



LOUISIANA  
PHILHARMONIC  
ORCHESTRA

## **Dine Out for the LPO**

### **Communication Plan**

#### **Overview**

The Louisiana Philharmonic Orchestra is hosting “Dine Out for the LPO” on Tuesday, Nov. 5, 2013. Dining out for the LPO draws new diners to restaurants who participate in the event and attracts patrons who are willing to spend more for a good cause. On the evening of the event, restaurants in the New Orleans area contribute a minimum of 25 percent of their total food and beverage sales to the LPO. Each participating restaurant is assigned at least one LPO volunteer ambassador to promote their eatery and invite people to dine there.

#### **Goals**

The goals of the communication plan are to effectively promote “Dine Out for the LPO,” and encourage attendance to the participating restaurants on Tuesday, Nov. 5<sup>th</sup>.

#### **Audience**

The target audience will be supporters and fans of the LPO and classical music. The audience will also include diners of the 13 restaurants who are participating in the “Dine Out for the LPO” event (see below for list).

#### **Participating Restaurants:**

- Apolline Restaurant
- Churros Cafe
- Jung's Golden Dragon
- Le Foret
- Little Gem Saloon
- Marti's
- Maya's
- Meauxbar Bistro
- MiLa

- Pepperoni's
- Ralph's on the Park
- Rue 127
- Twelve Mile Limit

## **Strategies**

The strategies for the communication campaign of the “Dine Out for the LPO” event include use of social media, print, television, radio and web. Promotional materials and news releases will be sent to the outlets outlined below.

## **Social Media**

- LPO Facebook and Twitter
  - Sample Facebook Posts:
    - Want to support the LPO and enjoy some good food while doing it? Dine Out for the LPO! On Tuesday, Nov. 5<sup>th</sup>, participating New Orleans restaurants will contribute a minimum of 25 percent of their total food and beverage sales to our cause. Click the link to see the list of eatery’s to visit! #LPOdineout (include bitly link)
    - Getting hungry? Wondering where to go for dinner? Please visit one of the “Dine Out for the LPO” participating restaurants tonight to support the orchestra! A minimum of 25 percent of food and beverage profits will be donated to the LPO.
  - Sample Twitter Posts:
    - Want to support us & enjoy good food while doing it? “Dine Out for the LPO” on Tuesday, Nov. 5th. Participating restaurants donate 25%!
    - Our "Dine Out for the LPO" is tonight! Which restaurant are you having dinner at to help support the orchestra? #LPOdineout
- BMF Facebook and Twitter
- Official hashtag (example: #LPOdineout) to be used on social media posts
  - Encourage both attendees and restaurants to promote use of hashtag
- Create promotional flier for social media posts

- Post photos from some of the restaurants and their guests who are dining out on the evening of the event

### **Traditional Media**

The event will be pitched to local media, including print, TV, radio and a food blogger. A press release and promotional flier will be included. Some local media that could be contacted includes the channels outlined below.

#### **Print**

- NOLA.com | The Times-Picayune
- The New Orleans Advocate
- New Orleans Magazine
- Culinary Concierge – NOLA Edition
- The Gambit
- NOLA Defender

#### **TV**

- WWL-TV
- WVUE-TV
- WDSU-TV
- WGNO-TV

#### **Radio**

- KVDU-FM
- WEZB-FM
- WYLK-FM
- WWOZ-FM
- WNOE-FM
- WYLD-AM
- WODT-AM

### **Web**

- Post press release and promotional flier to the LPO news page; include list of participating restaurants
- Local food blogger: Robert Peyton - [rdpeyton@gmail.com](mailto:rdpeyton@gmail.com); 504-430-9515