



Public Relations Report – Summer Restaurant Week 2018

For Summer Restaurant Week 2018, the marketing campaign focused its outreach on local and regional media outlets to drive diners, as well as a mix of national publications to show the impressive caliber of the DC area dining scene.

National attention for the promotion focused on lifestyle and travel, and secured coverage in *USA Today*, *American Way*, *Conde Nast Traveler*, *Business Traveler USA*, *The Hill*, *Thrillist*, and *MSN*. Besides reaffirming metropolitan Washington’s strong culinary industry on a national stage, the goal was to attract visitors and position the promotion among residents. Regional coverage encouraging residents to participate in Restaurant Week included features in *The Washington Post*, *Mid City DC*, *Washingtonian*, *Washington Blade*, *Washington Times*, and *NBC Washington*. Brunch menus garnered specific attention from *Washingtonian*, *Brightest Young Things*, and *WUSA 9*. Local outlets that covered specific neighborhood restaurants included *Reston Now*, *Arlington Magazine*, *Hyattsville Wire*, *Viva Tysons*, and *Silver Spring Patch*.

TV coverage grew this cycle, with coverage secured every weekday morning of Restaurant Week, with segments airing on *WJLA/NewsChannel 8*, *WUSA 9*, *NBC Washington* and the region’s top-rated morning show “Good Day DC” on *FOX 5*.

As of Thursday, August 23, 2018, an estimated 365,666,269 projected impressions were generated for Summer Restaurant Week 2018. Coverage secured is detailed below in chronological order.

Outlet	Date	Type	Link
Thrillist	6/15/2018	Online	https://www.thrillist.com/lifestyle/washington-dc/washington-dc-events-calendar-activities
NBC Washington	6/22/2018	Online	https://www.nbcwashington.com/entertainment/the-scene/DC-MD-VA-summer-food-festivals-ideas-2018-486038491.html
Foodservice Monthly	6/27/2018	Online	http://foodservicemonthly.com/fsm-news-14/
Average Socialite	7/1/2018	Online	http://www.averagesocialite.com/2018/07/dc-restaurant-week-summer-2018-dc.html
Eater DC	7/16/2018	Online	https://dc.eater.com/2018/7/16/17575462/dupont-circle-am-intel
Reston Now	7/18/2018	Online	https://www.restonnow.com/2018/07/18/wednesday-morning-notes-105/
DC Fray	7/24/2018	Online	https://dcfray.com/fraylife/month-ahead-august-things/
Arlington Magazine	7/26/2018	Newsletter	
Arlington Magazine	7/26/2018	Online	https://www.arlingtonmagazine.com/11-dishes-to-try-during-restaurant-week/5/

Viva Tysons Magazine	7/27/2018	Online	http://vivatyson.com/blog/2018/07/27/dc-restaurant-week-tysons-reston-area-participating-restaurants-tips-and-menus-2-2/
Edible DC	7/31/2018	Online	http://edibledc.com/local-events/summer-restaurant-week
Georgetown DC	7/31/2018	Online	http://www.georgetowndc.com/summer-restaurant-week-2018/
Washington Informer	7/31/2018	Online	https://washington-informer.com/137824/d-c-area-restaurant-week-social-brunch-cinema-on-tap-for-august/
Washington Times	7/31/2018	Online	https://www.washingtontimes.com/news/2018/jul/31/dc-area-restaurant-week-social-brunch-cinema-on-ta/
Washington Times	7/31/2018	Print	
Greg's List DC	8/1/2018	Online	http://www.gregslstdc.com/event/2018/summer-restaurant-week
Mid City DC	8/1/2018	Print	
Washington Post	8/1/2018	Newsletter	
Washington Post	8/1/2018	Online	https://www.washingtonpost.com/goingoutguide/13-things-to-see-eat-and-do-in-the-washington-area-in-august/2018/08/01/53e1d02e-9033-11e8-b769-e3fff17f0689_story.html?utm_term=.f0379d5b0724
DC After Five	8/2/2018	Online	https://dcafterfive.com/2018/08/02/summer-restaurant-week-aug-13-19/
Washingtonian	8/2/2018	Online	https://www.washingtonian.com/2018/08/02/11-new-dc-area-restaurants-for-2018-summer-restaurant-week/
Washington Post	8/3/2018	Print	
Washingtonian	8/3/2018	Online	https://www.washingtonian.com/2018/08/03/washingtonian-today-mariia-butina-scammed-us-all/
Reserve	8/4/2018	Newsletter	
WFED-AM "Foodie & the Beast"	8/4/2018	Radio	https://federalnewsradio.com/foodie-and-the-beast-2/2018/08/duck-duck-meatball/
Mens Life DC	8/8/2018	Online	https://menslifedc.com/2018/08/08/make-your-reservations-now-for-this-summers-metropolitan-washington-restaurant-week/
Brightest Young Things	8/9/2018	Online	https://brightestyoungthings.com/articles/18-picks-for-restaurant-week-2018
Washington Post	8/9/2018	Online	https://www.washingtonpost.com/news/going-out-guide/wp/2018/08/09/5-cant-miss-meals-during-washingtons-summer-restaurant-week/?utm_term=.a3ecb45c18f9
Bowie Patch	8/10/2018	Online	https://patch.com/maryland/bowie/restaurant-week-begins-monday-pg-county
DowntownDC BID	8/10/2018	Online	https://www.downtowndc.org/event/restaurant-week-summer-2018/
RestonNow	8/10/2018	Online	https://www.restonnow.com/2018/08/10/reston-eateries-take-part-in-summer-restaurant-week-beginning-monday/
USA Today	8/10/2018	Online	https://www.usatoday.com/story/bistro/eats/2018/08/10/dc-indy-nyc-among-cities-serving-up-discounted-meals-restaurant-week/950486002/
Washington Blade	8/10/2018	Online	http://www.washingtonblade.com/2018/08/10/calendar-aug-10-16-2018/

Washington Blade	8/10/2018	Print	
Washington Patch	8/10/2018	Online	https://patch.com/district-columbia/washingtondc/restaurant-week-begins-monday-dc
Washington Post	8/10/2018	Print	
Washingtonian	8/10/2018	Online	https://www.washingtonian.com/2018/08/10/today-at-11-food-critic-ann-limpert-talks-restaurant-week-and-more/
Washingtonian	8/10/2018	Online	https://www.washingtonian.com/2018/08/10/best-brunch-spots-for-dc-summer-restaurant-week-2018/
Washingtonian	8/10/2018	Newsletter	
WERA-FM "Arlington in the Morning"	8/10/2018	Online	https://www.mixcloud.com/AIM_Arlington_in_the_Morning/aim-interview-with-i-shi-patterson/
WTOP-FM	8/10/2018	Online	https://wtop.com/wine-of-the-week/2018/08/best-wine-deals-for-restaurant-week/
WWDC "Elliott in the Morning"	8/10/2018	Radio	
Eater DC	8/11/2018	Online	https://dc.eater.com/2018/8/10/17674398/ramw-protests-dc-restaurants
MSN.com	8/11/2018	Online	https://www.msn.com/en-ph/foodanddrink/foodnews/dc-restaurants-can-legally-shun-white-nationalists-this-weekend/ar-BBLLcml
The Hyattsville Wire	8/11/2018	Online	https://www.hyattsvillewire.com/2018/08/11/restaurant-week-momo-yakitori-kapnos-taverna/
Ashburn Patch	8/13/2018	Online	https://patch.com/virginia/ashburn/restaurant-week-check-out-ashburns-ford-fish-shack
Brightest Young Things	8/13/2018	Online	https://brightestyoungthings.com/articles/dc-news-can-maybe-use-08-13-2018
Business Traveler USA	8/13/2018	Online	http://www.businesstravelerusa.com/news/ny-and-dc-restaurant-week-and-more
Conde Nast Traveler	8/13/2018	Online	https://www.cntraveler.com/story/what-to-do-in-washington-dc-this-month
DCist	8/13/2018	Online	http://dcist.com/2018/08/things_to_do_dc_august_week_of_aug_13.php
Eater DC	8/13/2018	Online	https://dc.eater.com/2018/8/13/17683776/summer-restaurant-week-dc
FOX "Good Day DC"	8/13/2018	TV	
Frozen Tropics	8/13/2018	Online	http://frozentropics.blogspot.com/2018/08/local-spots-taking-part-in-restaurant.html
NBC "News 4 Morning"	8/13/2018	TV	
NBC Washington	8/13/2018	Online	https://www.nbcwashington.com/news/local/Metros-Union-Slams-WMATA-for-Special-Treatment-of-Unite-the-Right-Attendees-a-Charge-Metro-Denies-490707401.html
NBC Washington	8/13/2018	Online	Returns-Aug-13-19-490701161.html">https://www.nbcwashington.com/news/local/DC-Restaurant-Week>Returns-Aug-13-19-490701161.html
Silver Spring Patch	8/13/2018	Online	https://patch.com/maryland/silverspring/eat-your-way-through-silver-spring-during-restaurant-week

The Hill	8/13/2018	Online	http://thehill.com/homenews/1230-report/401577-why-fbi-agent-peter-strzok-was-fired-trump-omarosa-feud-secret-tapes-national-filet-mignon-day-specials
WASH-FM	8/13/2018	Online	https://washfm.iheart.com/featured/jenni-chase/content/2018-08-13-its-dc-restaurant-week/
Washington Post	8/13/2018	Newsletter	
Washington Post	8/13/2018	Online	https://www.washingtonpost.com/news/going-out-guide/wp/2018/08/13/11-things-to-do-in-the-d-c-area-this-week-11/?utm_term=.29da54b59823&wpisrc=nl_gogmon&wpm=1
Washingtonian	8/13/2018	Newsletter	
Washingtonian	8/13/2018	Online	https://www.washingtonian.com/2018/08/13/things-to-do-in-dc-this-week-august-13-15-summer-restaurant-week-100-years-women-marines-story-district/
WJLA "Good Morning Washington"	8/13/2018	TV	
WJLA "Good Morning Washington"	8/13/2018	Online	https://wjla.com/features/good-morning-washington/dc-restaurant-week-spotlight-fare-well-vegan-diner-and-bakery
WUSA	8/13/2018	Online	https://www.wusa9.com/article/news/local/dc-restaurant-week-2018-the-best-brunch-tapas-vegetarian-and-more/65-583782169
Hungry Lobbyist	8/14/2018	Online	http://hungrylobbyist.com/restaurant-week-18/
WJLA "Good Morning Washington"	8/14/2018	TV	
WJLA "Good Morning Washington"	8/14/2018	Online	https://wjla.com/features/good-morning-washington/dc-restaurant-week-spotlight-a-spread-of-belgian-bites-from-b-to
Washington Post	8/15/2018	Online	https://live.washingtonpost.com/ask-tom-0815.html
WJLA "Good Morning Washington"	8/15/2018	TV	
WJLA "Good Morning Washington"	8/15/2018	Online	https://wjla.com/features/good-morning-washington/dc-restaurant-week-under-the-seafood-bites-with-ocean-prime
WWDC "Elliott in the Morning"	8/15/2018	Radio	
Brightest Young Things	8/16/2018	Online	https://brightestyoungthings.com/articles/dc-best-weekend-bets-august-16-19-2018
DCist	8/16/2018	Online	http://dcist.com/2018/08/weekend_picks_dc_august_16_17_18.php
Georgetowner	8/16/2018	Online	https://georgetowner.com/articles/2018/08/16/weekend-round-august-16-2018/
Thrillist	8/16/2018	Online	https://www.thrillist.com/events/washington-dc/things-to-do-in-washington-dc-this-weekend
Washington Post	8/16/2018	Online	https://live.washingtonpost.com/happyhour0816.html
Washington.org	8/16/2018	Online	https://washington.org/things-to-do-this-weekend-in-washington-dc

Washingtonian	8/16/2018	Online	https://www.washingtonian.com/2018/08/16/9-fun-food-events-around-dc-this-weekend-8/
Washingtonian	8/16/2018	Online	https://www.washingtonian.com/2018/08/16/things-to-do-in-dc-this-weekend-august-16-19-dc-black-film-festival-crab-festival-dc-beer-week/
WJLA "Good Morning Washington"	8/16/2018	Online	https://wjla.com/features/good-morning-washington/dc-restaurant-week-iron-gate-satisfies-our-sweet-tooth
WJLA "Good Morning Washington"	8/16/2018	TV	
WUSA "Great Day Washington"	8/16/2018	TV	
WUSA "Great Day Washington"	8/16/2018	Online	https://www.wusa9.com/video/entertainment/television/programs/great-day-washington/metropolitan-washington-restaurant-week/65-8222205
Washington Blade	8/17/2018	Online	http://www.washingtonblade.com/2018/08/17/restaurant-week-continues-through-sunday/
WJLA "Good Morning Washington"	8/17/2018	TV	
WJLA "Good Morning Washington"	8/17/2018	Online	https://wjla.com/features/good-morning-washington/dc-restaurant-week-espita-mezcalerias-english-chef-with-a-mexican-flare
Fredericksburg Patch	8/18/2018	Online	https://patch.com/virginia/fredericksburg/va-dc-good-news-best-new-eatery-aretha-rocks-dc-math-genius