

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

Philadelphia, PA

<https://www.operaphila.org/>

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

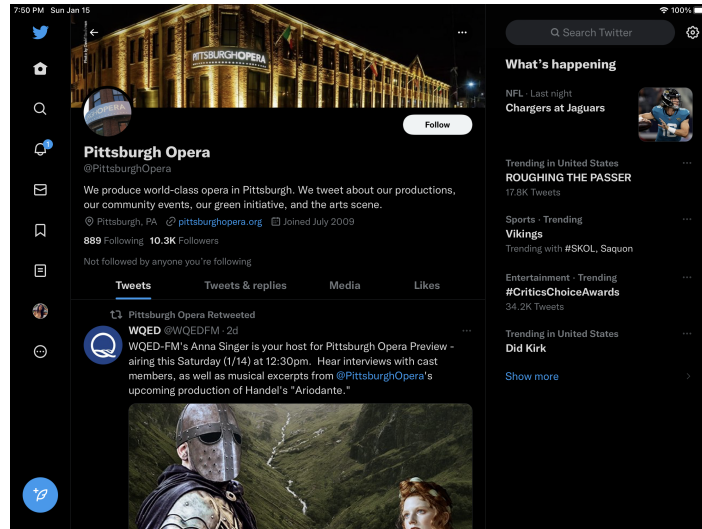
Content focuses on topics like the summer camp, the Pittsburgh area, and outside area students who attend or are involved with the Pittsburgh Opera, Pittsburgh Opera Board article mentions, and donations.

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

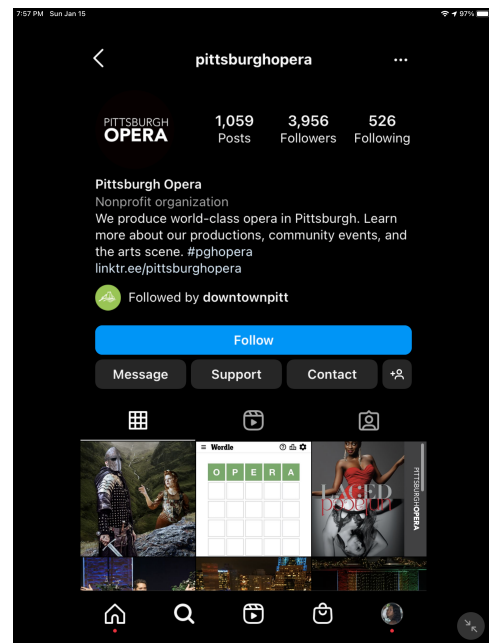
Twitter

- 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"



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



Attachment 3: Branding Guidelines

Branding Guidelines

Not Your Grandma's Opera



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



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

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!

Hex Code
#EA1D2D

CMYK
(0%, 88%, 81%, 8%)

RGB
(234, 29, 45)

Hex Code
#E9008A

CMYK
(0%, 100%, 41%, 9%)

RGB
(233, 0, 138)

Hex Code
#D0D1D2

CMYK
(1%, 0%, 0%, 18%)

RGB
(208, 209, 210)

Hex Code
#E6E7E8

CMYK
(1%, 0%, 0%, 9%)

RGB
(230, 231, 232)

Color Palette 20-Something Tuesdays

Hex Code
#00AEEF

CMYK
(100%, 27%, 0%, 6%)

RGB
(0, 174, 239)

Hex Code
#EC008C

CMYK
(0%, 100%, 41%, 7%)

RGB
(236, 0, 140)

Hex Code
#FFF200

CMYK
(0%, 5%, 100%, 0%)

RGB
(255, 242, 0)

Hex Code
#D0D1D2

CMYK
(1%, 0%, 0%, 18%)

RGB
(208, 209, 210)

Hex Code
#E6E7E8

CMYK
(1%, 0%, 0%, 9%)

RGB
(230, 231, 232)

Hex Code
#E9008A

CMYK
(0%, 100%, 41%, 9%)

RGB
(233, 0, 138)

Color Palette Cheap Seats

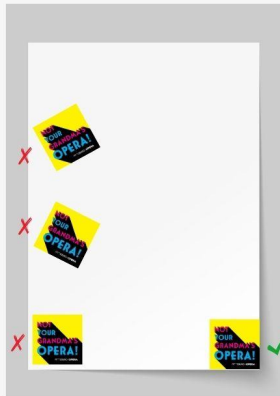
Logos - Cheap Seats



Logos - 20 Something Tuesdays

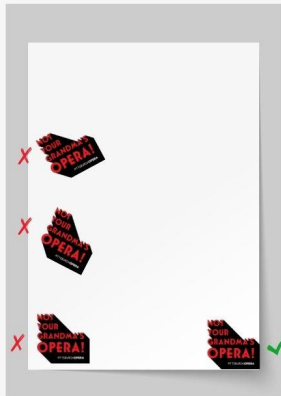


Logos - Placement Guidelines



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

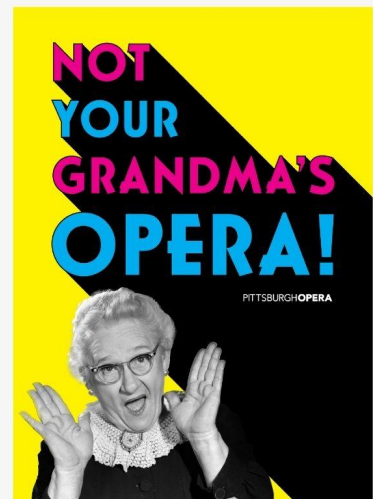
<https://www.alamy.com/stock-photo-1960s-elderly-woman-in-granny-glasses-holding-hand-up-near-face-with-49524646.html?imageid=953B746B-8851-48D5-A1FD-29BC5D350F66&p=38057&pn=1&searchId=e53fa3daf7a1bd2fe6e33fdb501f222a&searchtype=0>

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.

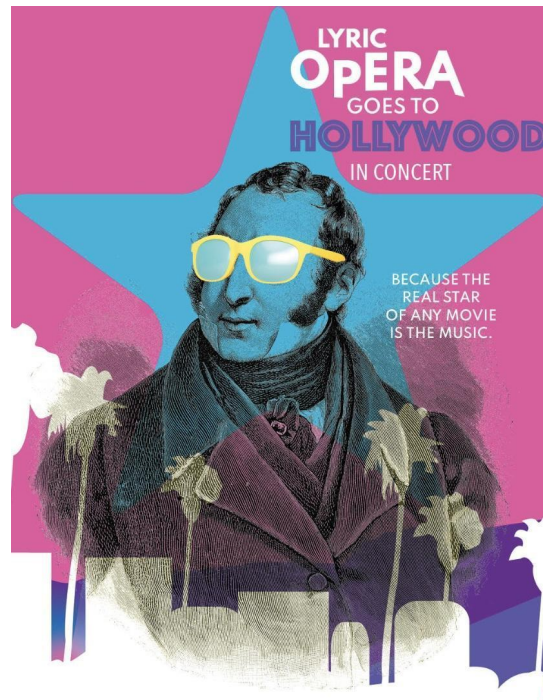
Other opera houses that were used as inspiration included Opera North, Philadelphia Opera, the Royal Opera House, and the Metropolitan Opera.

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.

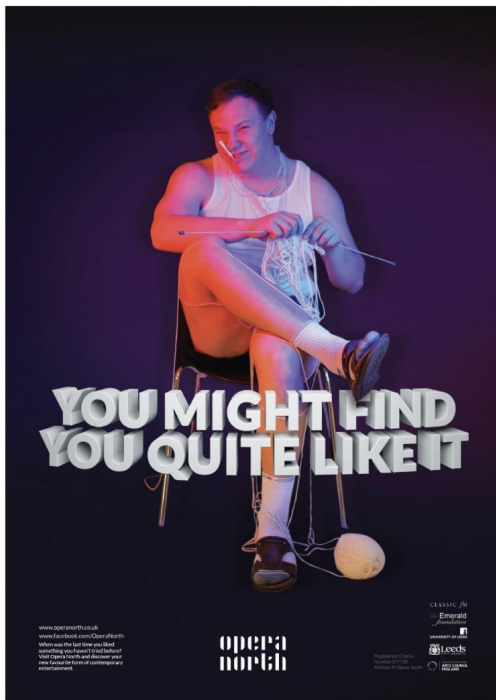




**As part of the
Lyric family, you
are connected to
one of Chicago's
preeminent,
nonprofit cultural
institutions.**

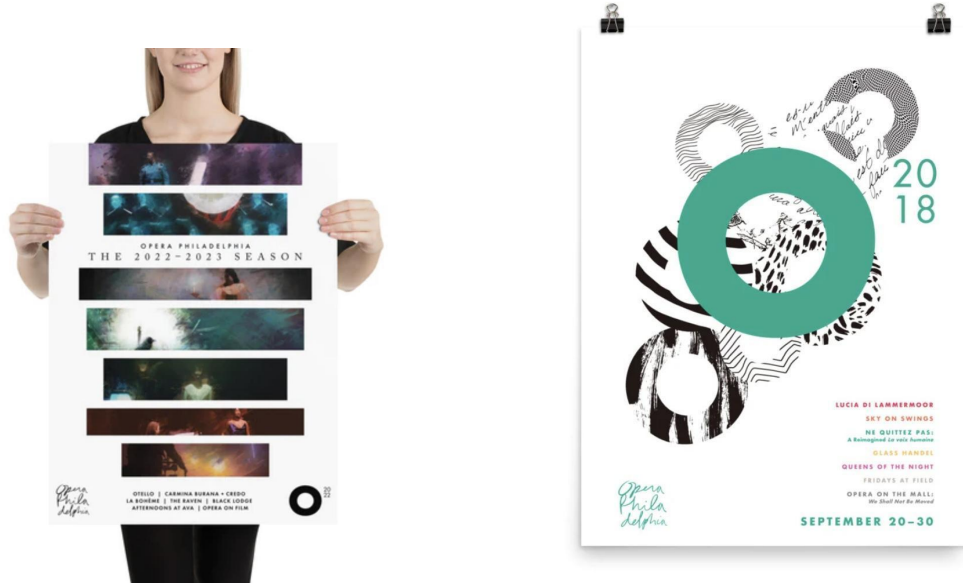
Opera North Lebanon, NH

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.



"PERCINOUSLY BEAUTIFUL"
—THE NEW YORKER

PUCCINI
Madama Butterfly

Season Premiere Friday, October 11
The Met's breathtaking production returns, with soprano Hui-Hui Hu—hailed by Time as "unmistakable... a trailblazer"—reprising her acclaimed portrayal of the tragic title geisha.

The Met
ropolitan
Opera


Tickets start at \$25 | metopera.org | 212.362.6000

Monday & Tuesday: **MADAM BUTTERFLY**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

Tuesday & Wednesday: **PORGY AND BESS**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

Thursday: **MANON**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

Friday & Saturday: **TURANDOT**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.



"FABULOUSLY BEAUTIFUL"
—TELEGRAPH

"HYPNOTIC"
—NEW YORK TIMES

PHILIP GLASS
Akhnaten

Friday, November 8
new music / opera / master

Philip Glass's towering opera stars counter-tenor Anthony Roth Costanzo as the revolutionary pharaoh who transformed ancient Egypt. In the production for New York, Philip Glass's spellbinding Met premiere production. Karen Kamnitsky conducts in her Met debut.

The Met
ropolitan
Opera

Tickets start at \$25 | metopera.org | 212.362.6000

Tuesday & Friday: **ORFEO ED EURIDICE**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

Wednesday & Saturday: **LA BOHÈME**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

Thursday: **TURANDOT**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

Saturday mat: **MADAM BUTTERFLY**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.



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

MOZART
The Magic Flute

Sunday, December 15
A New York holiday tradition, the Met's celebrated, English-language version of Mozart's classic fairy tale returns in July Taymor's spectacular production.

The Met
ropolitan
Opera


Tickets start at \$25 | metopera.org | 212.362.6000

Monday: **MADAM BUTTERFLY**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

Tuesday & Wednesday: **LE NOZZE DI FIGARO**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

Thursday: **THE QUEEN OF SPADES**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

Friday & Saturday: **AKHNATEN**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.



NEW THIS SEASON! SUNDAY MATINEES

PUCCINI
Turandot

Season Premiere on Thursday
The bewitching Christine Ebersole sings the title role in Franco Zeffirelli's dazzling production. Met Music Director Yannick Nézet-Séguin conducts Puccini's sweeping score.

The performance on October 6 is the Met's first-ever Sunday matinee.

The Met
ropolitan
Opera

Tickets start at \$25 | metopera.org | 212.362.6000

Monday & Saturday mat: **PORGY AND BESS**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

Tuesday & Friday: **MADAM BUTTERFLY**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

Wednesday & Saturday: **MANON**
Soprano Hui-Hui Hu reprises her acclaimed portrayal of the tragic title geisha.

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.

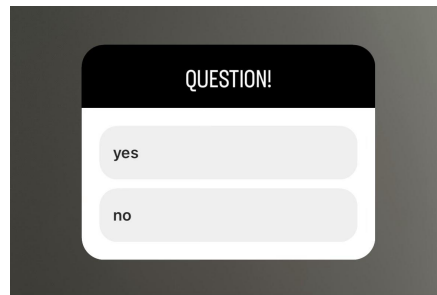
Examples of story posts:

- 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.

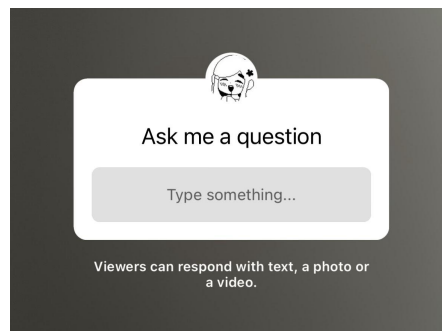
These can be great audience interaction tools and a way to generate responses and audience opinions on any event or aspect of the Pittsburgh Opera.

Polls



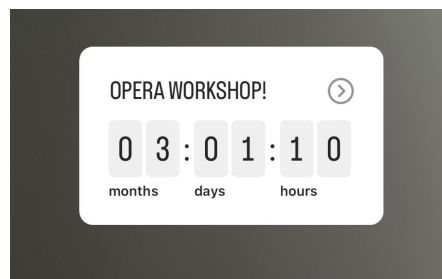
In this feature, users can add a little box to any story photo and attach a question where the audience can choose the answer. After the story has been posted, the poster can see the voters' responses below the story in the “viewers” section.

Questions



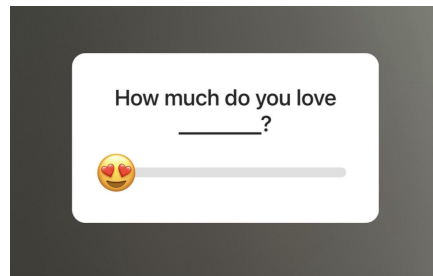
In this feature, users can post a box urging audiences to “ask me a question”. In this, audiences are able to ask the poster about any event they wish to, and the poster is able to answer these questions directly in their story so everyone can see the response.

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

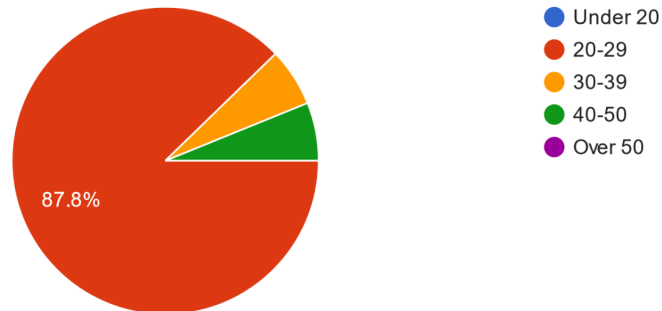
- b.) Season Shows
- c.) WQED Radio Previews
- d.) Workshops
- e.) Misc. Concerts
- f.) I didn't know about any of these events.

Attachment 7: Pittsburgh Community Survey Results

Section 1: Demographics

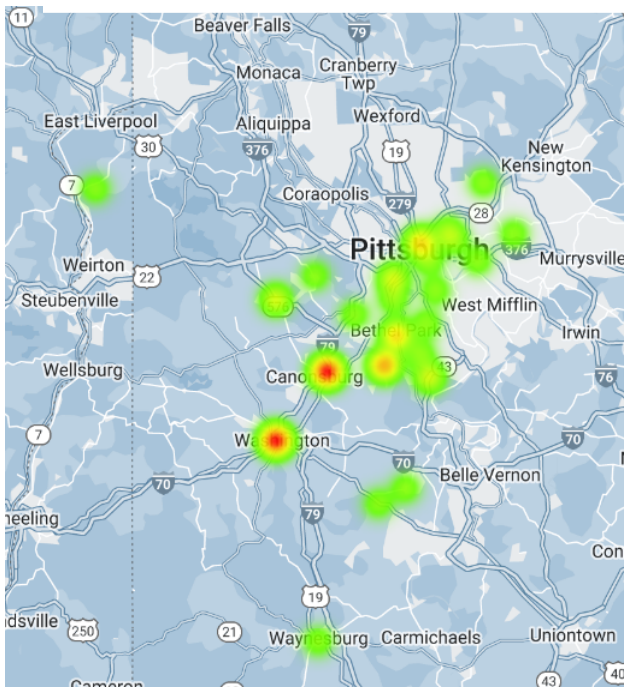
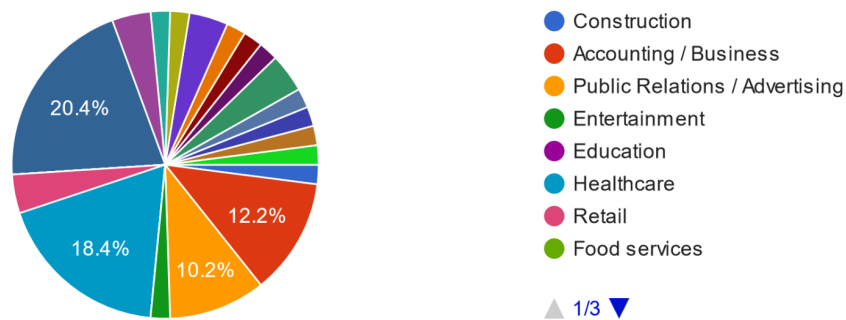
How old are you?

49 responses



What is your field of occupation?

49 responses

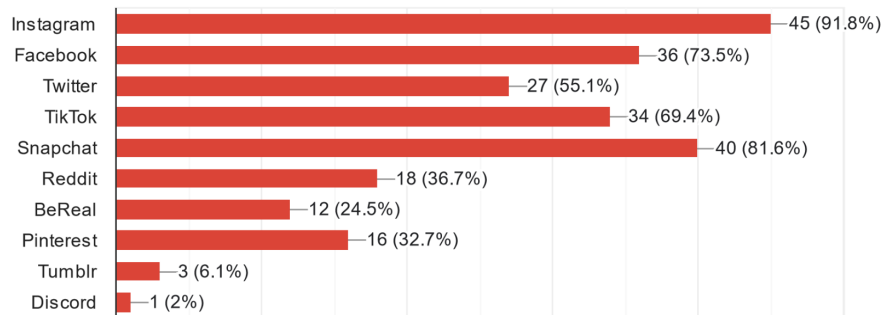


On the left is a heat map showing where a majority of responses were from. A few responses were from outliers 80+ miles away from Pittsburgh.

Section 2: Hobbies and Spare Time

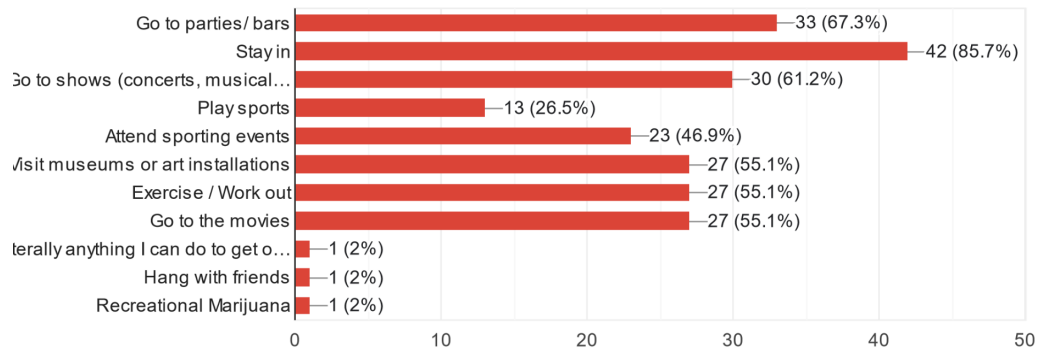
What social media platforms do you use? (Select all that apply.)

49 responses



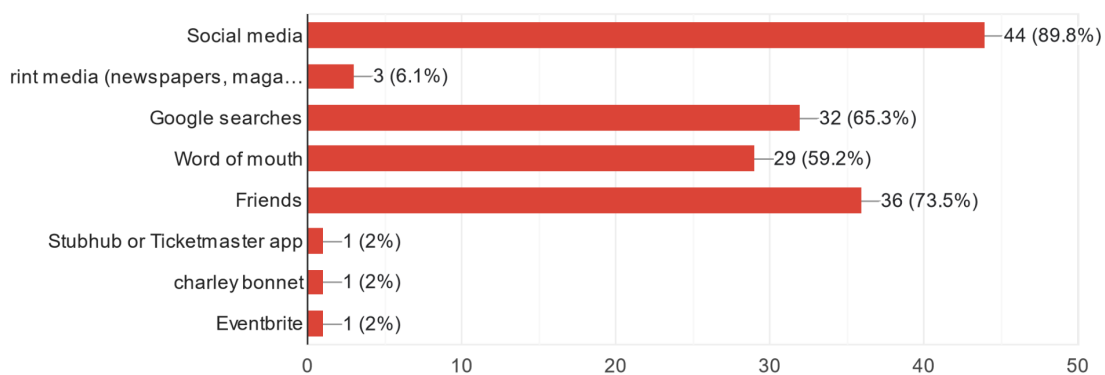
What do you for fun? (Select all that apply.)

49 responses

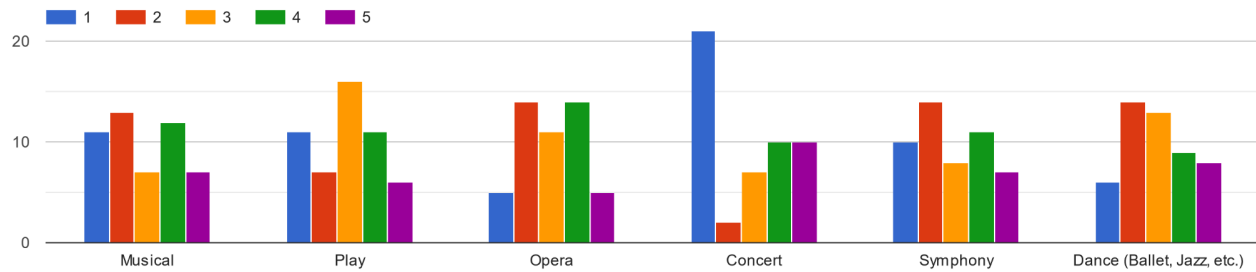


Where do you look for live events to attend? (Select all that apply.)

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

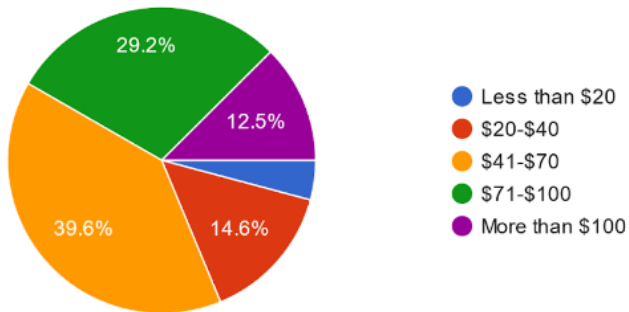
Below is a word cloud created from the responses of "Name three words you associate with the opera."



The next questions were about cost.

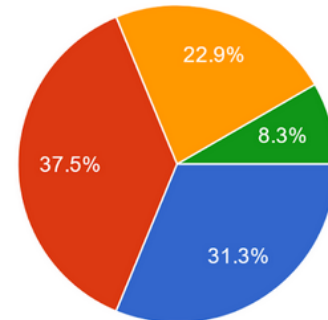
How much would you expect opera tickets to cost?

48 responses



How much would you pay for an opera ticket?

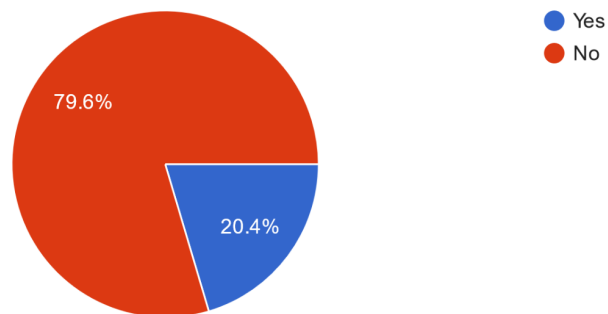
48 responses



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 possibilty!

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 came 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 heinx 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 fictionless.

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

Nothin'

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

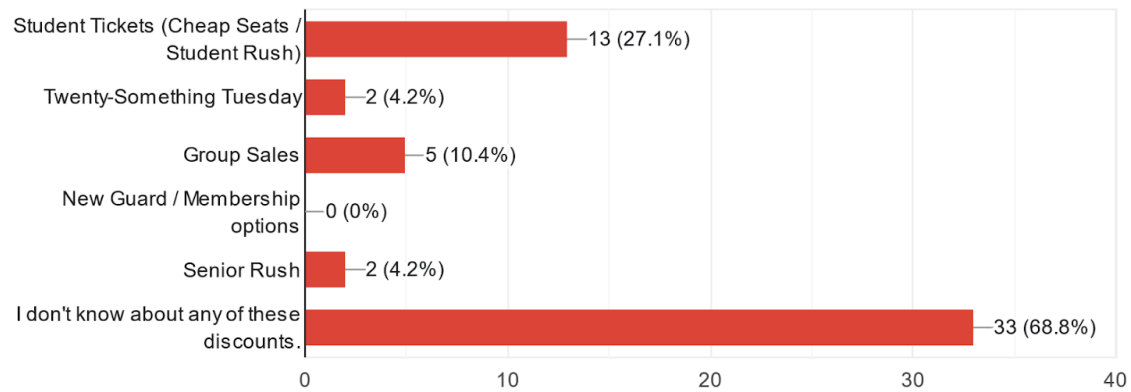
If I had more money, and were more comfortable going to events in public.

if i liked the music from it

If someone invited me

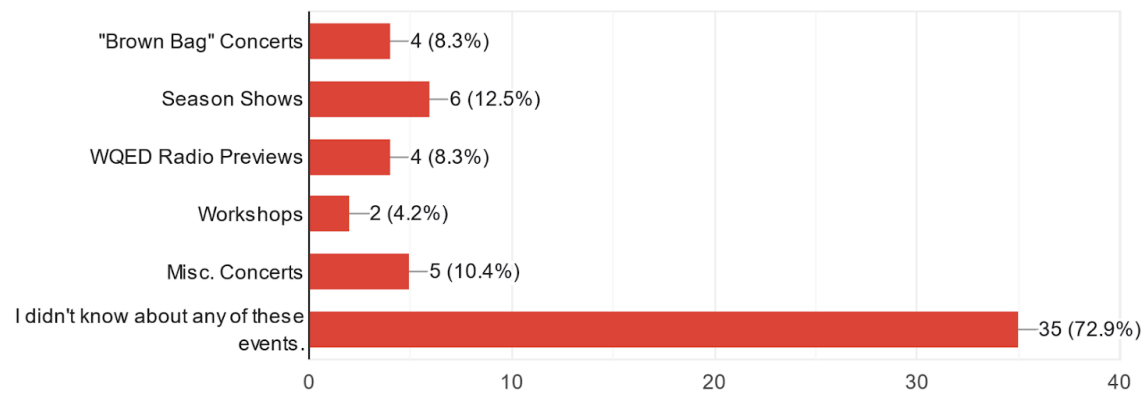
Select all of the discount programs you know of that Pittsburgh Opera provides.

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.

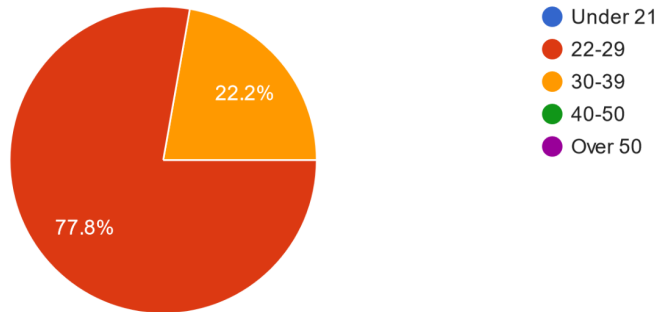
- d.) Other:
- 11.) What would make you want to come to more 20-Something Tuesday shows? (Select all that apply.)
- a.) Discounts
 - b.) After Show Q&A with Artists
 - c.) More contemporary shows
 - d.) Backstage tours
 - e.) Workshops
 - f.) Nothing! I love everything you do
 - g.) Nothing, I don't plan on coming back to the Pittsburgh Opera
 - h.) Other:

Attachment 9: 20-Something Tuesday Survey Results

Section 1: Demographics

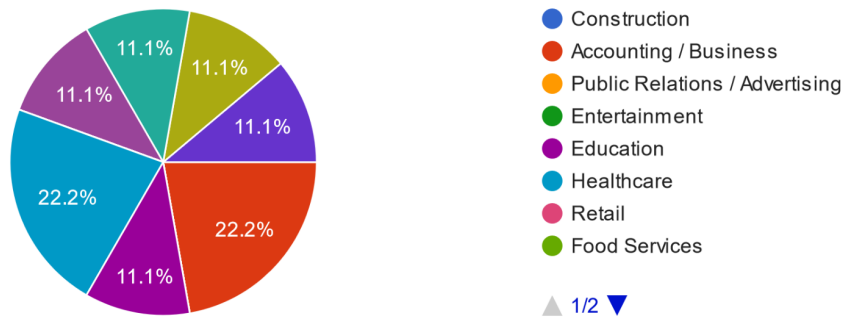
How old are you?

9 responses



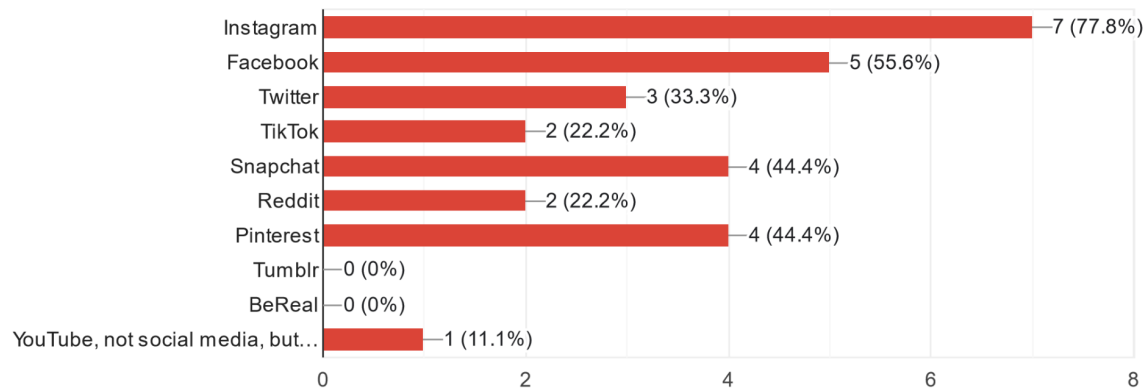
What is your field of occupation?

9 responses



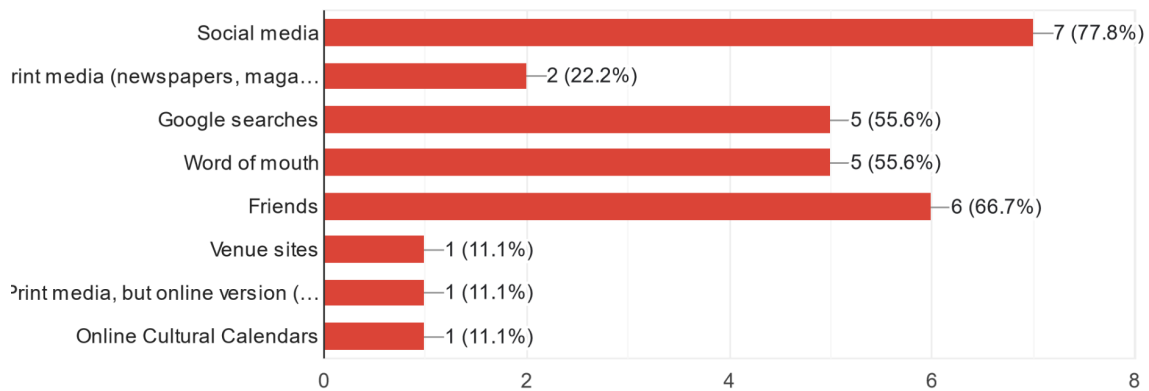
What social media platforms do you use? (Select all that apply.)

9 responses



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

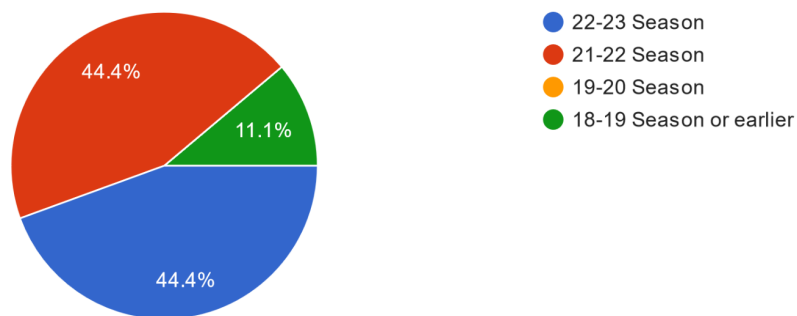
9 responses



Section 2: Pittsburgh Opera

When was the last time you attended a Pittsburgh Opera?

9 responses



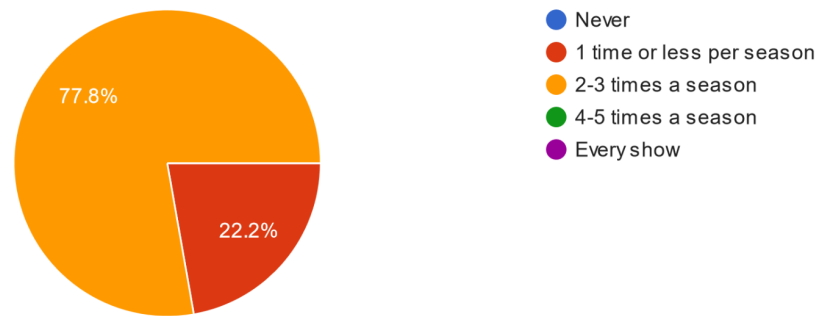
What are three words you associate with the Pittsburgh Opera?

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

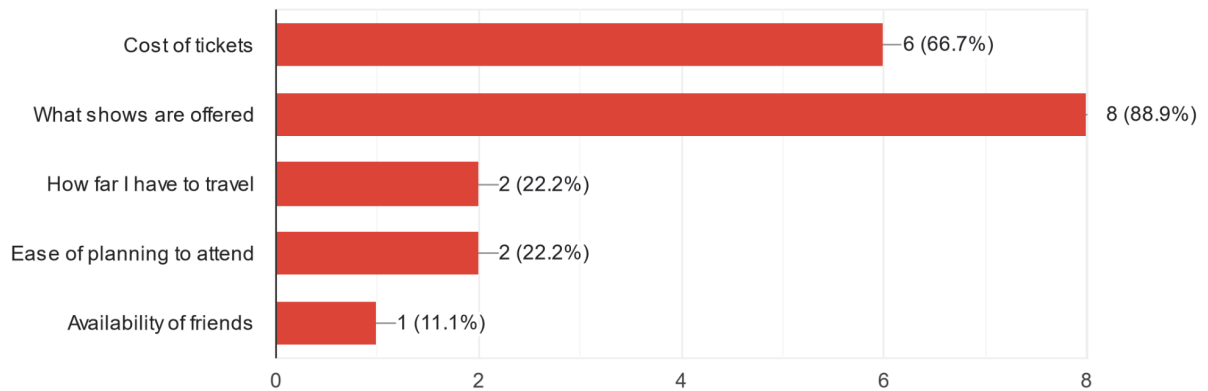
How often do you attend the Pittsburgh Opera performances or events?

9 responses



What factors into your decision to attend the Pittsburgh Opera?

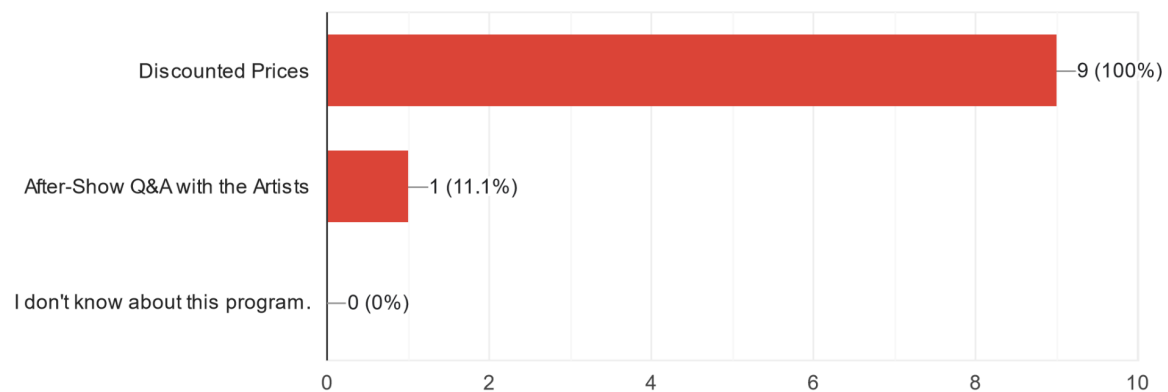
9 responses



Section 3: 20- Something Tuesday

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

9 responses



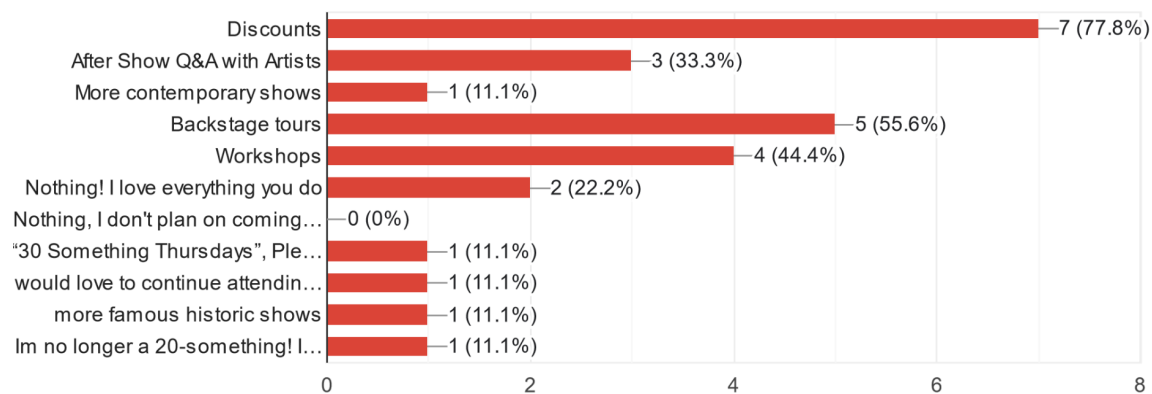
How did you hear about the 20-Something Tuesday program?

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		
Im no longer a 20-something! Im 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 “stiffness” 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

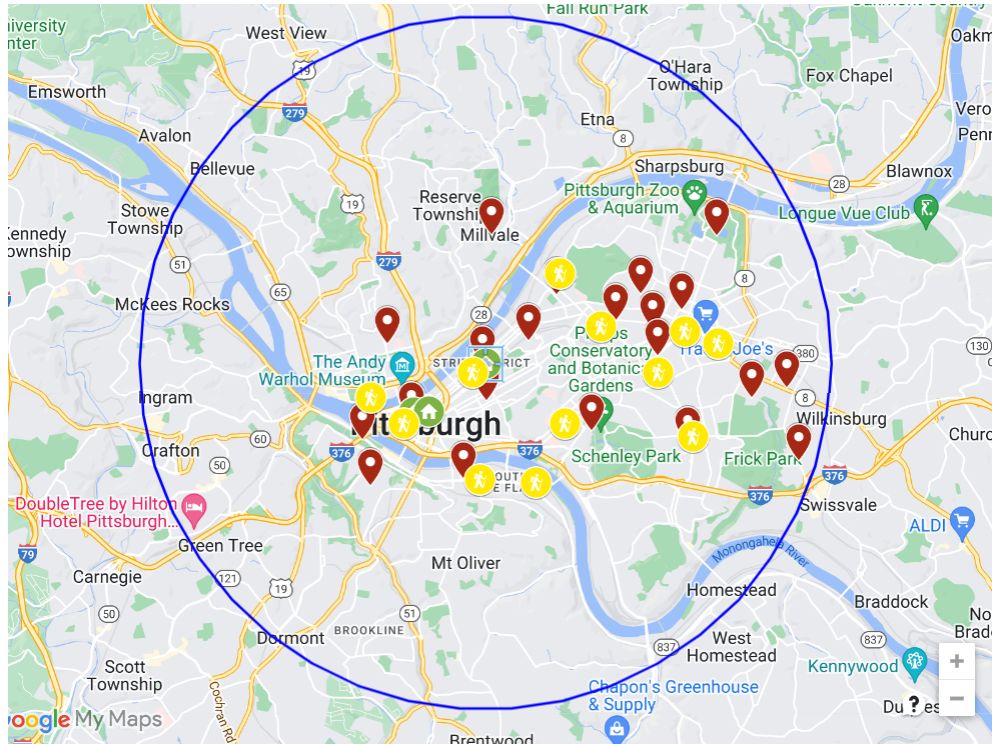
Ron loves his family. He also loves the arts and hopes to instill the same passion in his grandkids.

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_sB4Qmjs&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 (Lawrenceville)	Central East Liberty
Walnut Street (Shadyside)	North Shore	Bakery Square
Carson Street (South Side)	Oakland	
Southside Works		

Attachment 13: 20-Something Tuesday Hotcard

Front

NOT YOUR GRANDMA'S OPERA!

PITTSBURGH **OPERA**

20-Somethings
Get In For Cheap
on **Tuesdays!**

For Discounts, Workshops
& Events, Visit
pittsburghopera.org

or scan the QR
code below!



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 20-somethings, English **subtitles**, and you can **wear anything** from sweatpants to an evening gown!

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

NOT YOUR GRANDMA'S OPERA!

PITTSBURGH OPERA

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!**

PITTSBURGH OPERA



**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 (*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-Jarreett (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/jeremyreynolds/> (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 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



News Release

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 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



News Release

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?

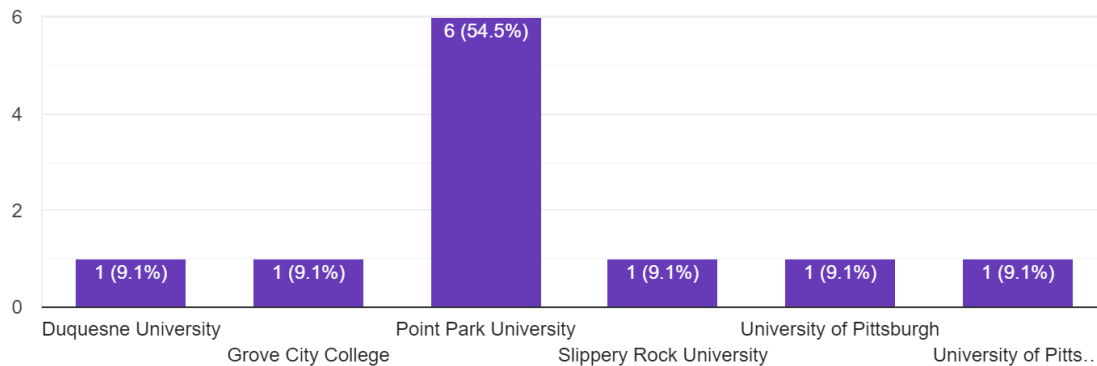
- a. Yes
- b. No

Attachment 22: Cheap Seats Survey Results

Cheap Seats Survey Results

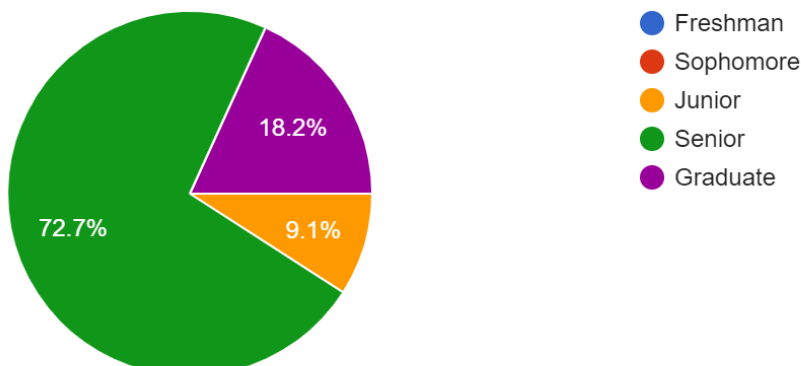
Which University do you attend?

11 responses



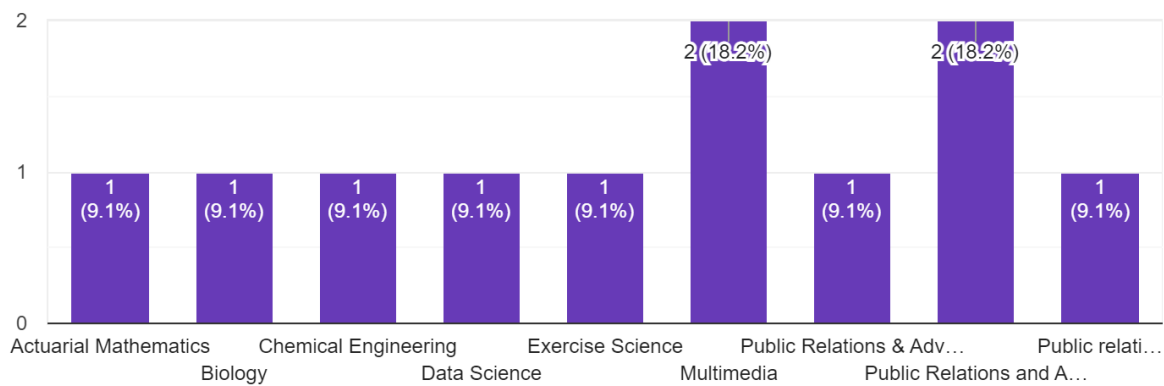
What year are you?

11 responses



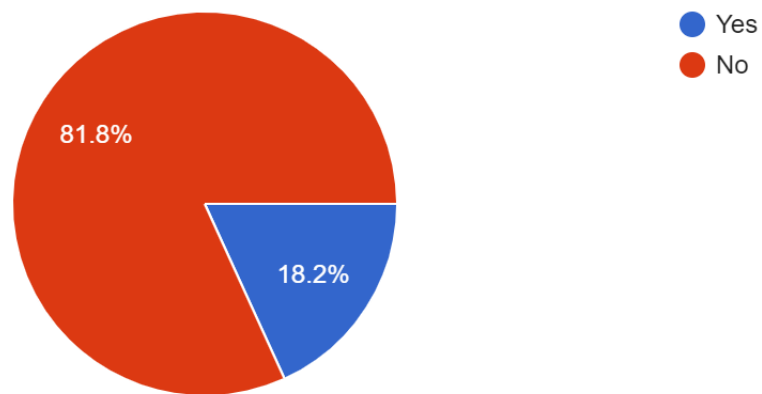
What is your major?

11 responses



Do you participate in greek life?

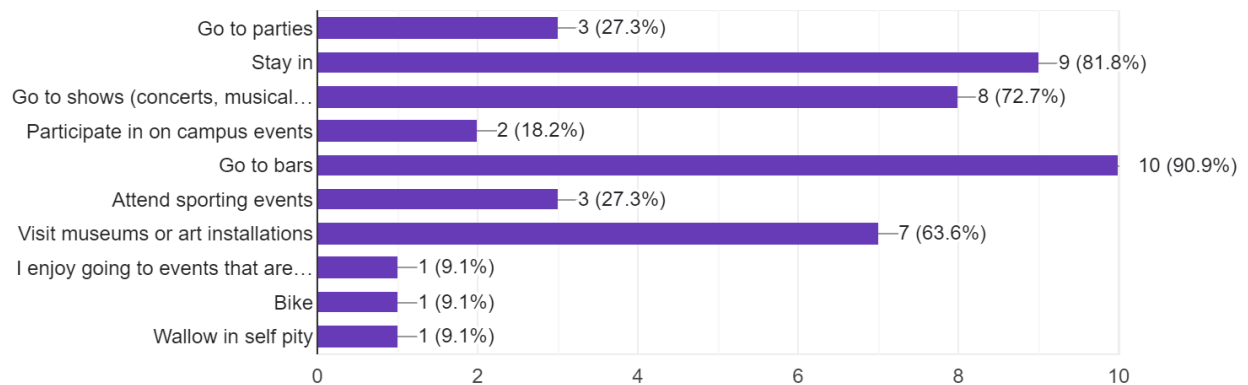
11 responses



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

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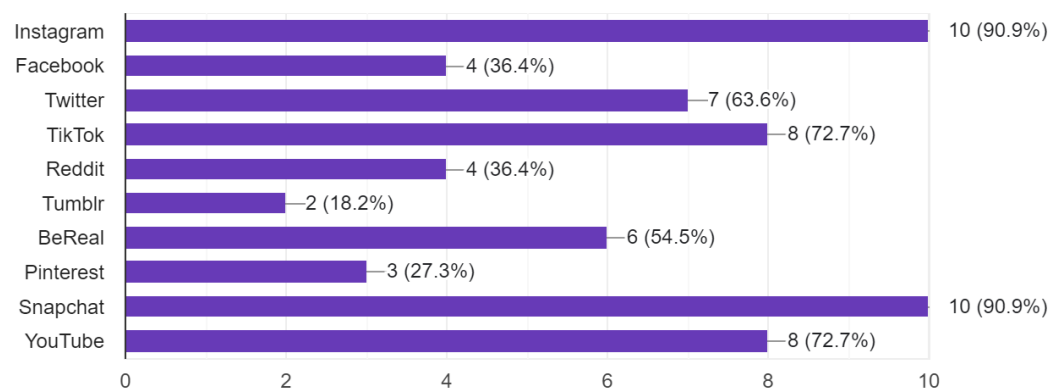
11 responses



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

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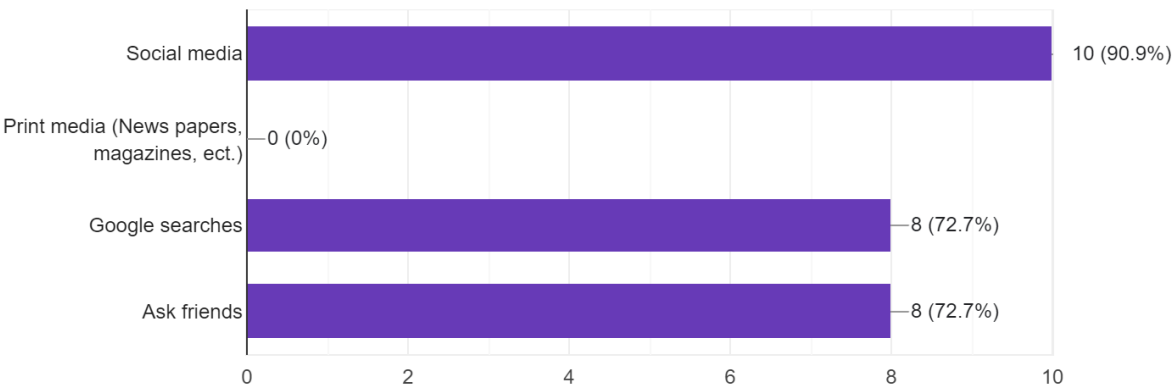
11 responses



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

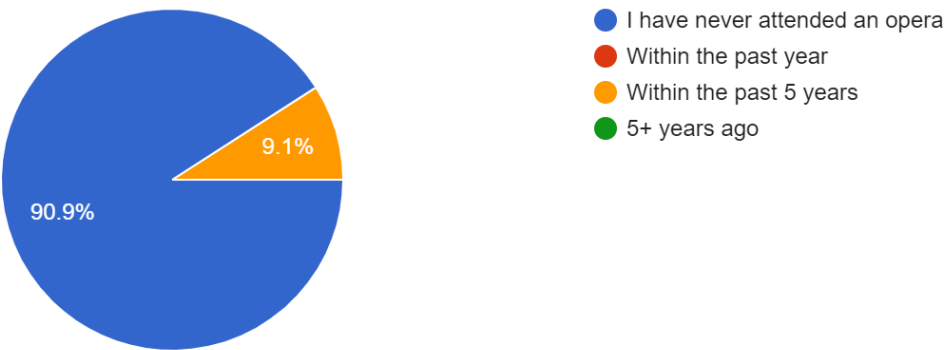
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11 responses



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?

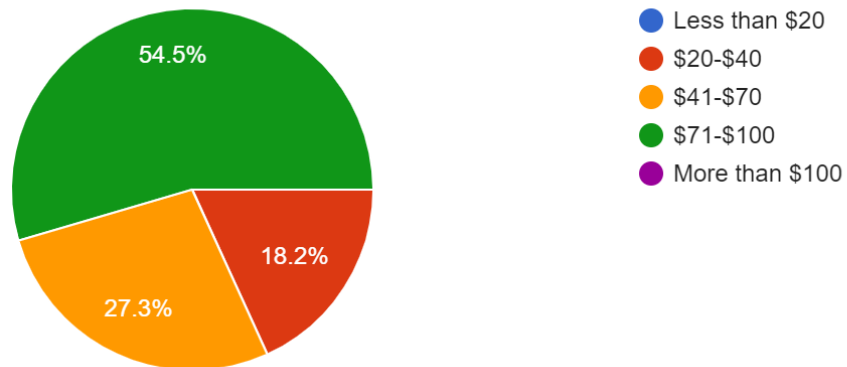
11 responses

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

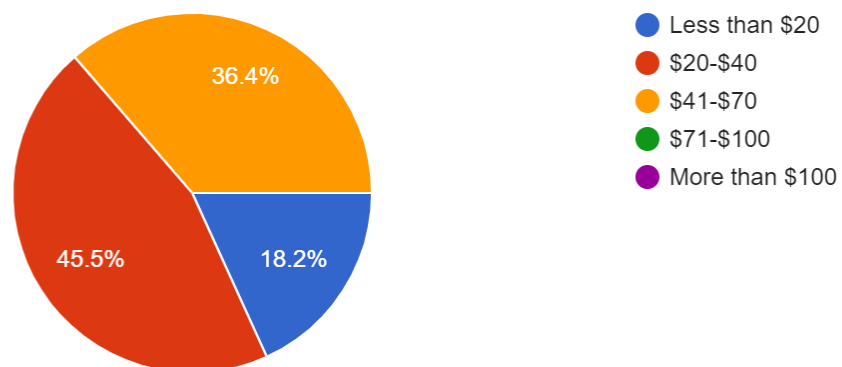
How much would you expect opera tickets to cost?

11 responses



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

11 responses



Name 3 words you associate with the Opera

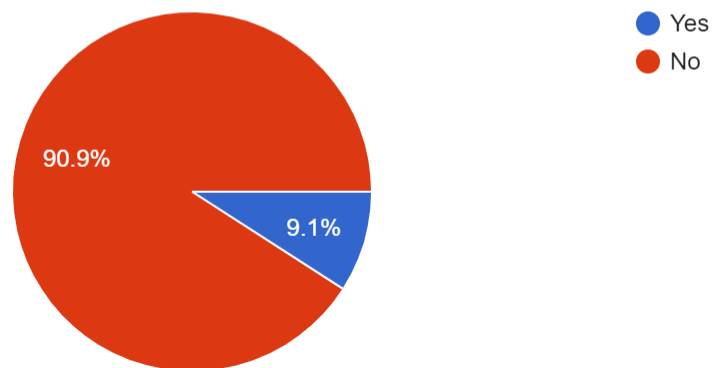
11 responses

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



Age: 20

Gender: Male

Race: White

Income/Job: Paid intern at local non-profit

Preferred Social Media: Instagram, Twitter,
Linkedin

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

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

DESCRIPTION

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

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