern. Cheap Seats provides a new experience for students, faculty and staff to enjoy after class, as a date night, or as a fun activity with friends.

**Affordable:** The Pittsburgh Opera partners with Cheap Seats to provide college students with affordable ticket prices so they can experience a unique form of entertainment that is ultimately less expensive than going to a bar or restaurant. Discounts are available for no more than \$40, allowing students to have quality experiences at a low cost. The Pittsburgh Opera is also in a central location, which makes it easy to commute from college campuses in the Pittsburgh area. The close vicinity allows students to walk or use public transportation.

EXPERIENTIAL	<ul style="list-style-type: none"><li>• Behind-the-scenes interaction</li><li>• For everyone and anyone</li><li>• Different than your average movie or show</li><li>• Youthful and Modern</li></ul>
AFFORDABLE	<ul style="list-style-type: none"><li>• Cheaper than the bar</li><li>• No serious anxiety in the morning</li><li>• No more than \$40</li></ul>
CENTRALLY LOCATED	<ul style="list-style-type: none"><li>• Central locations</li><li>• Accessible by bus, walking, car, etc</li><li>• Take the T (or bus)</li><li>• Close to restaurants, bars, shops</li><li>• Date night or girls' night out</li></ul>

## Strategies and Tactics

### EVENTS

Attending events for the “Not Your Grandma’s Opera” Cheap Seats campaign will serve as a great way for students to understand and get excited about the Pittsburgh Opera.



The following events are recommended to provide the opportunity for students to meet with Opera performers, get to know behind-the-scenes information, and become a part of the performing arts while learning more about the discounts offered through the Cheap Seats program. It's suggested that The Pittsburgh Opera host pop-up workshops on campus and tables at local Pittsburgh events, such as festivals, farmer's markets, and events that are all heavily trafficked by college students returning to campus who are interested in finding new activities to enjoy.

### Campus Pop-Up Workshops

A pop-up should be held on various college campuses during the first two months (September and October) of the college semester to entice students to learn more about the program in a fun and interactive way. At the pop-up, students would have the chance to dress up in opera costumes, wigs and

makeup and share to their social media platforms. This would take place while Opera performers and staff talk more about the opera, how it is not only for grandmas, and how to take advantage of the Cheap Seats discounts.

Four tables should be set up at a designated location on campus. Three tables should have wigs, costumes, and makeup. The final table should offer a raffle, Cheap Seat flyers, and Pittsburgh Opera literature. The raffle would be for students to have the opportunity to win two complimentary tickets to a production of their choice.

To be entered into the raffle, students must submit their first and last name, email, and phone number to be entered. This information would be used to send future e-blasts about Cheap Seats. At the end of each pop-up, the student selected should be contacted with further details on how to pick up the winning tickets. Along with the tickets, the custom-made ‘Opera & Chill’ sweatshirt could be offered to students as another giveaway option.

The universities should be encouraged to promote the opera and the themes of the opera being affordable, not stuffy, and not just for grandmas. Flyers have been developed to send to the universities before the pop-up event for distribution throughout campus.



## **Attachment 24: NYGO Sweatshirt Mock-Up**

A contact list has been created listing the individuals at 10 regional universities who would best be able to schedule on-campus events such as the Pop-Ups. These Universities have been specifically selected to target students within a one-hour radius of the Strip District to attend productions at The Pittsburgh Opera and other off-site locations.

## **Attachment 25: Campus Organization Contact List**

## **Attachment 26: Campus Staff Email Blast**

### ***Community Tabling***

Tabling events around the city of Pittsburgh would be an effective way to promote the “Not Your Grandma’s Opera” campaign highlighting Cheap Seats. Tables should be set up in the Pittsburgh area at events such as the Pittsburgh Arts Festival and Holiday Market with information that encourages college students to connect personally and learn more about the discounts.

A list of suggested Pittsburgh event organizations and the contacts for arranging a table at these events has been developed. These contacts would assist the Pittsburgh Opera by helping coordinate events, social media, marketing and digital content management. An email blast solicitation has been developed to be sent to contacts.

## **Attachment 27: Pittsburgh Events Organization Contacts**

## **Attachment 28: Community Email Blast**

Information that should be included on promotional tables includes hot cards, pins, stickers and drawstring bags. This will allow for easy access to all information about The Pittsburgh Opera Cheap Seats program.

Additional elements of the table events include bright and fun colors (pink, yellow, blue) with masquerade masks and glitter for table decor. Cast members from opera performances should dress in costumes and hold signs that say, “Not Your Grandma’s Opera” and “Cheap Seats.” Pittsburgh Opera staff could give additional information to every guest that stops by the table.

## **Attachment 29: Cheap Seats Flyers**

## **Attachment 30: Stickers**

## **Attachment 31: Drawstring Bags**

## **Attachment 32: Event Poster**

## **Attachment 33: Cheap Seats Hot Card**

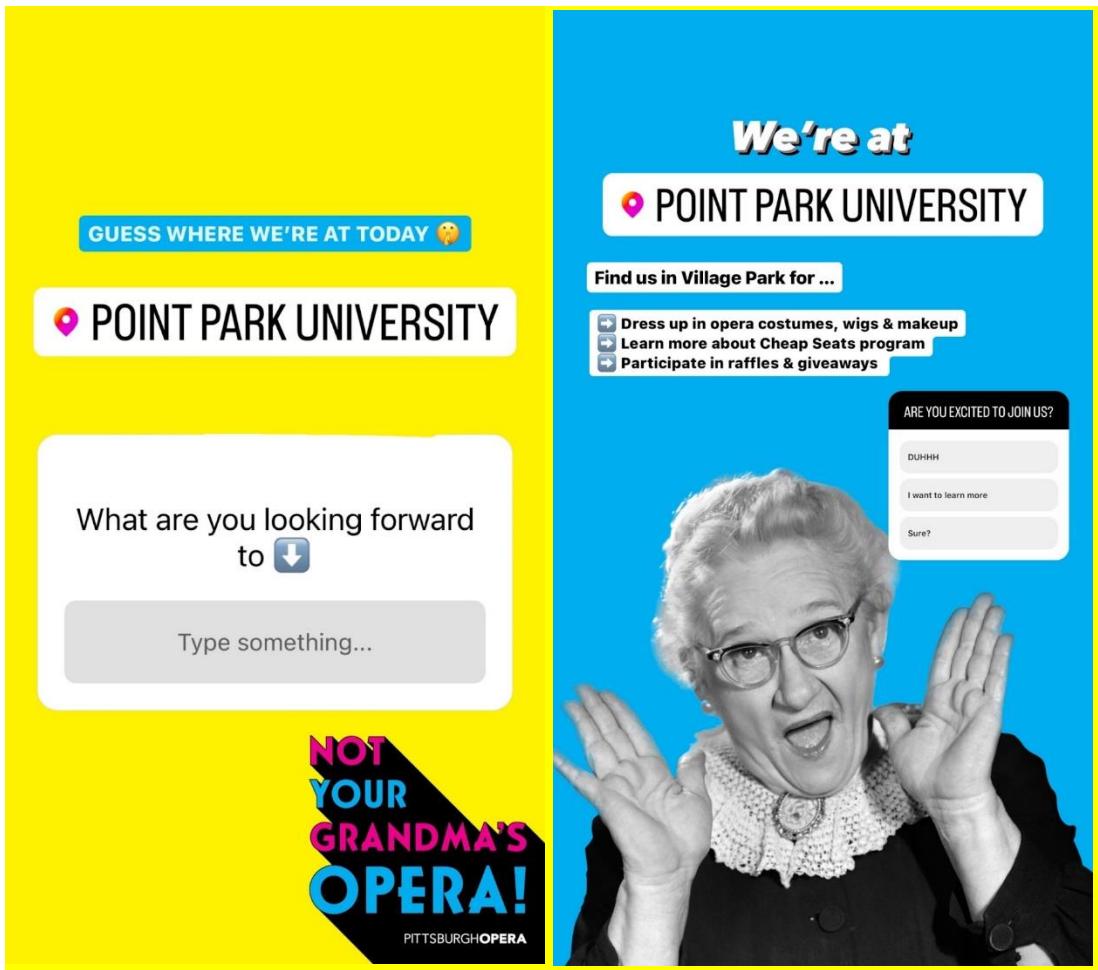
### ***Event Social Media***

Most of the popular events that college students attend take place in August and September. This is the time when thousands of students are coming back for the start of the fall semester and when students are looking for new activities to do around campus and in the city.

Posting consistently on social media during this time of year will be key to the success of the Cheap Seats campaign. College students should see deals going on for the Pittsburgh Opera around this

time, which will heighten the chances of them checking out the Cheap Seats offers. It is recommended to first make a post with all the general information about the program and posting on Instagram stories. This platform will allow the Opera to post on its story as much as possible, without it looking too overwhelming and interfering with the feed.

It is also recommended that the Opera post refreshers before each event occurs to help students keep the events in mind. In addition, interactive stories that include polls and question boxes should be posted to increase engagement and give a ballpark estimate as to how many people are planning on attending each event. The question boxes should say: “What are you looking forward to seeing at \*event name\*?”



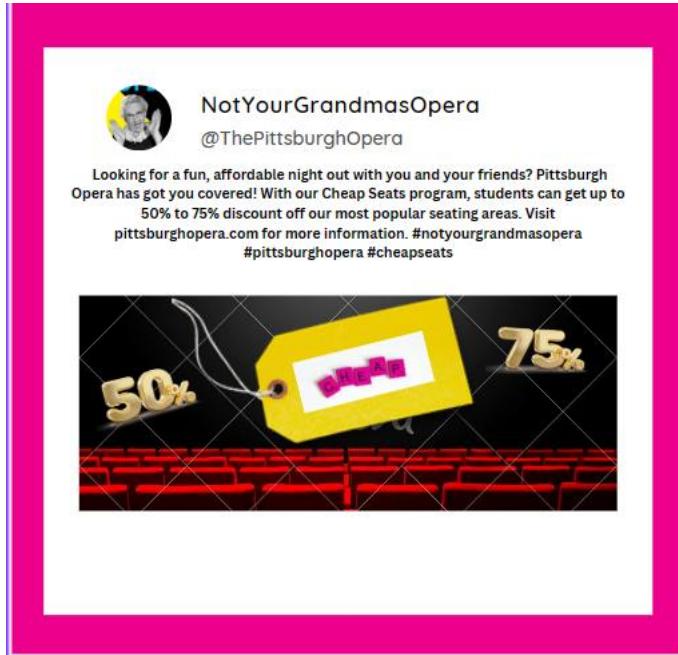
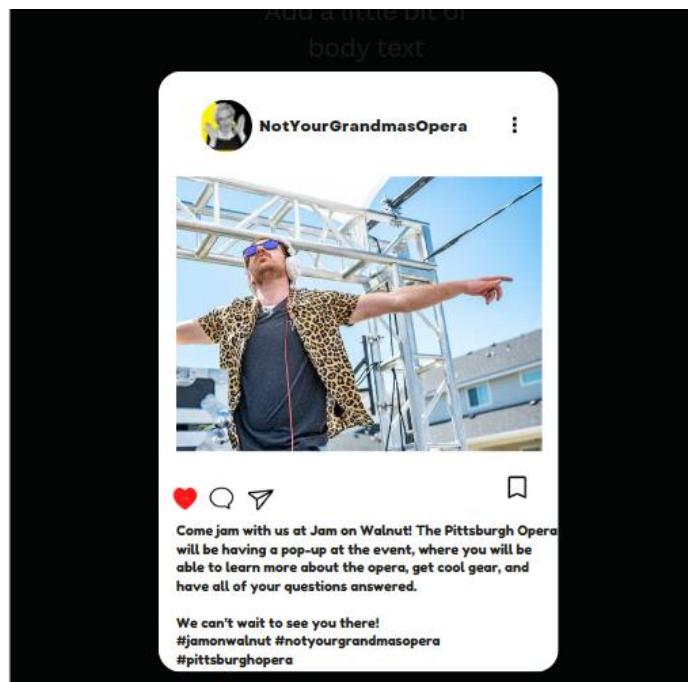
## SOCIAL MEDIA

It is recommended that the Pittsburgh Opera promote Cheap Seats by posting content that highlights college students enjoying the opera. It is suggested to keep a regular posting schedule to meet a goal of making multiple posts each week. The captions should include information regarding Cheap Seats and explain how students are able to get great seats at a discounted rate. Captions should also be fun and witty, putting emphasis on the “Not Your Grandma’s Opera” theme.

The following recommendations should be considered on the various platforms.

### Instagram

It is recommended that the Pittsburgh Opera post on Instagram at least one to two times a week about the Cheap Seats program. Posts that would increase engagement with the Pittsburgh Opera's audience would include behind-the-scenes or virtual meet and greets that would give the audience an inside look at the numerous productions that the Pittsburgh Opera showcases.



### Facebook

It is recommended that the Pittsburgh Opera post on Facebook at least once a week about the Cheap Seats program, workshops and other events. Posting on Facebook should make it easier to lead future opera attendees to the Cheap Seats page on the website since the links are easily accessible. The Pittsburgh Opera would benefit from using Facebook's events page to post and promote upcoming events and allow the Opera to see how many people are attending, how many people are considering attending, and how many people aren't going.

## Twitter

It is recommended that the Pittsburgh Opera post at least one to two times a week on Twitter. This is where the utilization of hashtags becomes crucial. Hashtags are highly effective on Twitter and have more longevity compared to other social media platforms. To increase awareness of Cheap Seats, it is highly recommended to use the hashtag #Cheap Seats on every post while also providing the link to the Cheap Seats page on relevant posts pertaining to the deals and discounts.

Considering that Twitter is an app that is known for posting light-hearted, humorous content, the Pittsburgh Opera can post from the “grandma’s” perspective and say something along the lines of “My time may almost be up, but you still have time grab seats in our most popular seating areas for 50% to 75%!”

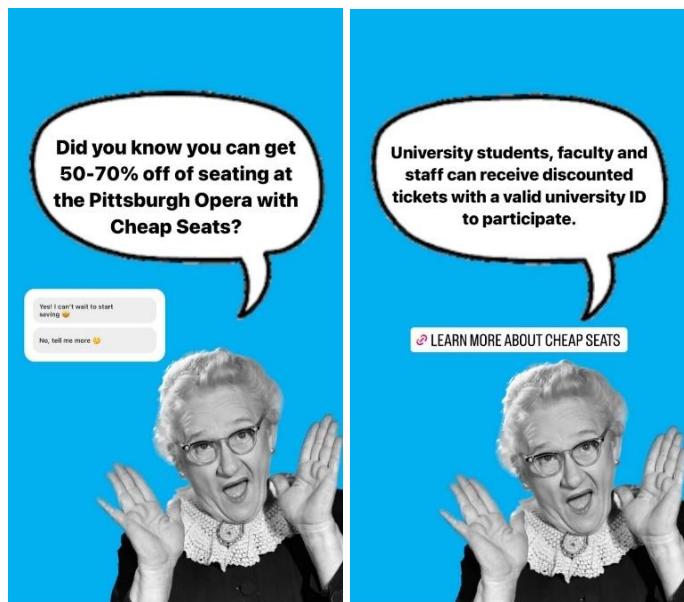


## Hashtags

It is recommended to use hashtags on every post relating to Cheap Seats as a reminder that the discount is applicable for every visit. Suggested hashtags include: #pittsburghopera, #cheapseats, #leavegrandmaathome #collegesavings #thingstodoinpittsburgh

## Stories

Instagram/Facebook stories should include polls and question boxes where audiences and followers could ask questions or give their input on Pittsburgh Opera-related content. The following post on the social media story would provide information about Cheap Seats and a link taking them to the direct page with more details.



## **TikTok & Reels**

It is recommended to have influencers or someone on the special events/social media team record the highlights of students dressing up at an on-campus workshop. This would give audiences a more in-depth look into the opera while also sparking their interest, leading them to consider paying a visit. College students would be more inclined to check out the Cheap Seats program by seeing visuals of students enjoying the Pittsburgh Opera while getting seats at a discounted price. In addition, it would be beneficial for the Pittsburgh Opera to make a Tik Tok series of all the community events where they are making an appearance. This shows the Pittsburgh Opera is involved in the community while also gaining more exposure to the overall organization.

## **Snapchat Geofilters**

The Cheap Seats program should use the same “Not Your Grandma’s Opera” themes geofilters outlined in the 20-Something-Tuesday section to promote this program to the target audience.

## **MEDIA RELATIONS**

Maintaining a consistent and positive relationship with different media outlets around college campuses is imperative to promote Cheap Seats for the Pittsburgh Opera. Reaching out to campus media will provide fluid communication about Cheap Seat’s discounts by proactively providing information to promote the program and events on campus.

### ***Pitch Letters***

It is recommended that pitch letters be sent to all campus media to encourage them to write and run stories on the events and discounts.

**Attachment 34: Campus Media Contact List**

**Attachment 35: Media Relations Pitch Letter**

### ***Press Releases***

Press releases should be sent to the non-campus press announcing the “Not Your Grandma’s Opera” campaign and Cheap Seats discounts. The media lists the Pittsburgh Opera currently maintains should be used to reach out to various media to request event coverage.

**Attachment 36: Press Release**

### ***Staff Contacts***

A list of staff contacts was developed for 10 identified universities in the Pittsburgh region. These staff should be approached to help with the development and distribution of promotional assets in social media, through email blasts, and physically placing flyers on campus. Staff contacts include specialists, editors, directors, coordinators and managers on various campuses in Pittsburgh. Examples of student organizations include student unions, governments, Greek life and programming.

**Attachment 37: Campus Staff Contact List**

# Attachments

NOT  
YOUR  
GRANDMA'S  
OPERA!

PITTSBURGHOPERA

## Attachment 1: Competitive Analysis



### The Industry

Los Angeles, California

<https://theindustryla.org/>

The Industry is a contemporary turn on the opera genre while still performing the classics. The Industry is an experimental company that expands the operatic form. Based out of California, it is run by three artists who collaboratively believe that an opera is a living form that should respond to new perspectives and voices in contemporary culture.

- Holistic approach
- Contemporary
- Want to promote the idea that Opera can be engaging as a living form that can respond to **new perspectives** and voices in contemporary culture
- Offers performances in unexpected places
- **Adapted** and **changed** over time
  - “Sonic Sounds”
  - Like Stomp, but with music, not dance
- Opera is a social experience/communal experience.

### ***Current Social Media Channels***



#### *Analysis*

The Industry markets itself as an independent artist-driven company based out of the Los Angeles area. Overall platforms, they use consistent content with a high-quality visual appeal. The Industry highlights its artists, performances, and achievements.

They utilize YouTube as a hub for short-form and longer-produced videos. The Industry posts interviews with its performers ranging from 30 seconds to 3 minutes in length.

Their most frequently updated accounts are their Instagram which is updated weekly with various posts. As of March 2023, their Instagram has 3,360 followers. Their Facebook is the second most frequently updated with announcements and features. The page has 4,200 followers as of March 2023.

### *Memberships and Offerings*

The Industry offers a membership program for creators and supporters to join the community. There are different levels of membership, where all The Industry Insider members receive recognition on its website.



Opera Philadelphia is committed to embracing innovation and developing opera for the 21st century. They are committed to providing an outstanding opera performance each time. They are engaging with the public and want to propel the genre forward. Opera Philadelphia also has the same values comparable to the Pittsburgh Opera in that they have a commitment to racial equity and inclusion.

- Panel Discussions
- Young Professional's community shows

#### ***Current Social Media Channels***



#### *Analysis*

Opera Philadelphia is very active on all of its social media platforms. They use a lot of videos and have different content that they share. They have scheduled content that reoccurs with changing topics. They are

- Composer Round Table
- Premieres exclusives
- Performer/composer highlights (videos)

#### *Memberships and Offerings*

Opera Philadelphia offers several different programs to its audience to become a part of its community. These programs are easily accessible through their website and can be found under the *Education & Community* tab. Opera Philadelphia offers

- Backstage Pass
- Community Events
- Dress Rehearsal Program

- Opera on the Spot
- Reflection & Re-Vision
- Residency Program
- Scholar in Residence
- Sounds of America
- T-VOCE



***The Metropolitan Opera***  
New York, New York  
<https://www.metopera.org/>

The Metropolitan Opera gives us a baseline for the common opera house. The Metropolitan Opera is a vibrant home for the most creative and talented singers, conductors, composers, musicians, stage directors, designers, visual artists, choreographers, and dancers from around the world.

- Memberships
- Classy
- Over-the-top elegance
- Online streaming of performances

#### ***Current Social Media Channels***



#### ***Analysis***

The Metropolitan Opera posts frequently and more than once a day. The Metropolitan Opera has a strong presence on social media platforms, including Facebook, Twitter, Instagram, and YouTube. The company uses these platforms to promote upcoming performances, share behind-the-scenes content, engage with followers, and showcase its artists. The Metropolitan Opera's social media use appears to be very effective in engaging with fans and has a strong presence online, allowing it to reach a wide and diverse audience.

## Attachment 2: Social Media Research

### Facebook

- 4.5/5 stars (295 reviews)
  - Last overall review in April 2022
  - Last negative review in October 2018
- 10k followers
- 328 following
  - The Opera follows other non-profits, organizations, and businesses in Pittsburgh
  - TV personnel (PTL, news anchors, etc), performers at the opera
- Shares posts almost daily

Engagement on Last 10 Posts:	
Dec. 21	101 reactions, 5 comments, 4 shares
Dec. 24	24 reactions, 2 shares
Dec. 27	18 reactions
Dec. 30	72 reactions, 2 comments
Jan. 3	26 reactions, 1 comment, 6 shares
Jan. 4	2 reactions
Jan. 5	3 reactions, 2 comments
Jan. 10	79 reactions
Jan. 11	7 reactions, 2 comments, 1 share
Jan. 12	1 reaction

People who are interacting with the content are an older crowd (30+). The mentions are coming from others including Classical WQED FM 89.3, ADAArtist Management, Pittsburgh Girls Choir, Market Space Agency, and the University of Tennessee Opera Theatre.

## LinkedIn

- 5k followers
- Strong 'About' section
  - Shares the mission & brief overview of the organization
- Stagnant posting (once a week or once a month)

Engagement on Last 10 Posts:	
Jan. 12	3 reactions, 1 repost
1 week ago	6 reactions, 1 repost
1 month ago	8 reactions, 1 repost
1 month ago	10 reactions
1 month ago	4 reactions
1 month ago	5 reactions
2 months ago	5 reactions
2 months ago	3 reactions
2 months ago	20 reactions
2 months ago	4 reactions, 1 repost

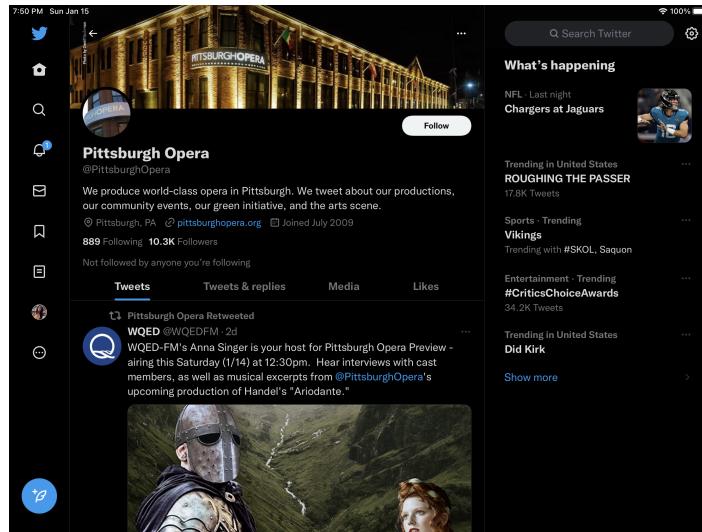
Content focuses on topics like the summer camp, the Pittsburgh area, and outside area students who attend or are involved with the Pittsburgh Opera, Pittsburgh Opera Board article mentions, and donations.

## Pinterest

- Only 53 followers
- They don't follow any other accounts
- 7.5k monthly views
- All original content is aesthetically pleasing to look at
- Zero comments on all of their posts

## Twitter

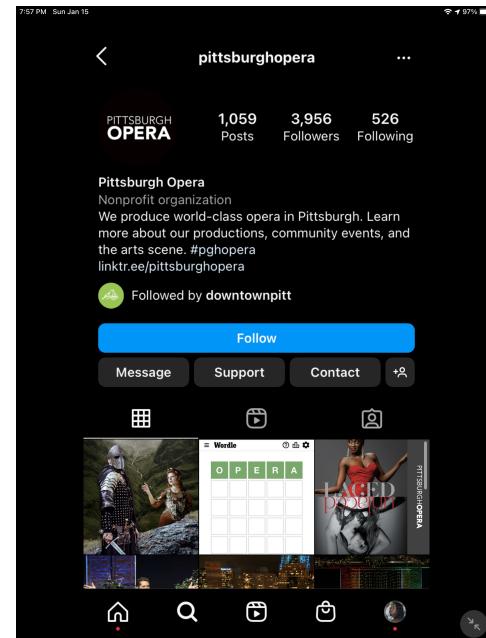
- Pittsburgh Opera's Twitter is their strongest social media currently
- They stand at 10.3k followers
- Their average view count currently is 115-400
- Pittsburgh Opera posts at least every other day, with occasional breaks in between
- They engage with other businesses/company's posts by reposting their content
- Little to no likes
- Barely any "retweets"



A screenshot of the Pittsburgh Opera Twitter profile. The profile picture is a night photograph of the Pittsburgh Opera building. The bio reads: "We produce world-class opera in Pittsburgh. We tweet about our productions, our community events, our green initiative, and the arts scene." The account is located in Pittsburgh, PA, has a website at pittsburghopera.org, and was joined in July 2009. It has 889 following and 10.3K followers. The "Tweets" tab is selected, showing a recent tweet from WQED-FM (@WQEDFM) about a Pittsburgh Opera Preview. The sidebar shows trending topics like NFL, ROUGHING THE PASSER, Vikings, and #CriticsChoiceAwards.

## Instagram

- Almost at 4K
- Posts frequently
- Most of their posts are original photos
- Very little to no engagement on their posts
- Their average likes vary from 12-100
- Most of their posts don't have any comments
- Little to no engagement with their followers
- Their reels have an average of 1300+ views

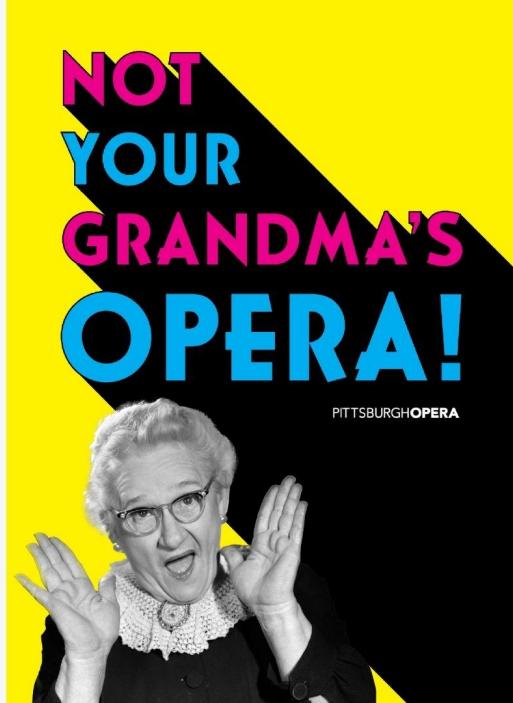


A screenshot of the Pittsburgh Opera Instagram profile. The profile picture is a black and white portrait of a person in a costume. The bio reads: "Nonprofit organization. We produce world-class opera in Pittsburgh. Learn more about our productions, community events, and the arts scene. #pghopera linktr.ee/pittsburghopera". The account has 1,059 posts, 3,956 followers, and 526 following. The "Follow" button is highlighted in blue. The Instagram interface shows a grid of posts, including a knight in armor, a woman in a red dress, and a grid of images related to the opera.

## Attachment 3: Branding Guidelines

# Branding Guidelines

Not Your Grandma's Opera

A promotional poster for 'NOT YOUR GRANDMA'S OPERA!' by Pittsburgh Opera. The title is in large, bold, block letters. 'NOT' is pink, 'YOUR' is blue, 'GRANDMA'S' is pink, and 'OPERA!' is blue. Below the title is a black and white photo of an older woman with glasses and a lace collar, looking surprised with her hands raised. The Pittsburgh Opera logo is in the bottom right corner of the poster.

## Brand Overview

### BRAND TONE

Fun  
Lively  
Vivid  
Quirky  
Irreverent

### UNIQUE SELLING POINT

Not Your Grandma's Opera doesn't take itself too seriously. It understands the misconceptions of the opera and seeks to correct these misconceptions in a fun, quirky way.

The opera is a budget-friendly, worthwhile, and fun activity for both young and old to enjoy!

## Creative Strategy

### JUXTAPOSITION OF CLASSIC & MODERN ELEMENTS

By mixing classic and modern elements throughout their visuals and copy, Not Your Grandma's Opera acknowledges the dated misconceptions of going to the opera and shows their audience the reality: going to the opera is fun!

#### Examples: Graphics

Utilize black and white photos that are vintage in feeling. These should be collage-style and surrounded by trendy graphic design elements, pops of bright color, and bold typography.

#### Examples: Color

Mix black, white, and greyscale with pops of bright color. Cheap Seats visuals should incorporate yellow, magenta, and cyan. 20-Something Tuesday visuals should incorporate red.



## Typography

Logo: Casablanca URW - Bold



**NOT  
YOUR  
GRANDMA'S  
OPERA!**

PITTSBURGHOPERA

#### Font Overview

**Avenir LT Std 95 Black**  
For Headers

**Avenir LT Std 55 Roman**  
For Subheads and Paragraphs

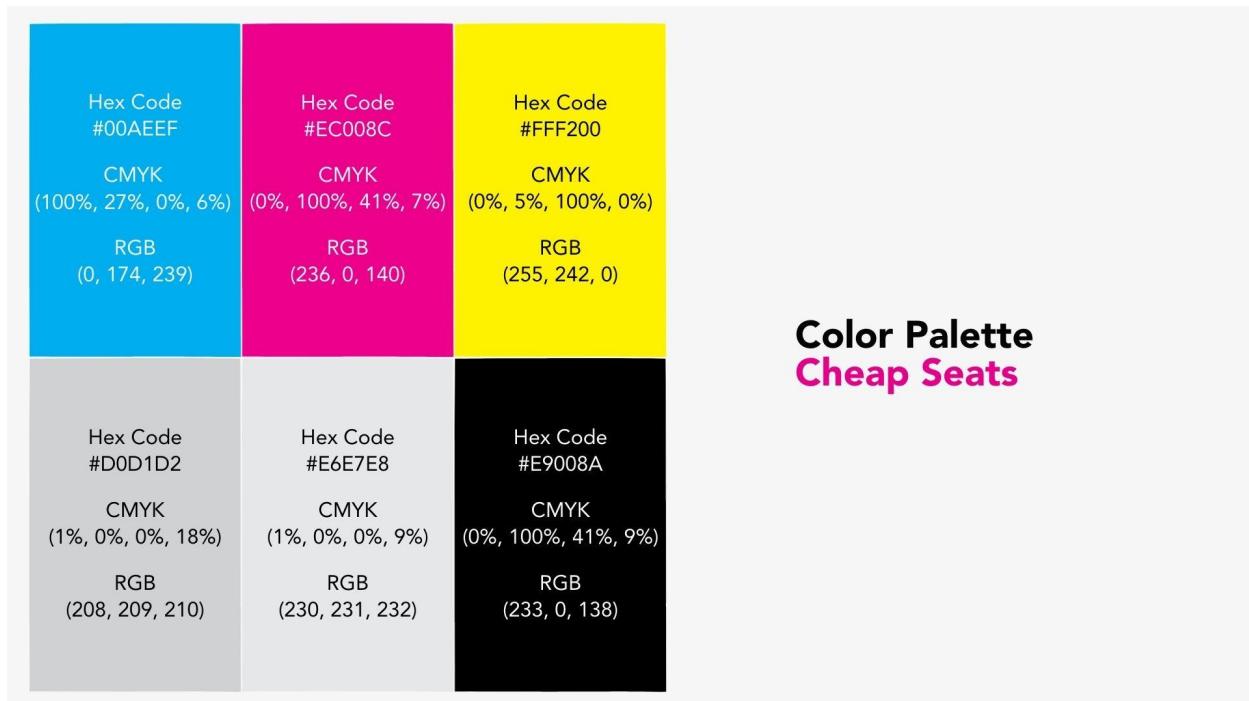
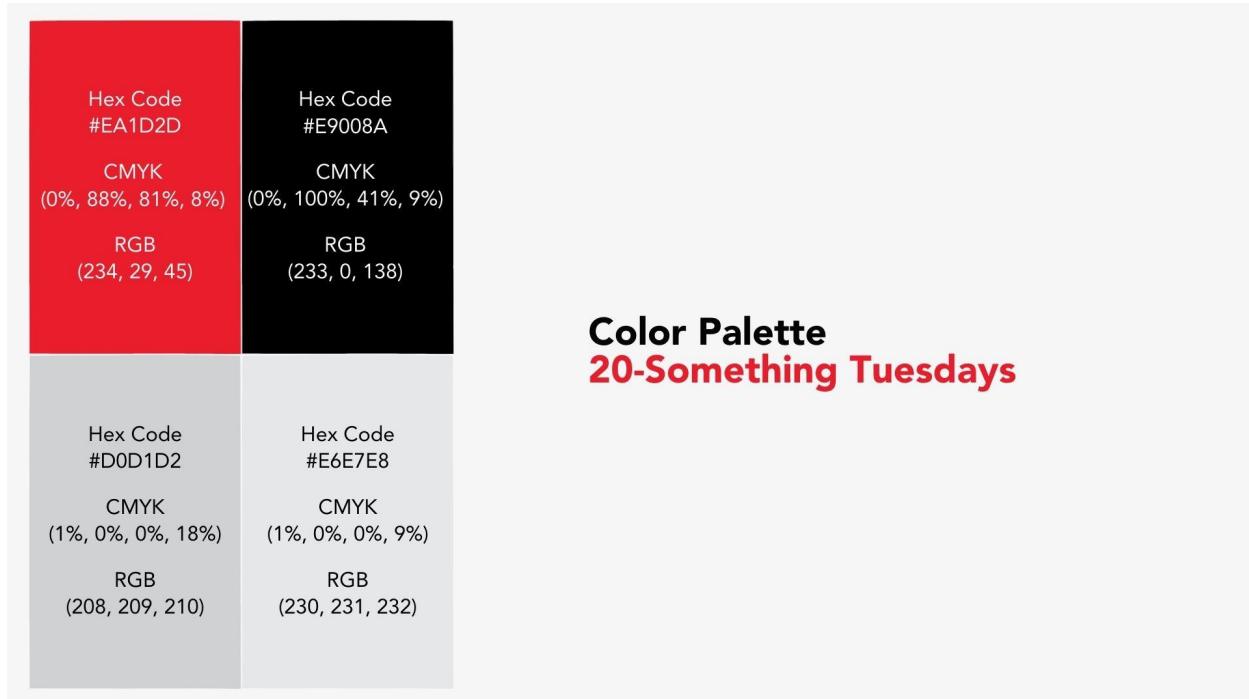
Download Link: [https://freefontsfamily.com/avenir-font/#google\\_vignette](https://freefontsfamily.com/avenir-font/#google_vignette)

#### Font Hierarchy

Pittsburgh Opera

### The Pittsburgh Opera Experience

This Saturday at the Pittsburgh Opera House, join your fellow 20-somethings for an Opera-themed networking experience!



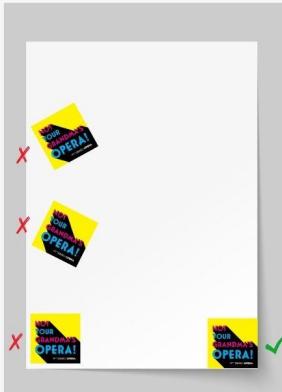
## Logos - Cheap Seats



## Logos - 20 Something Tuesdays

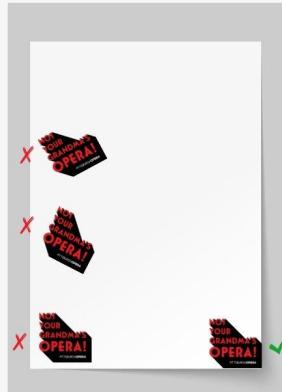


## Logos - Placement Guidelines



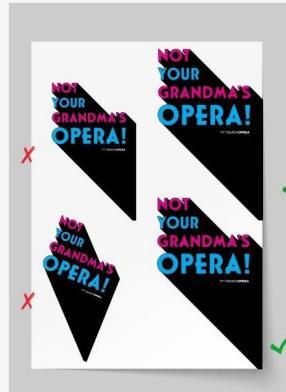
**Small Logo w/Background**

- Bottom right-hand corner
- Corner and sides touching edge of container



**Small Logo, No Background**

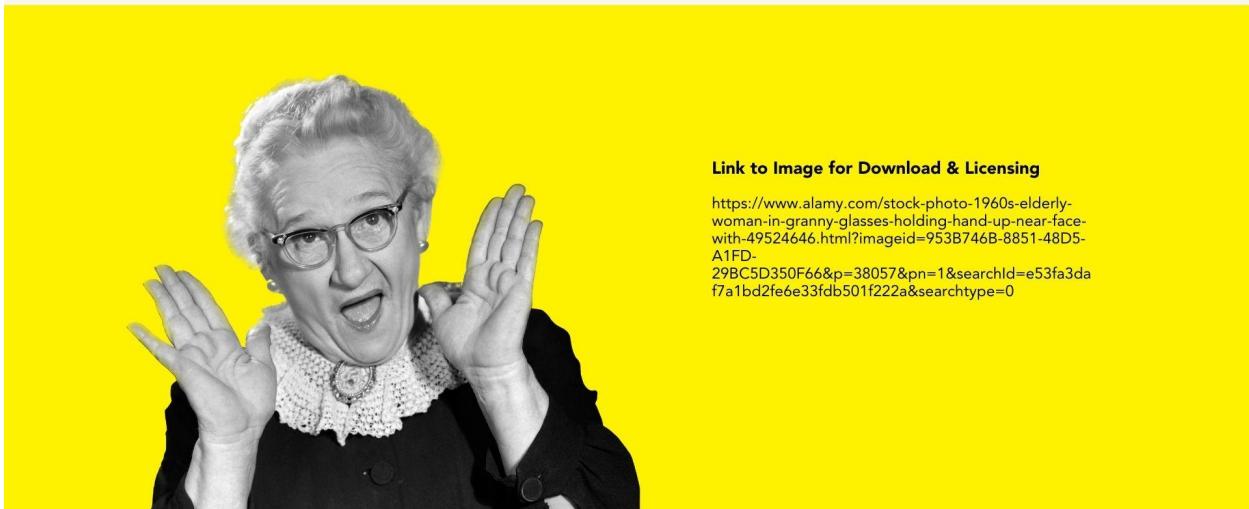
- Bottom right-hand corner
- Corner and sides touching edge of container



**Large Logo**

- Right edge of container
- Shadow edge touching edge of container

## Not Your Grandma's Opera Grandma Mascot



### Link to Image for Download & Licensing

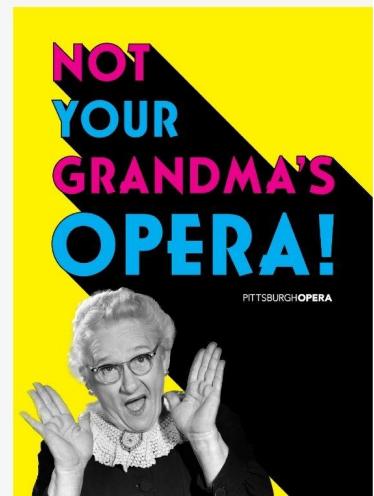
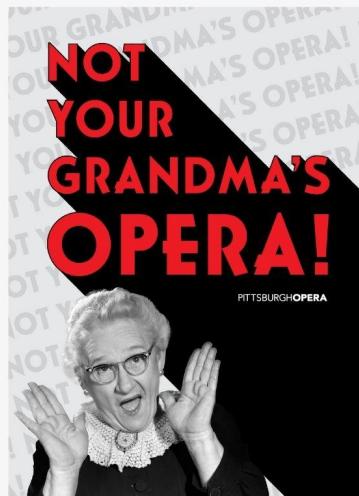
<https://www.alamy.com/stock-photo-1960s-elderly-woman-in-granny-glasses-holding-hand-up-near-face-with-49524646.html?imageid=953B746B-8851-48D5-A1FD-29BC5D350F66&p=38057&pn=1&searchId=e53fa3da7a1bd2fe6e33fdb501f222a&searchtype=0>

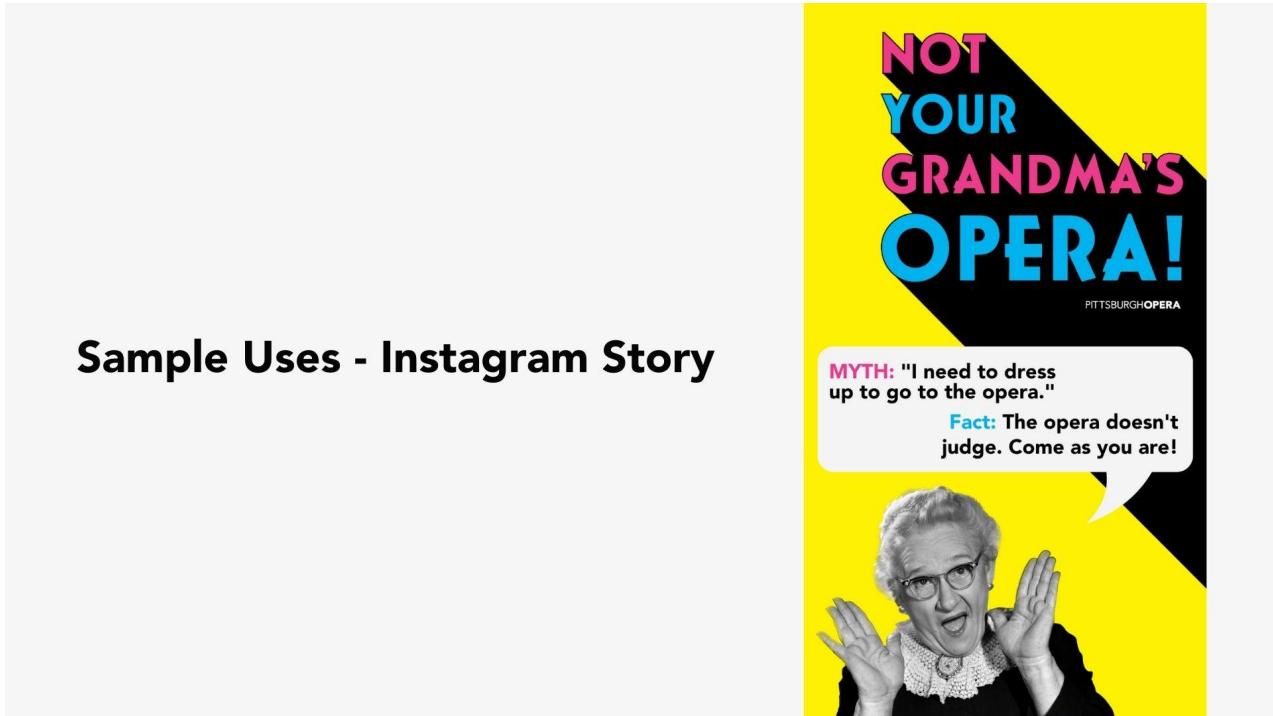
## Supporting Graphic Elements

Examples of graphic elements that can be used throughout collateral marketing.

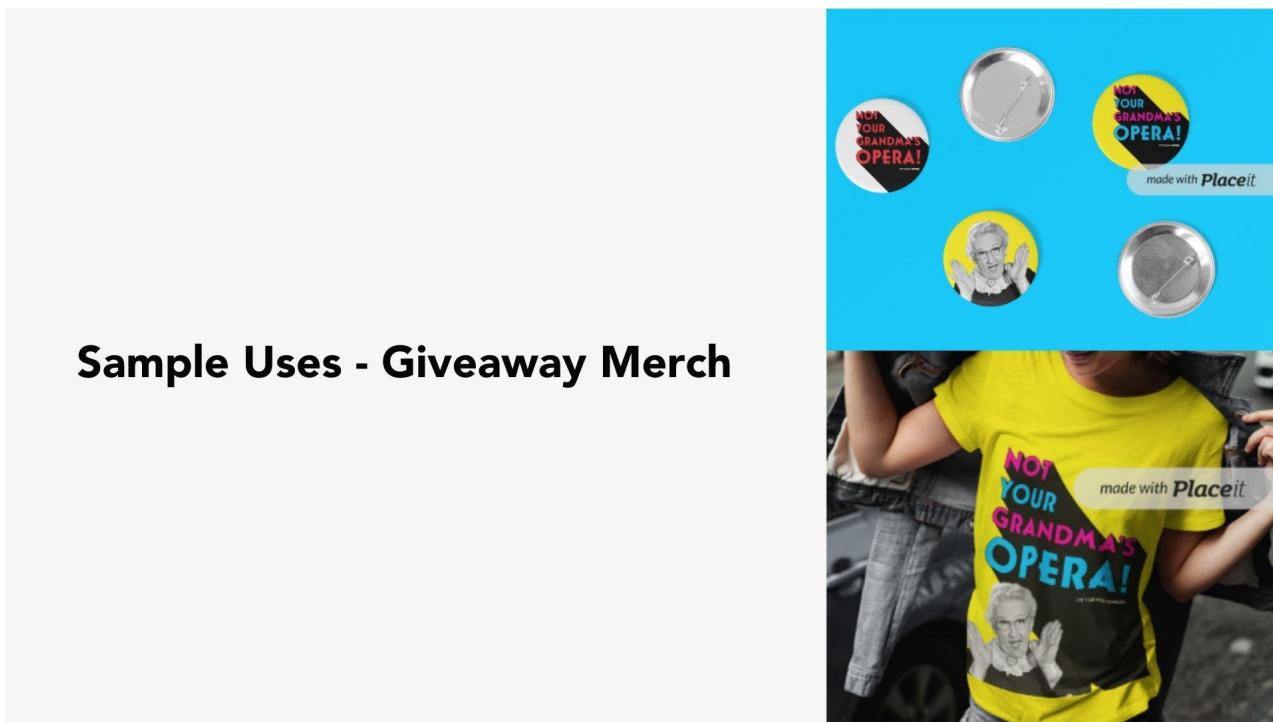


### Sample Uses A-Frames





## Sample Uses - Instagram Story



## Sample Uses - Giveaway Merch

## Attachment 4: Print Marketing Comparison

### Graphics and Print Advertising Comparison

Research on graphics used in past advertising campaigns from opera houses across the globe was completed to gain inspiration and insight from others who sought to appeal to the same target demographic which are college students and 20-something young professionals.

A campaign that stuck out most used slogans, graphics, and branding that subverted traditional opera advertising and assumptions while including nods to classic opera advertising and iconography.

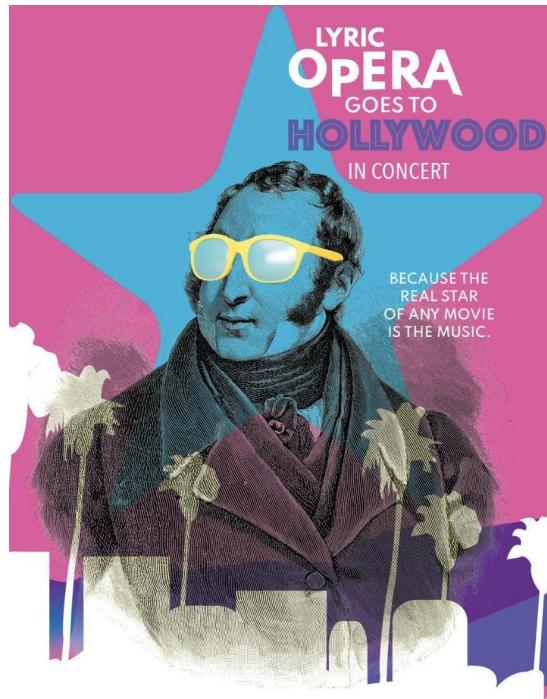
Other opera houses that were used as inspiration included Opera North, Philadelphia Opera, the Royal Opera House, and the Metropolitan Opera.

#### Lyric Opera of Chicago

Chicago, IL

The Lyric Opera of Chicago developed slogans that contradicted common assumptions about the opera and superimposed these slogans over traditional black-and-white opera graphics.



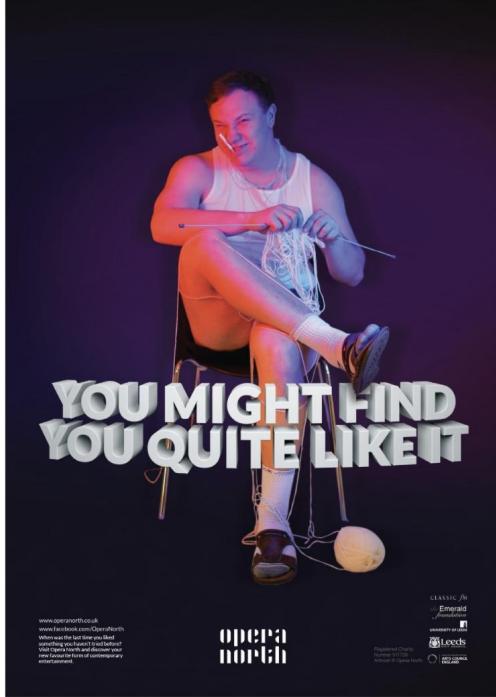
A photograph of three young people in a theater. Two girls are in the foreground, smiling and laughing. One is wearing a plaid shawl. A boy is visible in the background. A purple box contains text.

**As part of the Lyric family, you are connected to one of Chicago's preeminent, nonprofit cultural institutions.**

Beyond great performances, and beyond the boundaries that often define opera companies, Lyric ignites creativity across Chicago. Through innovative learning opportunities, creative exploration, and artistic creation and collaboration, Lyric, with your support, encourages tens of thousands of students, educators, and families from neighborhoods across the city to share their voices and embrace the joy, power, and relevance of opera as a catalyst for growth and change.

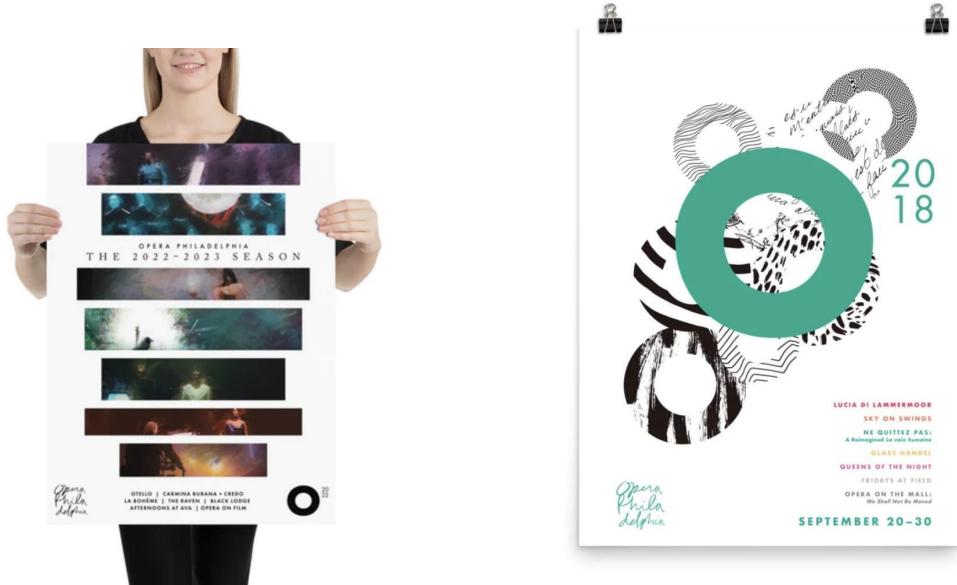
Opera North  
Lebanon, NH

Opera North of Lebanon, New Hampshire developed witty slogans to advertise their contemporary operas. They used colorful, trendy graphics to advertise these operas to younger audiences.



## Philadelphia Opera

A more classic example of modern opera advertising, the Philadelphia Opera focuses on interesting graphics over typography and slogans.



## Royal Opera House

The Royal Opera House of London, England utilized classic, modern photography and illustrations.



## The Metropolitan Opera (NYC)

The Metropolitan Opera did a great job of balancing informational copy with eye-catching graphics. Their use of photos from their shows stood out.

"PIERCINGLY BEAUTIFUL"  
—THE NEW YORKER

**PUCINNI**  
**Madama Butterfly**

Season Premiere Friday, October 11  
The Met's breathtaking production, with sets by Puccini's original designer, is "remarkable ... a trailblazer"—reprising her acclaimed portrayal of the tragic title角色.

TODAY at 8PM & Tuesday  
**MACBETH**  
Anna Netrebko returns for another sold-out season. Macbeth undergoes an other-worldly transformation in this "hypnotic" production.

Saturday mat & Thursday  
**PORGY AND BESS**  
"Gripping ... new life" for the title role. Blue is the Met's trademark for this year's most buzzed-about production.

Saturday  
**MANON**  
Christine Goettsch "shines" in this "incredible title role," expressive and gripping.

Sunday mat & Wednesday  
**TURANDOT**  
The soaring Christine Goettsch "delights" in the title role. "A resounding success," according to Puccini's leading soprano.

**The Met**  
**metropolitan**  
**Opera**

Tickets start at \$25 [metopera.org](http://metopera.org) 212.362.6000

"FABULOUSLY BEAUTIFUL"  
—TELEGRAPH  
"HYPNOTIC"  
—NEW YORK TIMES

**PHILIP GLASS**  
**Akhnaten**

Friday, November 8  
METROPOLITAN OPERA PREMIERE  
Philip Glass's sweeping and intense contemporary opera. Akhnaten, the revolutionary pharaoh who transformed ancient Egypt in this "hypnotic" production. Met premiere production. Karen Kamensek conducts in her Met debut.

Sunday  
**ORFEO ED ALCESTIS**  
Met's famous Janine Deegan stars in this "magical" production. "A rapturous performance." —Diana Damrau.

Wednesday & Saturday  
**LA BOHÈME**  
Met's famous Anna Netrebko returns to the Met with a "hypnotic" production. "A rapturous performance." —Diana Damrau.

Thursday  
**TURANDOT**  
Met's famous Anna Netrebko returns to the Met with a "hypnotic" production. "A rapturous performance." —Diana Damrau.

Saturday mat  
**MADAMA BUTTERFLY**  
The Met's breathtaking production, with sets by Puccini's original designer, is "remarkable ... a trailblazer"—reprising her acclaimed portrayal of the tragic title角色.

**The Met**  
**metropolitan**  
**Opera**

Tickets start at \$25 [metopera.org](http://metopera.org) 212.362.6000

"MAGICAL ... AN ENCHANTING RIDE"  
—NEW YORK TIMES

**MOZART**  
**The Magic Flute**

Sunday, December 15  
A New York holiday tradition, the Met's staging of this beloved version of Mozart's classic fairy tale returns in Julie Taymor's spectacular production.

**The Met**  
**metropolitan**  
**Opera**

Tickets start at \$25 [metopera.org](http://metopera.org) 212.362.6000

NEW THIS SEASON! SUNDAY MATINEES

**PUCINNI**  
**Turandot**

Season Premiere on Thursday  
The electrifying Christine Goettsch sings the title role in Franco Zeffirelli's dazzling production. "A rapturous performance." —Diana Damrau.

**The Met**  
**metropolitan**  
**Opera**

Tickets start at \$25 [metopera.org](http://metopera.org) 212.362.6000

## Attachment 5: Social Media Recommendations

### **Hashtags**

Using hashtags is a good way to keep the Pittsburgh Opera's social media content highlighted and easy to access. For example, using #notyourgrandmasopera on all social media posts will relate to all Pittsburgh Opera posts. In addition, using a catchy hashtag will intrigue followers to click on it to see what it's all about. Additional example hashtags, #pittsburghopera, #cheapseats, #leavegrandmaathome #collegesavings #thingstodoinpittsburgh

### **Photo-Ops**

Possible photo opportunities should be taken advantage of. Some easy photo-op props and necessities for events include but are not limited to the following:

Photo Ops
Backdrop
Signs and props
Selfie opportunities with performers in costume
Photo booth
Professional photographer

### **Instagram**

It is recommended that the Pittsburgh Opera post on Instagram at least two times per week while interacting with audiences at least once per day. Interacting with audiences can be anything from replying to comments on the Pittsburgh Opera Instagram to commenting on people's photos where they tagged the Pittsburgh Opera to reposting those photos as well. Another way to interact with audiences is to make story posts for them to interact with. Find more information on story posts below.

Posts that would increase engagement with the Pittsburgh Opera's audience would be post content such as behind-the-scenes or virtual meet and greets that would give their audience sort of an inside look at the numerous productions that the Pittsburgh Opera showcases. Any post that announces a new or fun experience should be posted to the actual Instagram feed as opposed to stories.

### ***Reels and TikTok***

Instagram Reels and TikToks are two forms of versatile content that can be recycled on other social media platforms for more exposure in the aspect of short-form videos. Sample videos can be found and viewed in the PowerPoint presentation portion of this campaign. The short-form video examples were created by a local Pittsburgh influencer who has over 2.8 million followers on TikTok. The influencer created unique and fitting videos specifically for the campaign. The videos are great examples of everyday posts to make as reminders of the weekly events the Pittsburgh Opera holds.



@itsbrandonmax is a local influencer who assisted us with the creation of short-form video examples.

To keep audiences' attention, TikTok videos should be kept between 15 and 30 seconds long.

On TikTok, hashtags are one of the main ways to get discovered without an audience. Here are some of the top TikTok hashtags for growth in 2023.

1. #tiktok	14. #followers
2. #tiktokchallenge	15. #aesthetic
3. #tiktokviral	16. #viral
4. #tiktoktravel	17. #viralpost
5. #tiktoktraditions	18. #fyp
6. #tiktokers	19. #foryoupage
7. #love	20. #meme
8. #lovestory	21. #funny
9. #lovesong	22. #funnyvideos
10. #like	23. #cute
11. #likeforlike	24. #fun
12. #follow	25. #music
13. #followme	

TikToks can be posted on Instagram as “Reels” and can then reach a completely different audience

than the one it's already reached on TikTok. Videos can also be posted on Facebook, LinkedIn, websites or blogs, and Pinterest.

### ***Facebook***

Facebook is a great way to start conversations rather than sharing announcements. Facebook also has a stories feature that can be great for posting short 24-hour photos or announcements that may not be large or relevant enough to make a whole post out of them.

Facebook groups can be one of the main ways to gather together people with common interests to start a conversation and form a small community. Facebook groups for the Pittsburgh Opera should be created, including one for the opera as a whole, the Pittsburgh Opera Experience, 20-Something-Tuesday, the upcoming shows, and one for cheap seats.

Facebook posts will appear on the timeline of anyone who follows the Pittsburgh Opera and is open to shares from their audience. It is important to make shareable content with a call to action so those who are interested in the post can spread it to their friends as an easy and quick way to get involved without having to research too much information on the event.

### ***Twitter***

Post more content and be more active on Twitter. It is suggested to utilize the opera's 10k followers and start posting more casual content that is retweetable by not only fans of the opera but just Pittsburghers in general. It would also pique the interest of younger audiences to post more playful and witty tweets and media about just general Pittsburgh trends (Ex: remember the bus in the sinkhole? Everyone was hopping on that trend to make jokes about that. Whenever something is "Pittsburgh trending" hop on the bandwagon!)

This is a pretty general social media idea and not one specific to events being thrown by the opera, but definitely utilize Twitter to post videos and photos of events with fun captions and not be crowded with links and information. Links can be "linked below" as in, the 2nd tweet in the thread, but generally linking something to the original tweet makes it seem too much like an advertisement and less like fun interactive content.

It is also important to not crowd photo posts with too much text, links, and hashtags. A good photo post has a short caption and hashtag or a link below.

### ***LinkedIn***

LinkedIn is a way to promote events in a professional manner. Inviting professionals to shows and events through LinkedIn is an effective way to get professional coverage of events and let others in the business know when an important event is coming up.

Reaching out to journalists through LinkedIn is an effective way to bring them in to see a show or cover an event. When reaching out to these journalists, it is helpful to have some events posted

beforehand so that upon receiving the invite, they can go on the Pittsburgh Opera LinkedIn page to see what their events may entail.

### ***Snapchat***

GeoFilters allow audiences to document their location on any photo they take for Snapchat. The

Pittsburgh Opera should create a GeoFilter so guests can document their experience and show off to its audiences exactly where their photos were taken.

To create a GeoFilter:

Step 1: Go to the [Create Your Own website](#) on a computer and select ‘Community Filters’

Step 2: Choose Geofilter or Moment Filter

Step 3: If you pick Geofilter, choose where you want it to be available. If you pick Moment Filter, it will be available around the world!

Step 4: Submit it for approval by Team Snapchat

### ***Specific App Features***

#### **Stories**

Instagram, Facebook, and Twitter are all examples of social media apps that have adopted the “story” feature. This feature is amazing for keeping your business or brand fresh in people’s minds without having to commit to an entire social media post. Stories appear at the top of people’s newsfeeds and stay there for 24 hours before automatically deleting. Links can also be attached to stories so it can be easy and accessible for users to simply swipe up to sign up for events or purchase opera tickets.

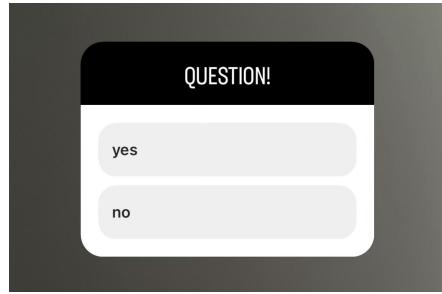
Examples of story posts:

- Event calendars
- Fun graphics
- Professional photography from events or performances
- Polls feature
- Questions feature
- Countdown feature
- Ranking feature

The “polls”, “questions”, “ranking” and “countdown” features are built into Instagram.

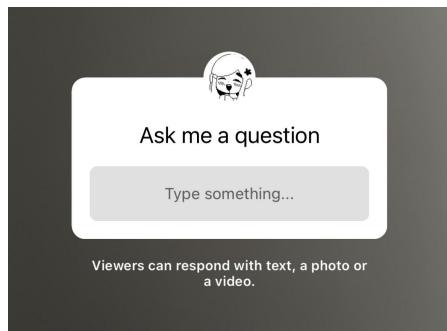
These can be great audience interaction tools and a way to generate responses and audience opinions on any event or aspect of the Pittsburgh Opera.

## Polls



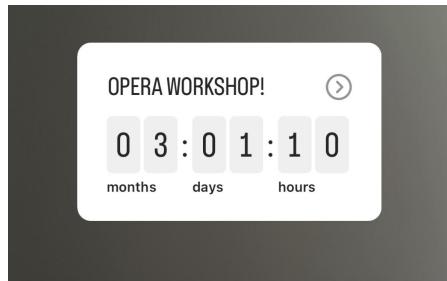
In this feature, users can add a little box to any story photo and attach a question where the audience can choose the answer. After the story has been posted, the poster can see the voters' responses below the story in the “viewers” section.

## Questions



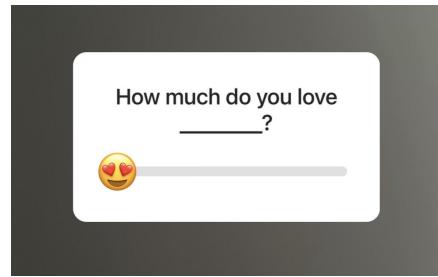
In this feature, users can post a box urging audiences to “ask me a question”. In this, audiences are able to ask the poster about any event they wish to, and the poster is able to answer these questions directly in their story so everyone can see the response.

## Countdown



In this feature, there is less audience interaction but it is still a helpful reminder to those looking forward to upcoming events. With this feature, users may title the countdown whatever they please and then put in the corresponding date to inform audiences about upcoming events.

## Ranking



This feature is very fluid. Basically, users can write whatever they please over a “rating bar” where users can slide the emoji to its minimum or maximum to give their input on how much they like or dislike whatever is posted. Often, this can be posted over top of any photo, even when it may not seem relevant, just to generate some audience interaction.

## Attachment 6: Pittsburgh Community Survey Questions

**Title:** Pittsburgh Opera Interest Survey

**Introduction:** Hello! Thank you for your interest in this survey. This research is being conducted by students at Point Park University in order to build a campaign for the Pittsburgh Opera. This survey will ask a few questions to better understand the opinions of the general public on the arts and Opera in Pittsburgh. This survey should take no more than 10 minutes to complete.

### Questions:

- 1.) How old are you?
  - a.) Under 20
  - b.) 20-29
  - c.) 30-39
  - d.) 40-50
  - e.) Over 50
  
- 2.) What is your field of occupation?
  - a.) Construction
  - b.) Accounting / Business
  - c.) Public Relations / Advertising
  - d.) Entertainment
  - e.) Education
  - f.) Healthcare
  - g.) Retail
  - h.) Food services
  - i.) Military
  - j.) Student
  - k.) Unemployed
  - l.) Other:
  
- 3.) What is your ZIP Code?
  - a.) [Fill-in]
  
- 4.) What social media platforms do you use? (Select all that apply.)
  - a.) Instagram
  - b.) Facebook
  - c.) Twitter
  - d.) TikTok
  - e.) Snapchat

- f.) Reddit
- g.) BeReal
- h.) Pinterest
- i.) Tumblr
- j.) Other:

5.) What do you do for fun? (Select all that apply.)

- a.) Go to parties/ bars
- b.) Stay in
- c.) Go to shows (concerts, musicals, plays, comedy, etc.)
- d.) Play sports
- e.) Attend sporting events
- f.) Visit museums or art installations
- g.) Exercise / Work out
- h.) Go to the movies
- i.) Other:

6.) Where do you look for live events to attend? (Select all that apply.)

- a.) Social media
- b.) Print media (newspapers, magazines, etc.)
- c.) Google searches
- d.) Word of mouth
- e.) Friends
- f.) Other:

7.) On a scale of 1 to 5, with “1” being most likely to attend, rank your favorite live arts events to attend.

- a.) Musical
- b.) Play
- c.) Opera
- d.) Concert
- e.) Symphony
- f.) Dance (Ballet, Jazz, etc.)

8.) Name three words you associate with the opera.

- a.) [Open-ended.]

9.) How much would you expect opera tickets to cost?

- a.) Less than \$20

- b.) \$20-\$40
- c.) \$41-\$70
- d.) \$71-\$100
- e.) More than \$100

10.) How much would you pay for an opera ticket?

- a.) Less than \$20
- b.) \$20-\$40
- c.) \$41-\$70
- d.) \$71-\$100
- e.) More than \$100

11.) Have you attended the Pittsburgh Opera before?

- a.) Yes [Skip to question 14.]
- b.) No [Skip to question 12.]

***No, I have not attended a Pittsburgh Opera before.***

12.) Why have you not attended an opera before?

- a.) [Open-ended.]

13.) What would make you see an opera?

- a.) [Open-ended.]

***Yes, I have attended a Pittsburgh Opera before.***

14.) Why have you attended an opera before?

- a.) [Open-ended.]

15.) What would make you see an opera again?

- a.) [Open-ended.]

16.) Select all of the discount programs you know of that Pittsburgh Opera provides.

- a.) Student Tickets (Cheap Seats / Student Rush)
- b.) Twenty-Something Tuesday
- c.) Group Sales
- d.) New Guard / Membership options
- e.) Senior Rush
- f.) I don't know about any of these discounts.

17.) Select all of the Pittsburgh Opera events that you know about.

- a.) "Brown Bag" Concerts

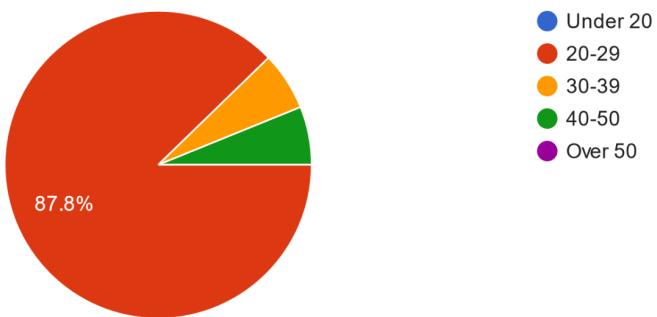
- b.) Season Shows
- c.) WQED Radio Previews
- d.) Workshops
- e.) Misc. Concerts
- f.) I didn't know about any of these events.

## Attachment 7: Pittsburgh Community Survey Results

### Section 1: Demographics

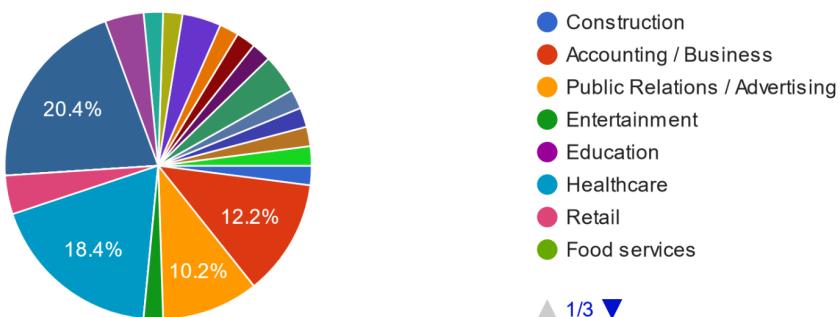
How old are you?

49 responses

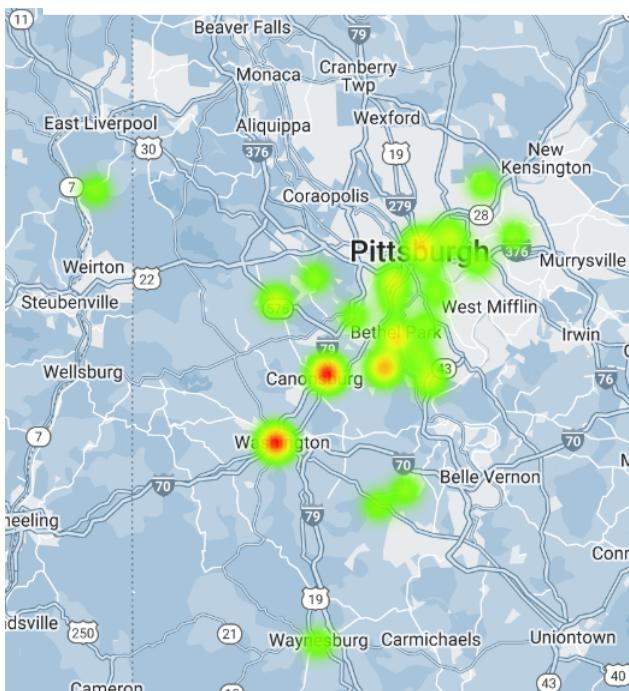


What is your field of occupation?

49 responses



▲ 1/3 ▼

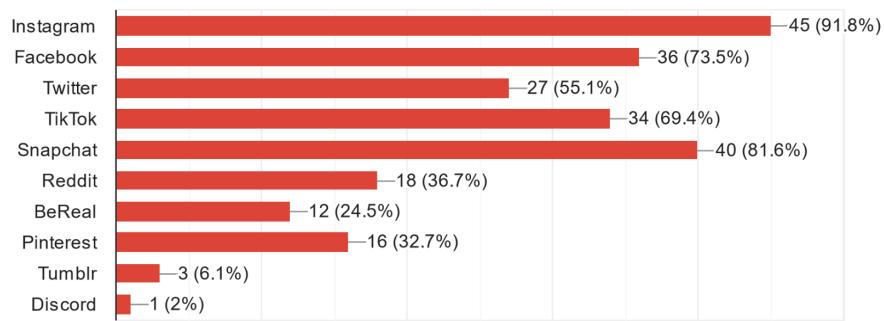


On the left is a heat map showing where a majority of responses were from. A few responses were from outliers 80+ miles away from Pittsburgh.

## Section 2: Hobbies and Spare Time

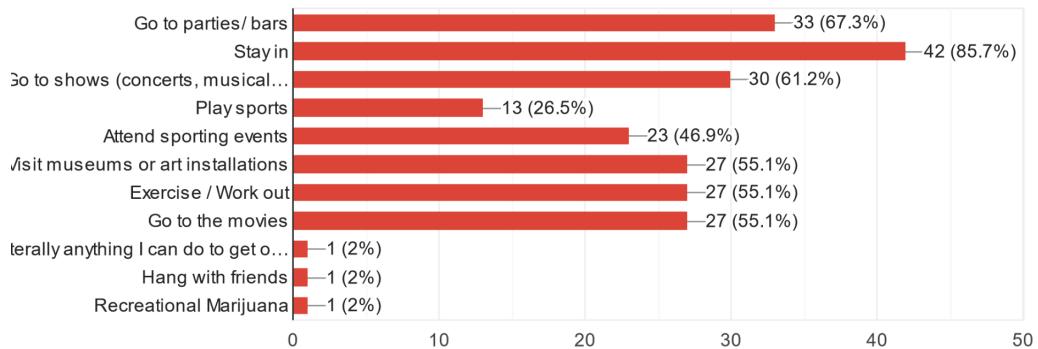
What social media platforms do you use? (Select all that apply.)

49 responses



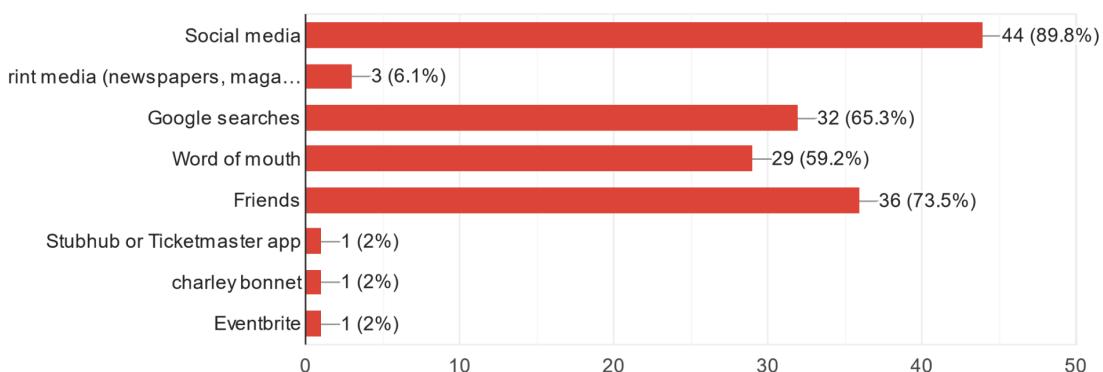
What do you do for fun? (Select all that apply.)

49 responses

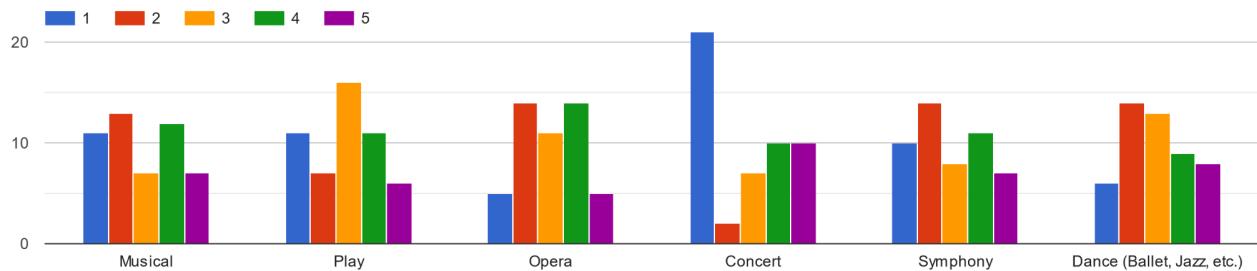


Where do you look for live events to attend? (Select all that apply.)

49 responses



On a scale of 1 to 5, with "1" being most likely to attend, rank your favorite live arts events to attend.



The above question was proven to be inaccurate due to the strange wording of the question. Multiple responses had two ranks selected for some of the events.

## Section 3: Opera

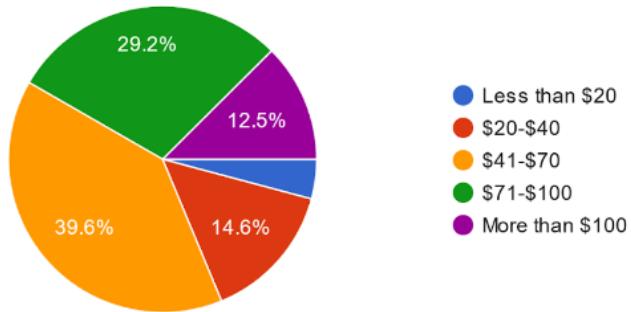
Below is a word cloud created from the responses of “Name three words you associate with the opera.”



The next questions were about cost.

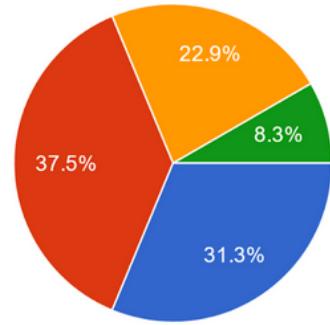
How much would you expect opera tickets to cost?

48 responses



How much would you pay for an opera ticket?

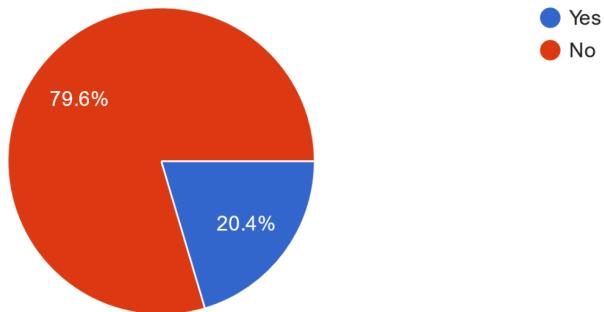
48 responses



## Section 4: Pittsburgh Opera

Have you attended the Pittsburgh Opera before?

49 responses



After this question, the survey branched off depending on how the respondent answered.

Why have you not attended an opera before?

39 responses

Not interested

Not interested

No

I've never heard much about it so why go

No

Never wanted to

not interested

I haven't ever explored the possibility!

Never had an interest in one before

Haven't seen ads

Never got around to it, not that interested.

Did musicals/plays in college and attended those. Those provided musical elements with theater that I enjoyed. My persona of opera is a person standing singing(which may not be accurate)

Never had the opportunity

Just have never had the opportunity

Never looked into it

Not my thing

I have attended one opera in Indiana and couldn't understand the plot

I live in a small town, so the opportunity has never come up

Doesn't interest me

Never had the chance / friends that would go.

I have never been interested

I don't exactly desire to.

There was never an opera that appealed to me in the area.

Not really interested

no

Never been interested

No one to go with, lack of time

Didn't seem interested in it

Not sure I would enjoy it or follow the storyline

I don't know about them/don't seem interesting.

I love to try anything new and I've never been to an opera before. I went to the holiday pops at the henry hall near Christmas time and I enjoyed it. I am always open to new experiences and I would attend the opera. What would make me go? I'd like a frictionless experience that allows me to purchase tickets knowing that I'm going to a "beginner" type of show. Or a popular show that I know I would like. I can pop on stubhub and get pirates tickets an hour before gametime. It's frictionless.

never had the opportunity, don't like people singing in front of me

Opera is something that is not highly valued in the community I was raised in. I have never known someone my age who attends operas and have thus never taken an interest in it. I also have a perception of the opera as boring, confusing, and snobbish.

Not too interested and not a lot of expendable money

What would make you see an opera?

39 responses

if the plot was interesting enough

Friends

If tickets were very cheap I'd try it

shorter run time

Social media, teaser videos that make it seem appealing

Interesting show, discounted tickets

Seeing promos

Friends, family recommendation, opportunity to dress up and go out to a nice venue

A friend or family member would have to be in it

A plot I can relate to

Cheaper

cheap tickets, a fun show premise, music that I like being sung

If I heard good things or if my friends wanted to go

Finding tickets and making a plan to go

If I was asked by someone to go

Free tickets

Subtitles/Translation

More exciting entertainment

Maybe something modern, friend recommended

having other people to go with me

Probably nothing

Friends that would want to go and discounted tickets

Cheap tickets and nothing else to do

Ryan Reynolds

If someone else showed interest.

An invite / free ticket

sure

If I could understand the words

Nothinf

A familiar story

Free ticket

More time, money, someone to go with

Maybe if a friend brought up going. If I saw more advertising.

Introductory priced tickets

Student discounts.

easy way to book and find opera, probably means more advertising towards me, I'm sure you have an easy way to book now but it's never my first choice to do it

If someone really wanted me to go with them

A few drinks. Decently priced tickets and a story with a narrative that I can both relate to and follow rather easily. A beautiful venue is also always a plus

Interest from other family/friends or discounted tickets

On the left are those who answered "No." while the ones below answered "Yes."

**Yes, I have attended a Pittsburgh Opera before.**

Why have you attended an opera before?

10 responses

I have not attended one before

To see an opera

With my family

My friend had a friend in the performance

Nutcracker

to see historic operas. historic accuracy is best.

Wanted to finally go to one

I like opera! I watched Wagner's ring cycle with my dad on PBS when I was a kid, and I've been into it ever since.

field trip

Because someone invited me

What would make you see an opera again?

10 responses

If i enjoy the experience

If it was something that interested me

Another person interested

If someone asked me

Family members have tickets

more historic operas. lesser known 19th century operas. NO DIFFERENT SETTINGS, "40s hollywood take on mozart" type things PLEASE.

Timing, interest in the operas currently being performed

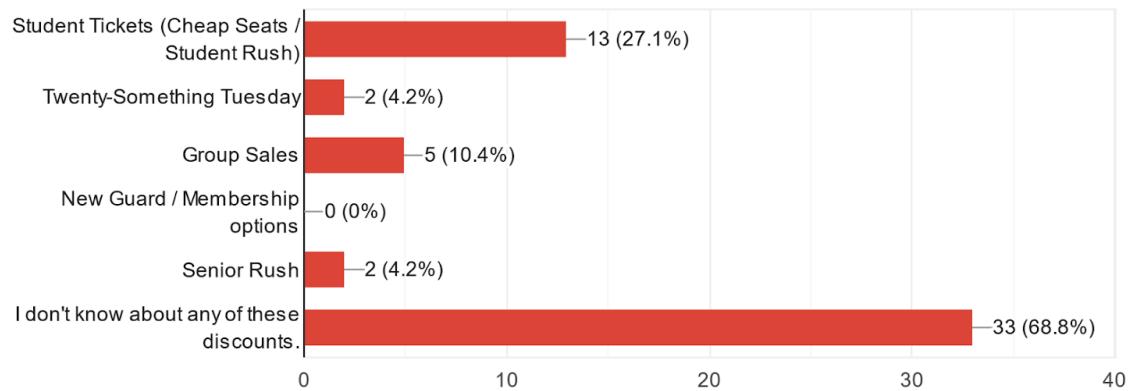
If I had more money, and were more comfortable going to events in public.

if i liked the music from it

If someone invited me

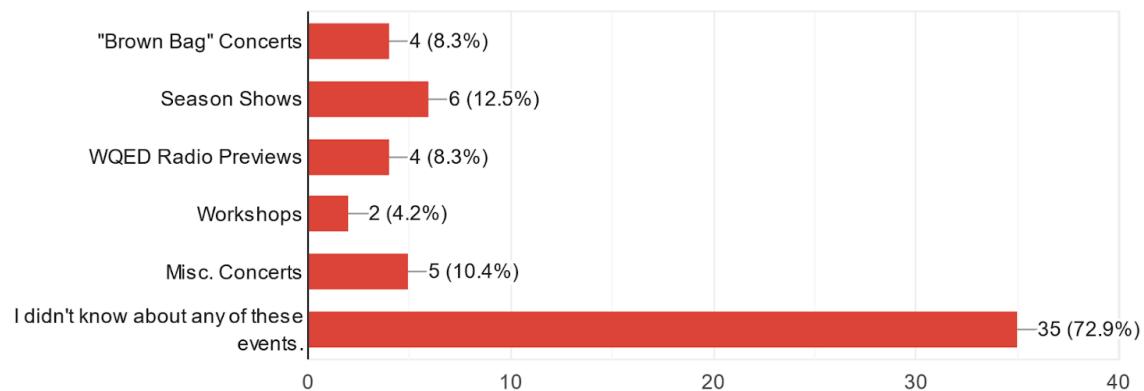
Select all of the discount programs you know of that Pittsburgh Opera provides.

48 responses



Select all of the Pittsburgh Opera events that you know about.

48 responses



## **Attachment 8: 20-Something Tuesday Survey Questions**

**Title:** 20-Something Tuesday Survey

**Introduction:** Hello! Thank you for your interest in this survey. This research is being conducted by students at Point Park University in order to build a campaign surrounding the 20-Something Tuesday program. This survey should take no more than 3 minutes to complete.

### **Questions:**

1.) How old are you?

- a.) Under 21
- b.) 22-29
- c.) 30-39
- d.) 40-50
- e.) Over 50

2.) What is your field of occupation?

- a.) Construction
- b.) Accounting / Business
- c.) Public Relations / Advertising
- d.) Entertainment
- e.) Education
- f.) Healthcare
- g.) Retail
- h.) Food services
- i.) Military
- j.) Unemployed
- k.) Other:

3.) What social media platforms do you use? (Select all that apply.)

- a.) Instagram
- b.) Facebook
- c.) Twitter
- d.) TikTok
- e.) Snapchat
- f.) Reddit
- g.) BeReal
- h.) Pinterest
- i.) Tumblr

j.) Other:

4.) Where do you look for things to do in the city? (Select all that apply.)

- a.) Social media
- b.) Print media (newspapers, magazines, etc.)
- c.) Google searches
- d.) Word of mouth
- e.) Friends
- f.) Other:

5.) When was the last time you attended a Pittsburgh Opera?

- a.) 22-23 Season
- b.) 21-22 Season
- c.) 19-20 Season
- d.) 18-19 Season or earlier

6.) What are three words you associate with the Pittsburgh Opera?

- a.) [Open-Ended.]

7.) How often do you attend the Pittsburgh Opera performances or events?

- a.) Never
- b.) 1 time or less per season
- c.) 2-3 times a season
- d.) 4-5 times a season
- e.) Every show

8.) What factors into your decision to attend the Pittsburgh Opera?

- a.) Cost of tickets
- b.) What shows are offered
- c.) How far I have to travel
- d.) Ease of planning to attend
- e.) Other:

9.) How did you hear about the 20-Something Tuesday program?

- a.) [Open-ended.]

10.) What do you know about the 20-Something Tuesday program? (Check all that apply.)

- a.) Discounted Prices
- b.) After-Show Q&A with the Artists
- c.) I don't know about this program.

d.) Other:

11.) What would make you want to come to more 20-Something Tuesday shows? (Select all that apply.)

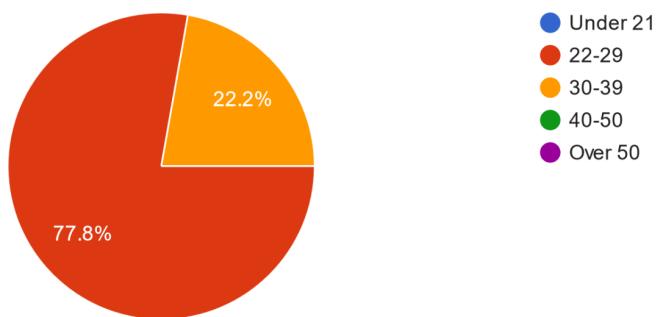
- a.) Discounts
- b.) After Show Q&A with Artists
- c.) More contemporary shows
- d.) Backstage tours
- e.) Workshops
- f.) Nothing! I love everything you do
- g.) Nothing, I don't plan on coming back to the Pittsburgh Opera
- h.) Other:

## Attachment 9: 20-Something Tuesday Survey Results

### Section 1: Demographics

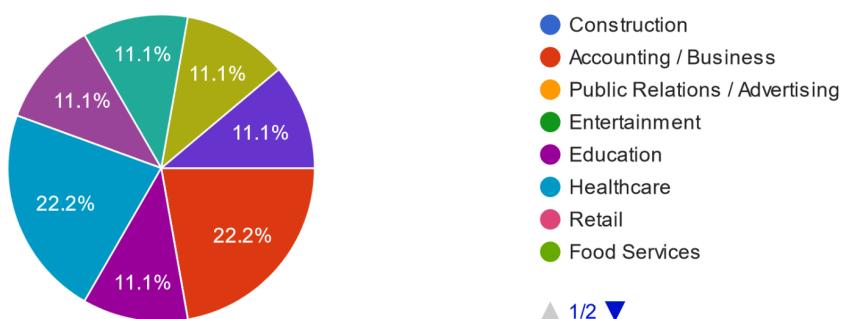
How old are you?

9 responses



What is your field of occupation?

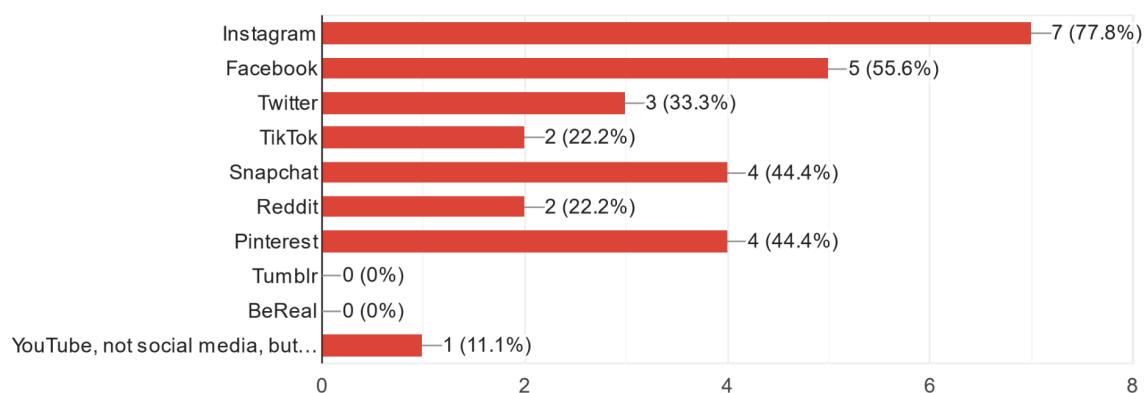
9 responses



▲ 1/2 ▼

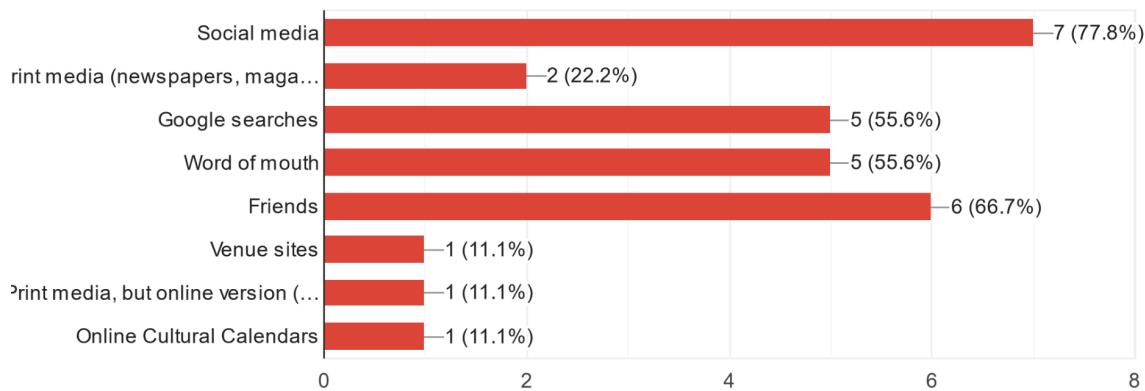
What social media platforms do you use? (Select all that apply.)

9 responses



Where do you look for things to do in the city? (Select all that apply.)

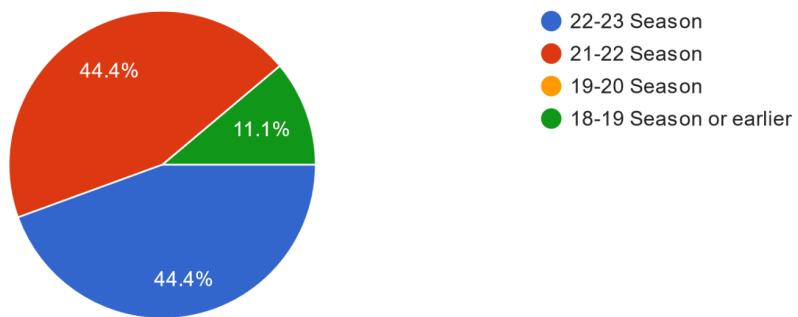
9 responses



## Section 2: Pittsburgh Opera

When was the last time you attended a Pittsburgh Opera?

9 responses



What are three words you associate with the Pittsburgh Opera?

9 responses

Small cool hidden

Sophisticated, night-out, different

Excellence, adventurous, thrilling

Local, high-level, artistry

Music, history, elegance

Cultural, fun, beautiful

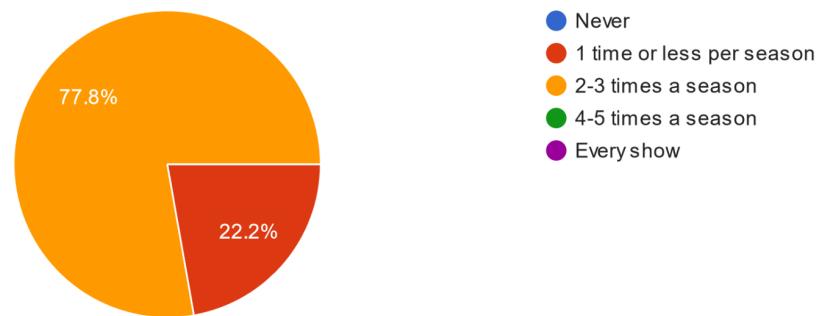
historic high culture

Different, culture, experience

Italian; Benedum; Refined

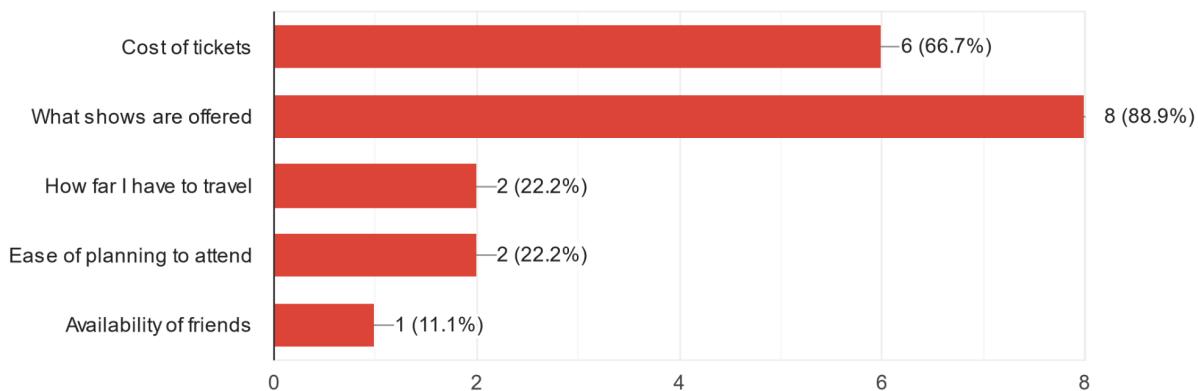
How often do you attend the Pittsburgh Opera performances or events?

9 responses



What factors into your decision to attend the Pittsburgh Opera?

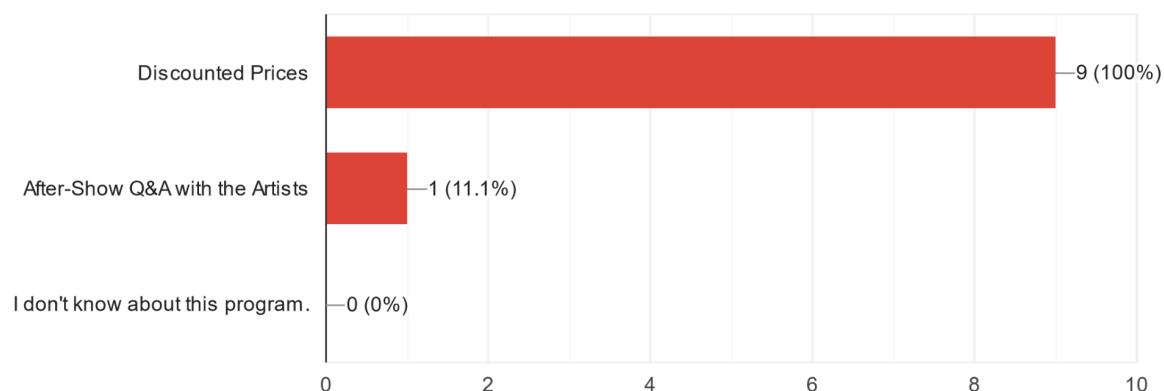
9 responses



### Section 3: 20- Something Tuesday

What do you know about the 20-Something Tuesday program?

9 responses



## How did you hear about the 20-Something Tuesday program?

9 responses

From emails I started to get after attending local museums

Facebook

Word of mouth

Email campaign

During a google search of cultural events

Don't remember

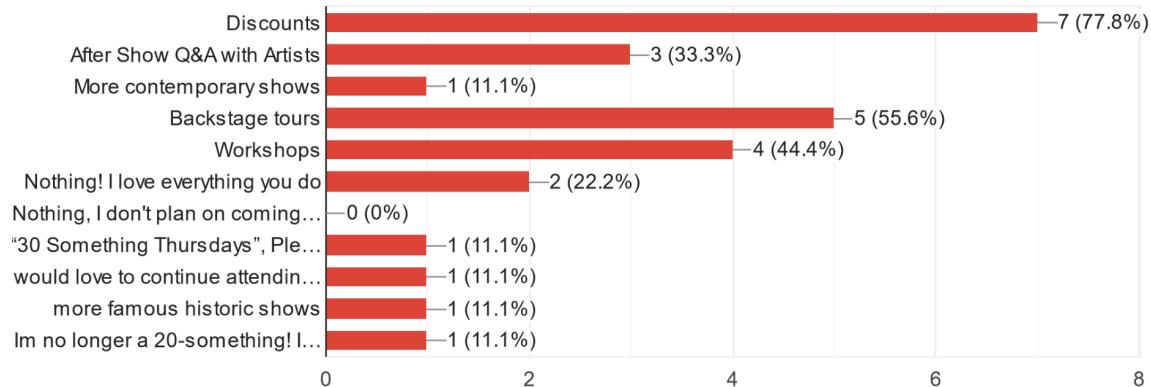
An email communication when the program first launched

A friend

Email

## What would make you want to come to more 20-Something Tuesday shows? (Select all that apply.)

9 responses



What would make you want to come to more 20-Something Tuesday shows? (Select all that apply.)

Discounts, After Show Q&A with Artists, More contemporary shows, Backstage tours, Workshops

Nothing! I love everything you do

Discounts, After Show Q&A with Artists, Backstage tours, Workshops

Discounts, Backstage tours, Workshops

Discounts, "30 Something Thursdays", Please! I would love to bring professional friends as I enter my 30's!

Discounts, Backstage tours, I would love to continue attending the opera after I turn 30, my sister still enjoys coming on my discounted tickets. It would be very fantastic if you years as well, like Thirty something Thursdays. The discount wouldn't even have to be as large, but would love to continue, as I cannot afford regular prices opera tickets on a

Discounts, more famous historic shows

I'm no longer a 20-something! I'm still on the mailing list though. I went when I was 28 and 29.

Discounts, After Show Q&A with Artists, Backstage tours, Workshops, Nothing! I love everything you do

## **Attachment 10: Google Analysis**

### **Google Search Overview**

Upon a Google search of “Pittsburgh Opera”, the first page of results contains: the Pittsburgh Opera website followed by links to their calendar, tickets, and venue rental opportunities. The first page also displays a Google description of the Pittsburgh Opera along with a map location, a stunning photo of the venue, a small description, hours of operation, their phone number, and their 4.7-star rating. In the Google search, there is also a link to suggested parking and directions to the venue as well, so it is very easy to find.

Below the official website and description, there are various links to articles from credible and established local news outlets such as the Pittsburgh Post Gazette and the Pittsburgh Tribune. These articles highlight the new productions at the opera and the important workers behind them.

There seem to be multiple articles written about the opera per week, creating a constant news flow so there is always relevant news in the search results.

The opera hosts other events besides the actual performances. For example, they will soon be hosting a fashion show.

Upon searching “Pittsburgh Opera Store” to see if they have any merchandise available, the first link is to the Pittsburgh Opera mobile app. With the Pittsburgh Opera mobile app, users can:

- Learn about upcoming Pittsburgh Opera performances and other events
- Learn about the singers and musicians who will be performing
- View video excerpts of select performances
- Connect to all of Pittsburgh Opera’s social media accounts

When searching “Things To Do In Pittsburgh” the first search result is from TripAdvisor which recommends the Strip District, but has no mention of the opera itself. Though, when searching “Pittsburgh performances” and “Pittsburgh shows” a link to VisitPittsburgh comes up which does showcase performances from the Pittsburgh Opera.

In the image search, the first image is a very visually appealing photo of the venue which is linked to their very own website. There are a few more photos linked to their site such as photos of the interior, photos of performances, and photos of the logo. The photos also make it immediately apparent that the venue is rentable and showcases what a wedding or other event may look like in the space. In fact, after links to the official opera website, the next few photos are linked to a website called Burgh Brides, a website dedicated to helping women in Pittsburgh plan weddings. It seems renting the space is something the opera is very important to them, so my next search was “Pittsburgh wedding venues”. Though, the opera house does not appear on many “Best Pittsburgh Wedding Venue” lists, which would definitely be helpful for their brand as a rental space as well.

The opera is featured in a Spotify podcast about the fine arts.

Upon the original Google search of “Pittsburgh Opera” the first page of search results also includes Facebook, Wikipedia, Instagram, Twitter, LinkedIn, and YouTube. Among the suggested searches when just typing “Pittsburgh Opera” are “Pittsburgh Opera schedule, Pittsburgh Opera tickets, Pittsburgh Opera staff, Pittsburgh Opera wedding, Pittsburgh Opera Ariodante” The last one on that list is the current show they are trying to promote.

# Manager

# Marissa

## Account Manager



**Age:** 27

**Gender:** Female

**Race:** Black

**Income:** \$40,000- \$50,000

**Preferred Social Media:** Instagram, Facebook, Pinterest, TikTok

### DESCRIPTION

Marissa moved to Pittsburgh from Maryland with her best friend. Marissa works at an agency in the city. Since her work schedule is hybrid, and she does not know very many people, she spends most of her time at home. She wants to find a new hobby so she can get out more. Her apartment is in Shadyside, commuting to and from work is not far; however, she tries not to drive too much in order to save money.

### GOALS/OBJECTIVES

- Give Marissa (and maybe her roommate) something to do on a weekday after she is off work.
- Allow Marissa to get more of a feel of her new city.
- Entertainment that won't drain her wallet.
- Meet people, which could lead to her joining the New Guard (Pittsburgh Opera subscription).

### MOTIVATIONS

Marissa is career motivated. She loves what she does and she is good at it. She also wants to meet new people her age due to being new to the area.

### CHALLENGES

Getting Marissa to become interested in the Opera enough to visit. Because she is new to the area, so she may not be aware so gathering awareness could be a challenge as well.

# Affectionate

## Alex (and Jessica)

### Construction



**Age:** 23

**Gender:** Male

**Race:** White

**Income:** \$30,000- \$40,000

**Preferred Social Media:** Snapchat, Instagram, TikTok, Reddit

#### DESCRIPTION

Alex is a construction worker who lives in Bethel Park, Pennsylvania. His long-time girlfriend, Jessica has been begging him to come up with “more creative dates.” Alex did not go to college, but he recently heard from a co-worker about the Opera. He doesn’t want to spend a lot of money on something that he might not enjoy. He also worries that the Opera might be “too stuffy,” however, he cares about his girlfriend and wants to make her happy.

#### GOALS/OBJECTIVES

- Can take his girlfriend to a show at the opera as a fun date.
- No dress code so Alex doesn’t have to worry about dressing professionally.
- Income will not be greatly affected by tickets due to the lower cost.

#### MOTIVATIONS

Alex wants to introduce Jessica to a new form of entertainment. He wants to experience new things that won’t cost too much. He wants to feel comfortable wherever he goes as well.

#### CHALLENGES

Breaking the Opera stereotype of “stuffiness” and the need to dress up. Making the awareness of the discounts more present.

# Go-getting Grace

Law Clerk



**Age:** 24

**Gender:** Female

**Race:** White

**Income:** \$50,000- \$70,000

**Preferred Social Media:** Twitter, Instagram, Facebook

## DESCRIPTION

Grace recently graduated from the University of Pittsburgh. She currently works as a law clerk in the city, however, she commutes from Mount Lebanon because that is where her family lives. She lives at home due to her parent's fears about the city. Grace has always had an interest in the arts but hasn't been able to pursue going to shows due to costs, time of her commute, and overbearing parents. She has also been looking at apartments in order to be closer to her job. One of her worries is that paying for tickets is going to be outside of her budget.

## GOALS/OBJECTIVES

- Use the 20-something discount to finally pursue her interest in the arts.
- Offer a fun activity to do on a weeknight.
- Take her family to show them Pittsburgh isn't scary.

## MOTIVATIONS

Grace wants to experience more attractions in Pittsburgh without breaking her budget. She also wants to spend some time in the city because she is considering moving; the Opera would allow her an opportunity to see the nightlife in Pittsburgh.

## CHALLENGES

Getting Grace interested enough in the Opera to attend a show. Promoting the discount well enough to reach Grace.

# Family-Rules

## Ron

Small Business Owner



**Age:** 65

**Gender:** Male

**Race:** White

**Income:** \$60,000- \$80,000

**Preferred Social Media:** Facebook, Instagram

### DESCRIPTION

Ron is a small business owner who values family above everything. In the past, he used to take his grandkids to the Carnegie Science Center, the Pittsburgh Zoo, and other creative establishments. As they have gotten older, the oldest being 27, he has been having difficulty finding activities that they would find interesting. He enjoys going out every now and then, especially to the city, because he used to go to the University of Pittsburgh.

### GOALS/OBJECTIVES

- Provide a new activity to do with his family.
- Introduce a new culture of the Opera.
- Offer a discount that will decrease the amount spent.
- Introduce an entire family who can share the insights of the Opera.

### MOTIVATIONS

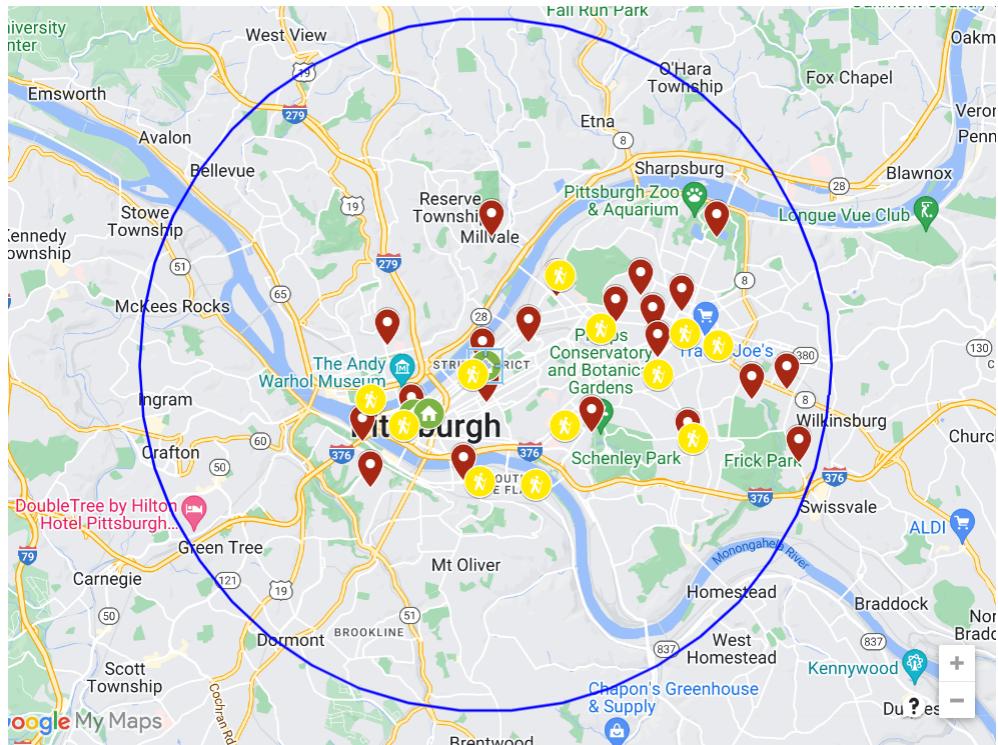
Ron loves his family. He also loves the arts and hopes to instill the same passion in his grandkids.

### CHALLENGES

Promoting the discount to Ron. He is an older demographic and isn't as prominent on social media. It may also be difficult getting his grandkids interested enough to see an opera performance.

## Attachment 12: 20-Something Tuesday Promotions Distribution Map

### 20-Something Tuesday Promotions Distribution Map



Pittsburgh neighborhoods, hot spots, and establishments that could be used as locations to target when distributing print promotions were researched for the 20-Something Tuesday campaign. These locations were compiled in a Google Map.

Link to Google Map:

[https://www.google.com/maps/d/edit?mid=1CQQdF08Fv\\_iC6Y4gFMqYRe6\\_sB4Qmj&usp=sharing](https://www.google.com/maps/d/edit?mid=1CQQdF08Fv_iC6Y4gFMqYRe6_sB4Qmj&usp=sharing)

Several factors were taken into account when considering which neighborhoods should be targeted for 20-Something Tuesday print promotions. Being that these promotions will likely be in the form of flyers, postcards, posters, and brochures, they can be distributed to local businesses.

The neighborhoods selected are in proximity to locations with high foot traffic, home to many establishments that 20-somethings are likely to frequent, and within a 5-mile radius of the Pittsburgh Opera's home bases. Keeping in mind Pittsburgh traffic, this list of neighborhoods was edited down to

those within or just outside Pittsburgh's three rivers, as busy tunnels and bridges may be a deterrent when audiences are considering whether to come to the Opera.

#### List of Neighborhoods:

Bloomfield	Homewood	Polish Hill
Downtown	Lawrenceville	Regent Square
East Liberty	Millvale	Shadyside
Friendship	Mount Washington	South Side
Garfield	North Side	Squirrel Hill
Highland Park	Oakland	Station Square
Hill District	Point Breeze	Strip District

A list of establishments that 20-somethings are likely to frequent was compiled based on Pittsburgh distribution networks and recommendations from 20-somethings.

#### List of Establishments:

Coffee Shops	Restaurants	Tattoo Shops
Restaurants	Bars	Record/Music Stores
Bars	Colleges	Book Shops
Grocery Stores	Libraries	Gym

A list of high-foot-traffic locations in Pittsburgh was compiled. This was developed based on the number of establishments in the areas, proximity to popular destinations (stadiums, colleges, shopping centers, etc.), and recommendations from 20-somethings.

#### List of Hot Spots:

Market Square	Liberty Ave (Bloomfield)	Murray/Forbes (Squirrel Hill)
Penn Ave (The Strip)	Butler Street	
Walnut Street (Shadyside)	(Lawrenceville)	Central East Liberty
Carson Street (South Side)	North Shore	Bakery Square
Southside Works	Oakland	

Attachment 13: 20-Something Tuesday Hotcard

Front



## Back

**Opera & Chill?**

**FACTS**

The opera's a blast! They have **discounts** for 20-somethings, English **subtitles**, and you can **wear anything** from sweatpants to an evening gown!

**MYTHS**

Is the opera even worth it? It's **expensive**, **hard to understand**, and I'll have to **dress up**.

**Attachment 14: The Pittsburgh Opera Experience Flyer**

**Front**



Back

# Upcoming Events

**January:** Dance Workshop

**February:** Comedy Night

**March:** Karaoke Night

**April:** Be An Opera Star

**May:** Makeup Class

**June:** Singing Class

**July:** Art Class

For **20-Something Tuesday**  
Discounts, Workshops  
& Events Visit  
**pittsburghopera.org**

or scan the QR code below!



**NOT  
YOUR  
GRANDMA'S  
OPERA!**

PITTSBURGHOPERA



Hey Sugar, **SCAN** the code for  
information on "Not Your  
Grandma's Opera!"



# NOT YOUR GRANDMA'S OPERA!

PITTSBURGHOPERA

For **20-Something**  
**Tuesdays** Discounts,  
Workshops &  
Events, Visit  
**pittsburghopera.org**



## **Attachment 17: Email Samples**

### **Email #1 - Introducing the Pittsburgh Opera Experience as a whole**

Subject: Introducing "The Pittsburgh Opera Experience" A Series of Fun and Community Based Events!

Dear friends and young residents of the Pittsburgh area,

Are you a young lover of the arts? Are you looking to unwind with some fun after school or work? Don't worry, the Pittsburgh Opera has got your back. Starting in **\*insert date\*** of **\*insert year\***, the Pittsburgh Opera is announcing our new initiative: The Pittsburgh Opera Experience.

The Pittsburgh Opera Experience offers a wide variety of low-cost or cost-free events hosted by us, both throughout the city and at our very own opera house in the Strip. Though, like our tagline so boldly states, these events will be the *furthest* from your typical grandmother's opera. From dance workshops to free outdoor shows to comedy nights, there will be something for everyone to enjoy (and we're not just talking about the refreshments!).

We're committed to creating events that are accessible to young people, regardless of their background or experience with opera. We want to bring people together, spark new conversations, and create unforgettable experiences.

Our first event will be a total backstage pass to the magical world of the theater. Come to the Pittsburgh Opera to take a sneak peek into our extravagant dressing room and be granted full access to our lavish wardrobe and makeup selections. No experience? No problem! Our professional stylists will be on-site to work with you on hair, makeup, and wardrobe, then you will have an opportunity to walk the stage in your new do and snap a pic with your friends in our photo booth!

This is the first of many events hosted through the Pittsburgh Opera Experience, so if you are interested in this or any of the other surprises we have up our sleeve, visit us at <https://www.pittsburghopera.org> and be on the lookout for future emails so we can keep you in the loop about all our fun new events!

We hope to see you there.

Your friends

The Pittsburgh Opera

## Email #2 - Event #1

Subject: Pittsburgh Opera: Backstage Pass

Dear friends and young residents of the Pittsburgh area,

We are thrilled to announce another special event in the Pittsburgh Opera Experience. This month, step backstage and experience the magic of opera in a new and exciting way.

Now, this event is not like your average grandmother's opera. Here, you and your friends are invited into our dressing rooms to try on our wide variety of beautiful costumes and see what it feels like to be a part of the show. Our talented makeup artists will help you to create a glamorous and theatrical look, inspired by the dazzling world of opera. You are also welcome (and encouraged!) to create your own unique look with our wide variety of makeup, wigs, prosthetics, and anything else you could dream of. Try on as many or as little looks as you'd like, but just remember to strut your stuff on our runway or snap a photo at our professional photo booth before you go.

Additionally, our relaxed, fun, and easygoing atmosphere will allow you to mingle with other young professionals and like-minded individuals. Plus, our refreshments are definitely a bonus! This event promises to be a fantastic opportunity for opera enthusiasts to dive deeper into the art as well as those just looking for a fun, memorable experience.

Want to join us for this magical night? Here are the event details:

Date: \*insert date\*

Time: \*insert time\*

Location: Pittsburgh Opera, 2425 Liberty Avenue, Pittsburgh, PA 15222

Please note that spaces are limited, and RSVP is required to attend. To RSVP, please visit <https://www.pittsburghopera.org> We hope to see you there!

Your friends,

The Pittsburgh Opera

### Email #3 - Event #2

Subject: Pittsburgh Opera Presents The Art of Opera Dance: A Social Experience

Dear friends and young residents of the Pittsburgh area,

The Pittsburgh Opera is pleased to announce another event in our new Pittsburgh Opera Experience. This month's event will be a special dance workshop hosted by our professional theater and dance coaches. The workshop is designed to pique your interest in the arts and get you involved in ways you have never been able to before.

Are you a professional dancer or theater major? Come expand your horizons. Have you never so much as wiggled a toe or "raised the roof" before? Don't worry, you're invited too! This workshop is for anybody who is interested in a fun, unique, and easy-going experience hosted by some of the leading professionals in the city.

The workshop will be held on **\*insert date\*** at the Pittsburgh Opera and will run from **\*start time\*** to **\*end time\*** with *plenty* of refreshments available for you afterward. Come with a friend or come by yourself to meet new people and make new connections. It is our hope that the art of dance will be a great way to bring our community together and spark a newfound interest in the arts.

Space is limited, so please RSVP at <https://www.pittsburghopera.org> today!

Thank you and we hope to see you there!

Your friends,

The Pittsburgh Opera

## Attachment 18: Media List

### 20-Something Media List

- **Hannah Wyman (Pittsburgh Post-Gazette):** <https://www.linkedin.com/in/hannah-wyman-9a222018a/> (*Currently working the night desk at the Pittsburgh Post-Gazette covering everything from breaking news, politics, environment, city and county news, education, and human interest*)
- **Brittany Sopko Emery (Pittsburgh Post-Gazette):** <https://www.linkedin.com/in/brittany-sopko-emery-8879b452/> (*Arts and Entertainment Specialist at Pittsburgh Post-Gazette*)
- **Kristina Ferani (Pittsburgh Tribune-Review):** <https://muckrack.com/kristina-serafini> (*Photojournalist, Pittsburgh Tribune-Review Pittsburgh Metro Pittsburgh As seen in Pittsburgh Tribune-Review, Penn Hills Progress, Sewickley Herald, Signal Item, South Hills Record, TRIB Live, Valley News Dispatch, Daily Item, Blue Mountain Eagle*)
- **Joann Harrop (Pittsburgh Tribune-Review):** [https://muckrack.com/jharrop\\_trib](https://muckrack.com/jharrop_trib) (*Fashion and Features Writer, Pittsburgh Tribune-Review Pittsburgh Fashion, Metro Pittsburgh*)
- **Jennifer Barron (NEXTPittsburgh):** <https://www.linkedin.com/in/jennifer-baron/> (*Jennifer has worked at the Mattress Factory, Brooklyn Museum of Art, and Dahesh Museum of Art and is co-author of Pittsburgh Signs Project: 250 Signs of Western Pennsylvania. She also is the co-coordinator of Handmade Arcade. Musically, she is in a band called The Garment District and is a founding member of Brooklyn's The Ladybug Transistor.*)
- **Sally Quinn (NEXTPittsburgh):** <https://nextpittsburgh.com/author/squinn/> <https://www.linkedin.com/in/sally-quinn-1927a1144/> (*Sally Quinn is a Pittsburgh-based editor and writer who writes about food, entertainment, kid stuff, pop culture, cocktails!*)

- **TyLisa C. Johnson (Public Source):** <https://www.linkedin.com/in/tylisaj/> (*TyLisa C. Johnson is the Audience Engagement Editor at PublicSource.*)
- **Dakota Castro-Jarrett (Public Source):**  
<https://www.publicsource.org/author/dakotacastrojarrett/> (*He begins his internship pursuing stories focused on education and politics. During his free time he enjoys listening to music and exploring all the local oddities in the Pittsburgh area.*)
- **Amanda Waltz (Pittsburgh City Paper):**  
<https://www.linkedin.com/in/amanda-waltz-57252426/> (*Arts and Entertainment Editor at Pittsburgh City Paper*)
- **Jeremy Reynolds (Opera America/ Pittsburgh Post Gazette):**  
<https://www.linkedin.com/in/jeremypreynolds/> (*Award-winning journalist, critic, radio host, program note annotator, copywriter and more. I focus on classical music but am experienced in related fields. Like nonprofit investigations. And unrelated fields. Like racing motorcycles.*)
- **Marylynne Pitz (Pittsburgh Post-Gazette):**  
<https://www.linkedin.com/in/marylynne-pitz-80888a19/> (*A feature writer covering art, architecture, auctions, historic homes, gardens, preservation and a literary series of 10 well-known authors.*)
- **Will Ashton (Freelance writer):** <https://www.slantmagazine.com/author/washton/>  
<https://www.linkedin.com/in/will-ashton-a136aa60/> (*Will Ashton is a freelance entertainment writer based in Pittsburgh, PA. He studied journalism and film at Ohio University, and his writing can be found in a variety of print and online publications, including Slate, Indiewire, Insider, The Pittsburgh Post-Gazette, CinemaBlend, and Collider. He also co-hosts the weekly film review podcast, Cinemaholics, alongside Jon Negroni.*)
- **Bill O'Driscoll (Arts and Culture Reporter at 90.5 WESA at Pittsburgh Community Broadcast Corp):** <https://www.linkedin.com/in/bill-o-driscoll-a873426/>  
<https://www.linkedin.com/in/bill-o-driscoll-a873426/> (*Arts and Culture Reporter*)

**Attachment 19: Pitch 1 and 2****Pitch option 1**

Journalists Name

Position

Name of News Outlet

Email

Subject: The Pittsburgh Opera Experience and its many opportunities

Dear \_\_\_\_\_:

No dress code, beautiful music, and talented performers, all of this can be found at the Pittsburgh Opera. The Opera offers a discount through its 20-Something-Tuesday program for young professionals. Ages 20-29 can access this discount program to attend some of the most culturally popular shows.

Join us for the Pittsburgh Opera Experience. From (tentative date) to (tentative date) we are offering an exclusive insight into the behind-the-scenes of the Opera. Come on (tentative date) to experience being dressed and coached like real performances. If that isn't your cup of tea join us (tentative date) to attend a new dance workshop we are hosting.

I have taken a look at your work and I feel you would be the perfect fit to cover this story. Especially because of your interest in covering entertainment topics. We will walk you through the logistics of the event as well as give you a first exclusive look into the culture of the Opera.

We would also love to offer you exclusive interviews with our performers who embody the culture and talent of the Opera.

I would be more than happy to assist you with any information you may need. Feel free to contact me at [christiandcox@gmail.com](mailto:christiandcox@gmail.com) with any questions you may have.

Hope to hear from you soon.

Chris Cox

Director of Marketing and Communications at Pittsburgh Opera

christiandcox@gmail.com

Phone number

## **Pitch option 2**

Journalists Name

Position

Name of News Outlet

Email

Subject: Opera discount awareness

Journalist:

Many people think that because the Opera performs such world-renowned performances, tickets cost an arm and a leg. This is not the case. Especially if you are a 20-something.

The Pittsburgh Opera has developed a 20-Something-Tuesday discount for anyone aged 20-29 to come to a show on Tuesday for a fraction of the original price.

Come right after work if you desire, the Opera has no dress code; its one purpose is to entertain. Come by the Strip District and check out the upcoming shows. Our legendary performers will no doubt have you wanting more.

Considering your interest in topics of entertainment, attending one of our upcoming shows would be a great fit. We would love to give you the opportunity to speak with our performers. After all, they are the embodiment of the talent and perseverance that makes the Opera so special.

I would be more than happy to assist you with any information you may need.

Hope to hear from you soon.

Chris Cox

Director of Marketing and Communications at Pittsburgh Opera

christiandcox@gmail.com

Phone number

**Attachment 20: Press Release 1 and 2**

To: *Journalists Name*

Subject: Pittsburgh Opera Discounts



FOR IMMEDIATE RELEASE

(Implement date close to the event)

**Not your grandma's opera**

PITTSBURGH, PA - Some assume that Opera tickets may be expensive but The Pittsburgh Opera offers 20-Something-Tuesdays, a program that provides discounts to adults in their 20s. Tickets that would typically cost over \$100, are cut by more than half for 20-29-year-olds to discover why the Opera has been around for centuries.

There also tend to be stereotypes about the opera being boring, or an event that people must dress up to attend. What many don't know is that The Pittsburgh Opera performs new shows with English captioning. There is also no existing dress code. Anyone can come as they please to enjoy a show put on by international Opera legends.

For nearly 85 years the Pittsburgh Opera has held performances that highlight cultural classics like *Carmen* and *The Marriage of Figaro*. Located in the popular Strip District, 2425 Liberty Ave, the building is surrounded by culture.

Taking advantage of an affordable discount. Be sure to check out [PittsburghOpera.org](http://PittsburghOpera.org) to find more information.

###

Chris Cox

Director of Marketing and Communications at Pittsburgh Opera

christiandcox@gmail.com

Phone number

With almost 85 years of experience in the city of Pittsburgh, the Pittsburgh Opera will continue to expand the culture of the arts. The Pittsburgh Opera enriches Pittsburgh and the tri-state area and draws national and international attention. This is done through creating live opera at the highest standards of artistic excellence, being accessible to a diverse audience, and developing young singers into tomorrow's artists.

**Press release option 2**

(This press release was written to promote the newest event held, "The Pittsburgh Opera Experience.")

To: *Journalists Name*

Subject: Pittsburgh Opera Discounts



FOR IMMEDIATE RELEASE

(Implement date close to the event)

**The Pittsburgh Opera Experience**

PITTSBURGH, PA- Some may wonder what it takes to put on a show at the Pittsburgh Opera. A historical form of the arts, no stone is left unturned, that can be assured. Intrigued? Be sure to attend the Pittsburgh Opera's very first *Pittsburgh Opera Experience*.

From getting dressed to learning choreography, the Pittsburgh Opera provides an experience unlike any other. Step into the shoes of one of the amazing opera performances for the evening. The Pittsburgh Opera Experience will take place at the Pittsburgh Opera Building.

The Pittsburgh Opera has a 20-Something-Tuesday discount that those aged 20-29 can use. Discount code POTWENTYTUES can lower the prices of a ticket by more than half.

The first event (choose which subject; dance, makeup, comedy, etc.) will take place (tentative date) from (tentative times). Drinks, networking, and more will be available.

Be sure to sign up today to RSVP for a spot. PittsburghOpera.org is where all information can be located. Bring along a friend or two and enjoy the experience that can only be had at the Pittsburgh Opera.

###

Chris Cox

Director of Marketing and Communications at Pittsburgh Opera

christiandcox@gmail.com

Phone number

With almost 85 years of experience in the city of Pittsburgh, the Pittsburgh Opera will continue to expand the culture of the arts. The Pittsburgh Opera enriches Pittsburgh and the tri-state area and draws national and international attention. This is done through creating live opera at the highest standards of artistic excellence, being accessible to a diverse audience, and developing young singers into tomorrow's artists.

## Attachment 21: Cheap Seats Survey Questions

### Cheap Seats Survey

Intro: This questionnaire is being conducted by students at Point Park University for the purpose of gathering information about college student's behaviors and perceptions on the opera. This 13 question survey takes about 5 minutes to complete. Thank you for your participation!

1. Which University do you attend?
  - a. Open Ended
  
2. What is your major?
  - a. Open ended
  
3. What year are you?
  - a. Freshman
  - b. Sophomore
  - c. Junior
  - d. Senior
  - e. Graduate
  
4. Do you participate in Greek life?
  - a. Yes
  - b. No
  
5. What social media do you use? (Select all that apply)
  - a. Instagram
  - b. Facebook
  - c. Twitter
  - d. Tik Tok
  - e. Snapchat
  - f. Reddit
  - g. BeReal
  - h. Pinterest
  - i. Tumblr
  - j. Other (Open Ended)
  
6. What do you do for fun? (Select all that apply)
  - a. Go to parties

- b. Stay in
- c. Go to shows (concerts, musicals, plays, comedy, ect.)
- d. Participate in campus events
- e. Go to bars
- f. Attend sporting events
- g. Visit museums or art installations
- h. Other (open ended)

7. Where do you look for things to do? (Select all that apply)

- a. Social Media
- b. Print Media (News Paper, Magazines, ect.)
- c. Google Searches
- d. Word of Mouth
- e. Other (Open Ended)

8. When was the last time you attended an opera?

- a. I have never attended an opera
- b. Within the past year
- c. Within the past 5 years
- d. 5+ years ago

9. If you have not attended an Opera, why not? If you have attended an Opera, how was your experience?

- a. Open ended

10. How much would you expect opera tickets to cost?

- a. Less than \$20
- b. \$20-\$40
- c. \$41-\$70
- d. \$71-\$100
- e. More than \$100

11. How much would you pay for an Opera ticket?

- a. Less than \$20
- b. \$20-\$40
- c. \$41-\$70
- d. \$71-\$100

e. More than \$100

12. Name three words you associate with Opera.

a. Open Ended

13. Have you heard of the Opera's Cheap Seats program that offers discounts to university students and faculty?

a. Yes

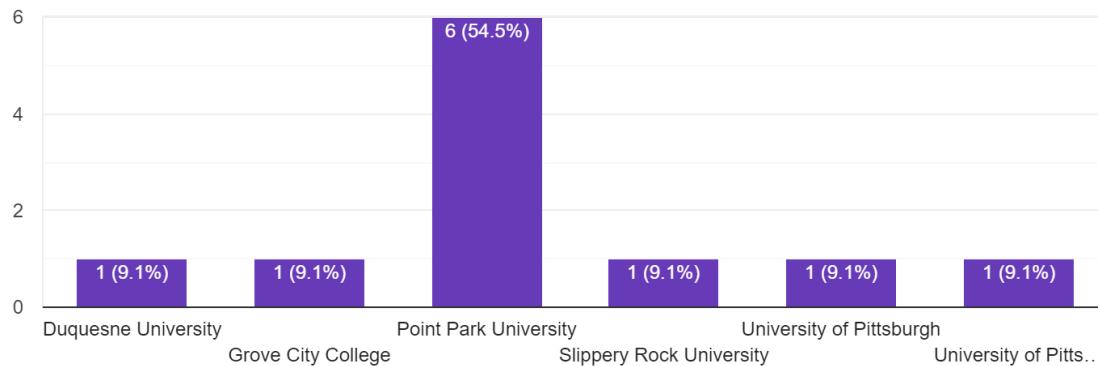
b. No

## Attachment 22: Cheap Seats Survey Results

### Cheap Seats Survey Results

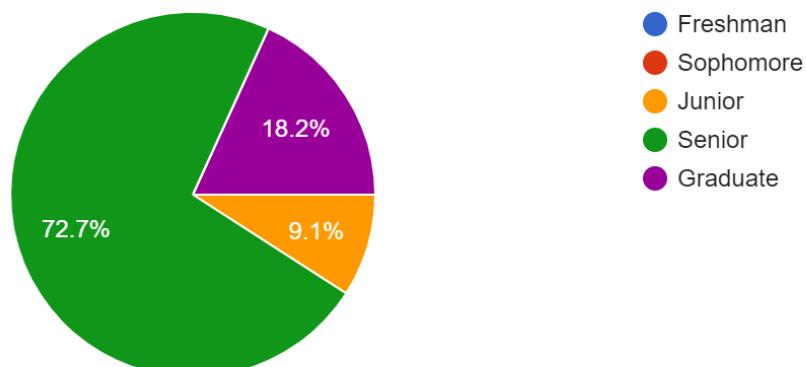
Which University do you attend?

11 responses



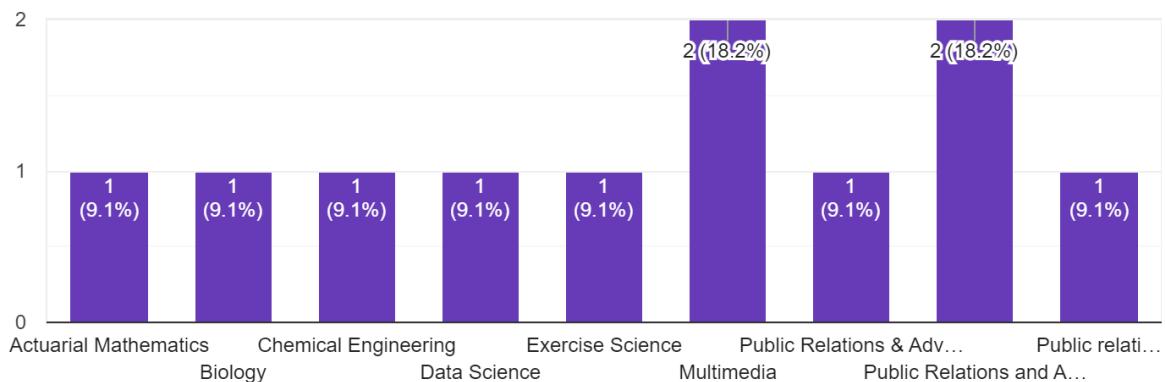
What year are you?

11 responses



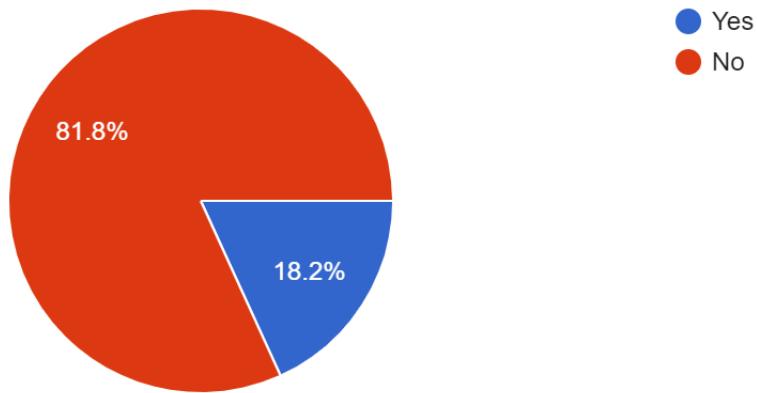
What is your major?

11 responses



## Do you participate in greek life?

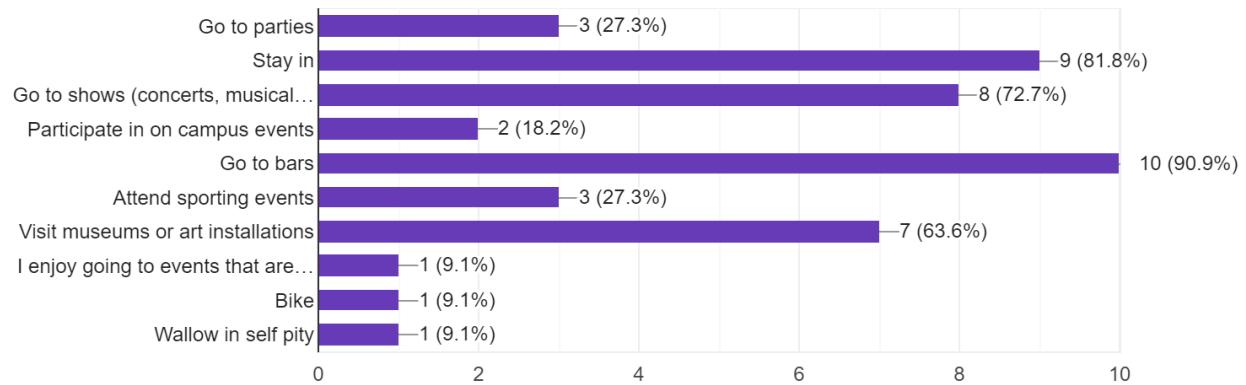
11 responses



## What do you do for fun? (Select all that apply)

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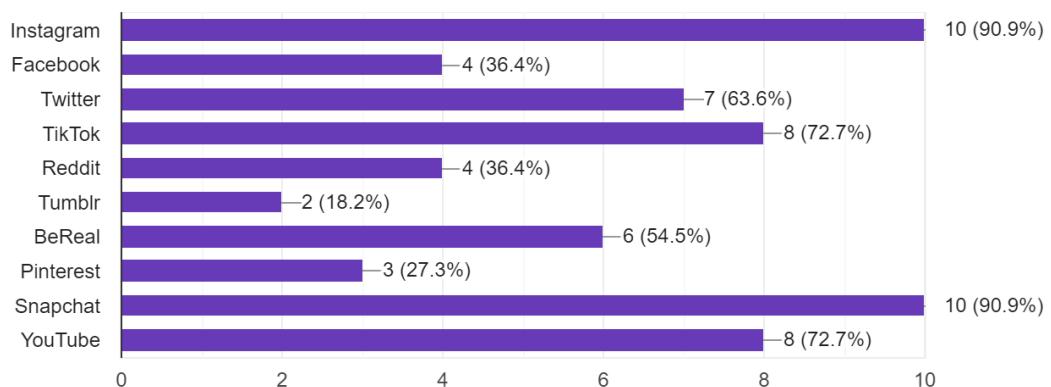
11 responses



## What social media do you use? (Select all that apply)

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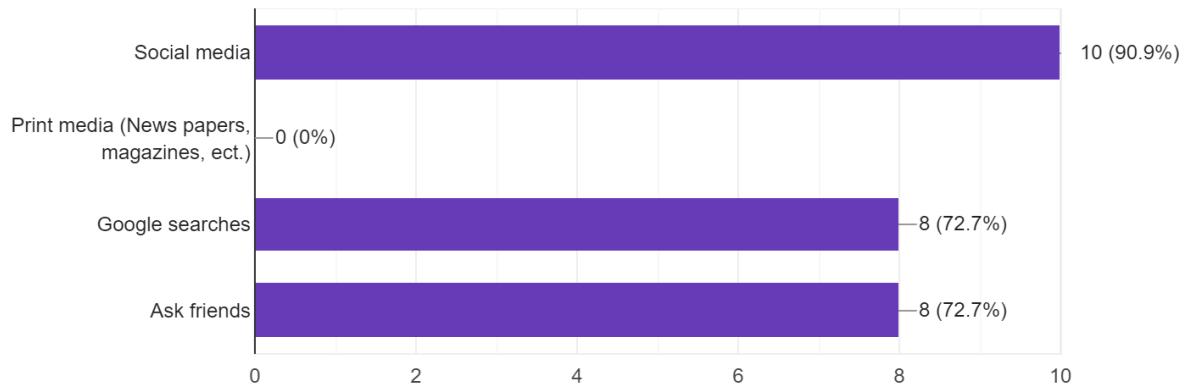
11 responses



Where do you look for things to do in your free time in the city? (Select all that apply)

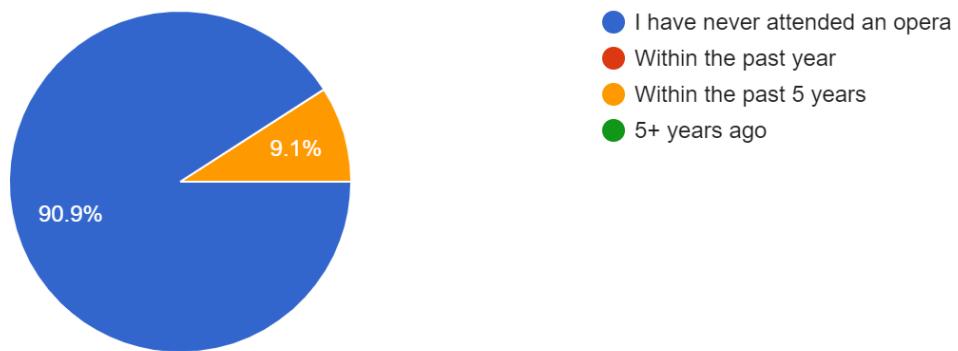
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11 responses



When was the last time you attended an opera?

11 responses



If you have never attended an Opera, why not? If you have attended an Opera, what did you think of the experience?

11 responses

No particular reason. I wouldn't be opposed to going. I never see any ads or know when they are happening so going to an opera has never really crossed my mind.

Opera is not my ideal music of choice, so I never searched for it. If there was a way I could be informed and learn about opera performances locally, I may attend a show now.

I haven't heard much about them and never was given the opportunity

They seem boring.

I have never heard of one nearby that friends of mine were willing to go to.

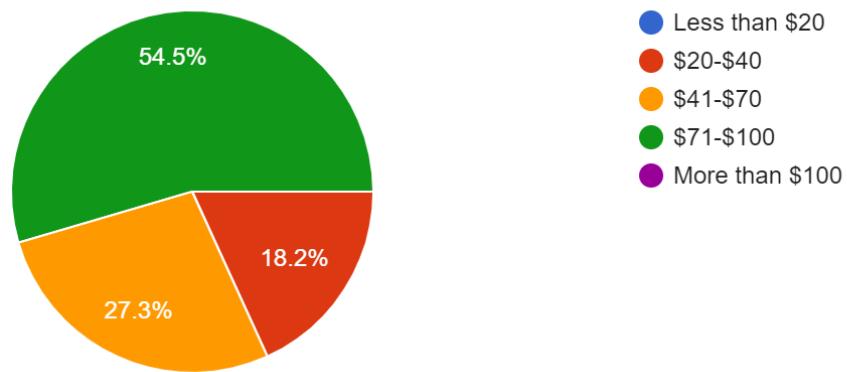
I haven't seen much press about it, was never necessarily interested enough to go

I have never had the opportunity to go and I rarely hear about performances happening.

Wondrous experience albeit long  
I don't understand the art form like I do ballet or a symphony performance.  
Not my thing  
Never had the opportunity presented

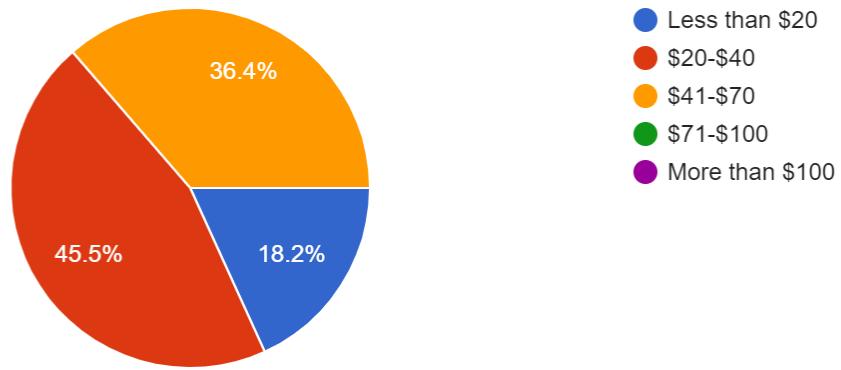
How much would you expect opera tickets to cost?

11 responses



How much would you be willing to pay for an Opera ticket?

11 responses



Name 3 words you associate with the Opera

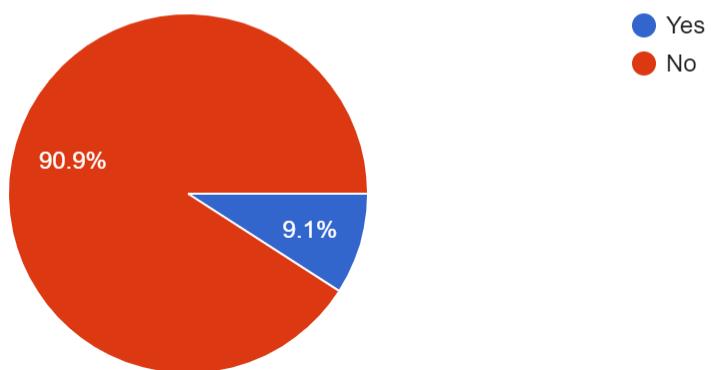
11 responses

Singing, the one courage the cowardly dog episode, a lady with a viking helmet breaking glass.  
aesthetic, high-class, artistic  
Formal, singing, mature  
Phantom, old, rich  
Snobs, Vibrato, Classy

Loud, music, singing  
Long, fancy, and expensive.  
Pavarotti, Tragedy, Romance  
Music, vocals, Latin  
Old Money, Prestigious, Unique  
Singing, Norse, foreign

Have you heard of the Pittsburgh Opera's Cheap Seats program that offers discounts to university students and faculty?

11 responses



## Attachment 23: Cheap Seat Personas

# Cautious Carolyn



**Age:** 19

**Gender:** Female

**Race:** Black

**Income/Job:** Minimum wage job at local restaurant

**Preferred Social Media:** Instagram, TikTok, Pinterest

### DESCRIPTION

A college student studying business who is interested in various aspects of performing arts. She grew up attending musicals and other shows but hasn't returned in a couple of years -- she hopes that changes.

### GOALS/OBJECTIVES

- Save money
- Find activities for outside of class

### MOTIVATIONS

- Find deals for college students
- Interested in getting back into the theater & enjoying a new type of art

### CHALLENGES

- Availability to attend
- Unsure of what she's interested in
- Unsure of the benefits
- Money savings

# Performing Pete



## DESCRIPTION

A college student in performing arts who wants to expand his current understanding of the art scene. He has attended many shows on and off campus, but wants to see what the opera is like.

## GOALS/OBJECTIVES

- Wants to expand interest in the arts
- Wants a future career in performing arts

## MOTIVATIONS

- Appreciates the different areas of performing arts
- Interested in ways to connect with the performing arts world

## CHALLENGES

- How to apply/join these programs
- Money savings
- Not quite knowledgeable about the opera

**Age:** 20

**Gender:** Male

**Race:** White

**Income/Job:** Paid intern at local non-profit

**Preferred Social Media:** Instagram, Twitter,

LinkedIn

# Intriguing Isabella



**Age:** 22

**Gender:** Female

**Race:** Asian

**Income:** College senior

**Preferred Social Media:** Twitter and Instagram

## DESCRIPTION

A college senior who is trying to figure out her next career move. She loves to dance, but she always had a niche for theater as well. She wants to explore more in every aspect of the arts since she's only ever been laser-focused on dance.

## GOALS/OBJECTIVES

- A dancer but wants to see what the theatrical side of things is like
- Wants to attend at least one show.

## MOTIVATIONS

- Figure out dream career
- Expand career options

## CHALLENGES

- Torn between dance and theater
- Worried about costs

# Reserved Robert



**Age:** 18

**Gender:** Male

**Race:** Black

**Income:** Work Study- Financial Aid office

**Preferred Social Media:** Facebook and LinkedIn

in class, he spends his time reading books, studying math flashcards, and hanging out with his high school sweetheart. He is aware that he and his girlfriend haven't done much so far in college, so he is trying to branch out more and experience fun and new things with her.

## GOALS/OBJECTIVES

- Wants to take his girlfriend to a place that is mature yet exciting, while also in his budget

## MOTIVATIONS

- New things and new experiences
- Put a smile on his girlfriend's face and do something that they have never done before together

## CHALLENGES

- Not knowing anything about the arts
- Doesn't want to spend too much money on something he is just now trying
- Finds the Opera to be stuffy and doesn't want the hassle of dressing up to attend

## DESCRIPTION

An incoming college freshman studying accounting who doesn't do much on the weekends. When not

**Attachment 25: Campus Organization Contact List**

<b>ATTACHMENT __: Campus Organization Contact List</b>				
		<b>CONTACTS FOR UNIVERSITY STAFF</b>		
<b>UNIVERSITY</b>	<b>ORGANIZATION/CLUB</b>	<b>NAME</b>	<b>TITLE</b>	<b>EMAIL</b>
<b>University of Pittsburgh</b>	Student Organization Resource Center	---	---	sorc2@pitt.edu katytufts@pitt.edu johnbh@pitt.edu
	Student Union Staff	---	---	
<b>Carnegie Mellon University</b>	Student Leadership, Involvement, and Civic Engagement & Student Affairs	---	---	slice2@andrew.cmu.edu
	Student Activities, Involvement, and Leadership	---	---	sail@pointpark.edu sga@pointpark.edu studentconcerns@pointpark.edu
<b>Point Park University</b>	Student Government Association	---	---	frixxeld@duq.edu
	Student Life	Douglas Frizzell	Senior Vice President	gburgess@allegheny.edu
<b>Duquesne University</b>	Student Programming	Gloria Burgess	Student Life Coordinator	estolar@allegheny.edu
	Fraternity & Sorority Life	Eric Stolar	Student Life Coordinator	
<b>Allegheny College</b>	Student Association, Incorporated (SAI)	---	---	sai@calu.edu
<b>Chatham University</b>	Office of Student Engagement	---	---	studentengagement@chatham.edu
<b>Community College of Allegheny County</b>	Student Life & Engagement	Benjamin William	Director of Student Life & Engagement	studentengagement@ccac.edu bwilliams2@ccac.edu
<b>La Roche College</b>	Student Life, Conferencing Services	Julie Makuta	Executive Assistant to the Vice President of Student Life, Conferencing Services	julie.makuta@laroche.edu
<b>Penn State University</b>	Student Organization and Affairs	---	--	studentorg@psu.edu

**Attachment 26: Campus Staff Email Blast**

**NOT YOUR GRANDMA'S OPERA POP-UP**

**SUBJECT:** On-Campus Pop-Up Event: Not Your Grandma's Opera

Dear \_\_\_\_\_,

Often, the opera is stereotyped as boring, expensive, or something only your grandma would attend. The Pittsburgh Opera believes the opera is made for everyone – young and old – especially college students.

The Pittsburgh Opera offers Cheap Seats, a program for university students, faculty and staff to receive discounted tickets to opera productions. To encourage a new wave of opera attendees, we're hosting a Not Your Grandma's Opera pop-up event at XXX University in the Pittsburgh area. The goal of the pop-up is to bring the opera to college students as a way to encourage and entice them to join us at one of our various productions.

We want to hold one of our events at (INSERT UNIVERSITY NAME) on (INSERT DATE) at (INSERT TIME). Reaching university students face-to-face would benefit the university students, faculty and staff. Opera performers will distribute flyers about The Pittsburgh Opera and Cheap Seats during the pop-up. Wigs, costumes and makeup will be available to share with students to try on and share photos on social media. Students can also participate in a raffle to win two complimentary tickets to a production of their choice.

We are happy to meet with you to discuss the Not Your Grandma's Opera Pop-Up. If you are interested in hosting us on your campus, please let us know your availability to meet and discuss more. In the meantime, if you have any questions or concerns, please feel free to reach out.

We look forward to working with you!

Best Regards,

Chris Cox  
Account Executive  
[ccox@pittsburghopera.org](mailto:ccox@pittsburghopera.org)  
(412) 427-7088

**PITTSBURGHOPERA**

**Attachment 27: Pittsburgh Events Organization Contact List**

ORGANIZATION/BUSINESS	FIRST NAME	LAST NAME	TITLE	EMAIL
<b>Pittsburgh Downtown Partnership</b>	Deana	Lorenzo	Digital & Online Content Manager	dlorenzo@downtownpittsburgh.com
	Jack	Dougherty	Director of Special Events	JDougherty@DowntownPittsburgh.com
	André	Henry	Special Events Coordinator	AHenry@downtownpittsburgh.com
	Richard	Hooper	Vice President of Marketing & Communications	RHooper@DowntownPittsburgh.com
	Elizabeth	McElhaney	Pittsburgh City Manager	emcelhaney@unation.com
<b>StufftодоinPittsburgh</b>	Zoe	Sadler	Marketing Manager	zoe.sadler@visitpittsburgh.com
	Courtney	Kuzemchak	Marketing Coordinator	courtney.kuzemchak@visitpittsburgh.com
	Eric	Rummel	Visitor Engagement Manager	eric.rummel@visitpittsburgh.com
	Alexandria	Soller	Communications and Public Relations Manager	alexandria.soller@visitpittsburgh.com
	Gena	Inman	Social Media & Marketing Manager	gena.inman@visitpittsburgh.com
<b>VisitPittsburgh</b>	Ashley	Kier	Marketing Coordinator	ashleykier@gmail.com (personal)
	Seth	Culp-Ressler	Digital Content & Engagement Manager	sculpressler@gmail.com

**Attachment 28: Community Email Blast**

**PITTSBURGH TABLING EVENTS**

**SUBJECT:** Tabling Event Inquiry for The Pittsburgh Opera Cheap Seats

Dear \_\_\_\_\_,

Rumor has it that the Opera is a boring, expensive event that only your grandmother would enjoy. We're here to break that stereotype and share the Opera is *Not Your Grandma's Opera* experience! Whether you're young, enticed by the arts, or on the hunt for something new, the Pittsburgh Opera is home to numerous productions, experiences and more for college-aged students.

To bring awareness to Cheap Seats, a program for university students, faculty and staff to receive discounted tickets to Opera productions, we would like to host a booth at (INSERT NAME OF EVENT) on (INSERT DATE & TIME OF EVENT). The booth will include opera cast members, costumes, wigs, masks and Cheap Seats information on display for people to learn about. The booth will bring the Pittsburgh Opera to the community of Pittsburgh, showcase the productions we have to offer, and show students what makes the Opera an experience made for everyone.

Your event would be an excellent opportunity to get college students invested in the program. Could you please provide us with the information needed in order to move forward with a table set-up and what you may need from us?

In the meantime, if you have any questions or concerns, please contact us.

Best regards,

Chris Cox  
Account Executive  
[ccox@pittsburghopera.org](mailto:ccox@pittsburghopera.org)  
(412) 427-7088

**PITTSBURGHOPERA**

Attachment 29: Cheap Seats Flyers



# The Pittsburgh Opera

## Presents \_\_\_\_\_ Cheap Seats

A Discount Program for  
College Students

NOT  
YOUR  
GRANDMA'S  
**OPERA!**

PITTSBURGHOPERA

Are you looking for a fun way to get  
out and enjoy the arts?

Go to Visit  
[PittsburghOperaCheapSeats.org](http://PittsburghOperaCheapSeats.org) for  
more info on the best prices to see  
amazing shows.



## Attachment 30: Stickers

*Stickers:*



**Attachment 31: Drawstring Bags**

*Drawstring Bags:*



**Red**



**Black**



**Attachment 33: Cheap Seats Hotcard**

**Front**



## Back

Opera & Chill?

MYTHS

Is the opera even worth it?  
It's **expensive**, **hard to understand**,  
and I'll have to **dress up**.

FACTS

The opera's a blast! They have **discounts** for college students and 20-somethings, English **subtitles**, and you can **wear anything** from sweatpants to an evening gown!

NOT YOUR GRANDMA'S OPERA! NOT YOUR GRANDMA! NOT YOU!

NOT YOUR GRANDMA'S OPERA!

**Attachment 34: Campus Media Contact List**

UNIVERSITY	NAME	TITLE	EMAIL	PHONE NUMBER
<b>Campus Media Contact List</b>				
<b>University of Pittsburgh</b>	Rebecca Johnson	Editor-in-Chief at Pitt News	editor@pittnews.com	---
	Beril Tuncere	Managing Editor at Pitt News	managing@pittnews.com	---
	Punya Bhasin	News Editor at Pitt News	---	---
	Alexandra Ross	Assistant News Editor at Pitt News	news@pittnews.com	---
	Ryleigh Lord		---	---
<b>Carnegie Mellon University</b>	---	The Tartan (general contact info)	contact@thergartan.org	
	---	The Tartan (advertising contact info)	advertising@thergartan.org	
<b>Duquense University</b>	---	The Duquense Duke	theduqduke@gmail.com	
<b>Chatham University</b>	Carson Gates	Primary contact for 'Communique'---newspaper	carson.gates@chatham.edu	
		Jake Dabkowski	Editor-in-Chief of The Globe	jcdabko@pointpark.edu
		Erin Yudt	Editor-elect of The Globe	ekyudt@pointpark.edu
<b>Point Park University</b>	---	The Globe	globe@pointpark.edu	---
		Denise King	Marketing Assistant	---
		Zach Frailey	Photo Manager/Editor	724-938-6038
	John Miller	Web Designer/CMS Coordinator	---	724-938-4273
	Erin Angotti	SEO Coordinator	---	724-938-1673

	Emily Boarts	Creative Projects Manager	---	724-938-5430
	Tony Sonita	Social Media Manager	---	724-938-5325
	Laurie Bartolotta	Marketing Content Specialist	---	724-938-5424
<b>Community College of Allegheny</b>	---	Marketing & Public Relations Department	success@ccac.edu	
<b>Allegheny College</b>	---	Marketing & Communications Department	---	814-332-6755
<b>La Roche University</b>	Kristin Needham	Graphic Designer, Marketing & Media Relations	kristin.needham@laroche.edu	412-536-1304
	Erin Colbourn	Director Media Strategy	ecolbourn@psu.edu	814-470-6232
<b>Penn State University</b>	Davis Yoshanti	The Daily Collegian	davis.yoshitani@collegianpsu.com	814-470-6232
	Ben Manning	Media Specialist	bmanning@psu.edu	513-312-4289
	Lauren Muthler	Media Specialist	lem5184@psu.edu	814-404-9884

**Attachment 35: Media Pitch Letter**



(Date)

Dear XXX:

Did your grandma ever tell you not to waste a dime or to always pinch your pennies? The Pittsburgh Opera is helping students listen to their grandmas by offering Cheap Seats, a resource for discounted ticket prices for college students. A Not Your Grandma's Opera College Pop-Up is coming to XXX on (date, time, and location) to tell the students more about the program.

We could use your assistance promoting this event to ensure the students on campus know about these great discounts. A story shared on your campus media would be an excellent way to shed light and encourage students to attend the pop-up to learn more about the deals. Part of the pop-up will feature the opportunity for students to get their hair and makeup done. We would like to arrange to have your hair and makeup done by a professional opera artist – similar to what the students will experience at the pop-up. Would you like to do the same to immerse yourself in the opera space?

Please let me know if you want to join us, learn more, or need additional information on this event. I will follow up with you sometime next week.

I look forward to speaking with you to a greater extent.

Take care,

Chris Cox  
Account Executive  
[ccox@pittsburghopera.org](mailto:ccox@pittsburghopera.org)  
412-427-7088

**Attachment 36: Press Release**

To: XXX

Subject: Pittsburgh Opera Discounts



FOR IMMEDIATE RELEASE

(Implement date close to the event)

**Pop-Up Event at (insert event here)**

PITTSBURGH - Join The Pittsburgh Opera at (\*event name) on (\*date and time) for performances and giveaways to raise awareness of Cheap Seats, The Opera's college student discount program.

The opera of today has evolved into something that is far from the stereotypical experience it has traditionally been. While The Pittsburgh Opera enjoys performing the classics, throughout the season The Opera also features a host of contemporary operas that push the art form forward. Opera is much more than old people in costumes singing in foreign languages; it can be enjoyed by all people across a wide array of backgrounds, including students.

The Pittsburgh Opera is inviting students to check out the pop-up and give opera a try. Our resident artists will be in attendance to perform selections from our upcoming production of (\*insert opera here) and will be happy to talk to any students who may be interested in getting involved with the programs the Opera has to offer. Students will also have the opportunity to learn more about discounts, and take home some Opera swag.

For more information about how to take advantage of Cheap Seats visit [www.pittsburghopera.org](http://www.pittsburghopera.org)

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For more information:

Chris Cox

Account Executive

[ccox@pittsburghopera.org](mailto:ccox@pittsburghopera.org)

412-427-7088

**Attachment 37: Campus Staff Contact List**

UNIVERSITY	NAME	TITLE	EMAIL	PHONE NUMBER
<b>Campus Staff Contact List</b>				
	Chuck Finder	Executive Director, Media Relations	cfinder@pitt.edu	---
	Nick France	Media Specialist	nfrance@pitt.edu	---
	Lola Johnson	Associate, Media Relations	lolaj@pitt.edu	---
	Jared Stonesifer	Communications Director/Spokesperson	jts135@pitt.edu	---
	---	Pitts Magazine	pittmag@pit.edu	412-624-4147
<b>University of Pittsburgh</b>				
	Peter Kerwin	Director of Media Relations	pkerwin@andrew.cmu.edu	412-268-1151
	Lara Steiner	Senior Director, Marketing	laras@cmu.edu	412-268-3359
	Jean Hayes	Director, Content Strategy	stories@cmu.edu	412-268-1811
	Cassia Crogan	Senior Media Relations Specialist	ccrogan@andrew.cmu.edu	412-268-2900
	Carrie Chisholm	Director, Photo & Video	carriechiz@cmu.edu	412-268-2046
<b>Carnegie Mellon University</b>				
	Sam Webb	Assistant Director, Visitor Experience & Campus Tours	samf@cmu.edu	412-268-4290

	Division of Marketing and Communications	---	412-268-4290
<b>Duquense University</b>	General Inquiries	dupress@duq.edu	---
---	General Inquiries	communications@chatham.edu	412-365-1100
<b>Chatham University</b>	Media Inquiries	bcampbell@chatham.edu	---
---	Director, University Marketing & Public Relations	lcorsaro@pointpark.edu	412-392-6190
	Media Relations Representative	bvilanova@pointpark.edu	412-260-8729
<b>Point Park University</b>	VP of Communications & Marketing	---	724-938-5492
Christine Kindl	Director, Creative Services	---	724-938-4274
Greg Sofranko	Director, Digital Communications	---	724-938-5344
Jeff Bender	Director, Communications & PR	---	724-938-5640
<b>California University of Pennsylvania</b>	Director, Marketing	---	724-938-5985
Keli Henderson	Marketing & Public Relations Department	success@ccac.edu	412-237-310
<b>Community College of Allegheny</b>	Marketing & Communications Department	---	814-332-6755
<b>Allegheny College</b>	Marketing & Communications Department	---	

<b>La Roche University</b>	Kristin Needham	Graphic Designer, Marketing & Media Relations	kristin.needham@laroch.edu	412-536-1304
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