

# *Le Dîner en Blanc™* *Washington DC*

Coverage Report  
October 14, 2016



## 2016 PRESS COVERAGE HIGHLIGHTS

The event generated a total amount of **47** media clips.

**TOTAL MEDIA IMPRESSIONS: 2,580,279**

### TOTAL MEDIA VALUE:

Print – \$35,100

TV – \$29,000

Radio – \$1,000

Online – \$41,700

**Media on site:**

- Tommy McFly – **94.7 Fresh FM Radio Station, The Tommy Show**
- Kelly Collis – **94.7 Fresh FM Radio Station, The Tommy Show**
- Tim Ryan – **Reuters**
- Heidi Jensen – **ABC Network**
- Serena Marshall – **ABC News**
- Channing Muller – **BizBash Magazine**
- Veronica Toney – **The Washington Post**
- Jennifer Ortiz – **Washingtonian**
- Jeff Elkins – **Washingtonian**
- Shannon O’Reilly – **The Hungry Lobbyist**
- Mark Mazetti – **The New York Times**
- Meaghan Mooney – **WUSA9**
- Erica Moody – **Washington Life**
- Vithaya Phongsavan – **DC Magazine**
- Jennifer Sergent – **DC by Design**
- Greg O’Neill – **Greg’s List**
- Chris Mayernick – **Greg’s List**
- Keri Enriquez – **CNN**
- Lindsay Marcus – **National Geographic Magazine**
- Eric Linderman – **Pix of DC**
- Anita Hattiangadi – **Greg’s List**
- Cori Sue Morris – **Bitches Who Brunch**
- Shruti Shah – **Bitches Who Brunch**
- Annie Johnson – **Bitches Who Brunch**
- Naseya Minor – **The Seventh District**
- Quin Woodward Pu – **Little Black Blog**
- Christine Shepherd – **Christine Social Blog**
- Amanda Andrade-Rhoades – **DC Refined**
- Stephanie Cavanaugh – **My Little Bird**
- Gregory Paul – **My Little Bird**
- Brian Silver – **DC Hot Spots**
- Adam Ishaek – **DC Hot Spots**

**PRINT**

<b>Date</b>	<b>Publication</b>	<b>Section</b>	<b>Title</b>	<b>Page Number</b>	<b>Reach</b>
7/8/16	The Washington Post	Style	Grab Your White Frocks. Diner en Blanc Returns to Washington on Aug. 27	Cover (style section)	912,000

7/29/16	The Washington Post	Weekend	The Hotlist	p. 12	912,000
9/16/16	The Washington Business Journal	The Back Page	Blanc Stares	p. 86	400,000
10/5/16	DC Modern Luxury Magazine	On The Scene	White Night	p. 42	50,000

**ONLINE**

Date	Media	Title	Hyperlink	Reach
7/8/16	The Washington Post	Grab your white frocks. Diner en Blanc returns to Washington on Aug. 27	<a href="#">The Washington Post</a>	800,000
7/11/16	Washington City Paper	D.C.'s Most Pretentious Pop-Up Dinner is Back	<a href="#">Washington City Paper</a>	65,000
7/11/16	BadWolf DC	Diner en Blanc – Washington to be held Saturday August 27	<a href="#">BadWolf DC</a>	10,000 article reads 55,000 impressions
7/12/16	Washingtonian	Diner en Blanc is Backk and Bigger Than Ever: Here's What You Need to Know	<a href="#">Washingtonian</a>	125,642
7/29/16	Washington Post – Weekend Section	The Hotlist – Diner en Blanc	n/a link expired, see attached clip	800,000
Summer Calendar: July & August	DC Magazine	Le Diner en Blanc	n/a calendar link expired, see attached clip	55,000
Summer Calendar: July & August	Capitol File	Diner en Blanc Shop Hop – Georgetown	n/a calendar link expired, see attached clip	55,000

August Calendar	Bands in Town	DJ Sabeel Chohan at Diner en Blanc DC	<a href="#">Bands in Town</a>	29,500
8/1/16	Finer Women Rising	Diner en Blanc, the summer's most exclusive soiree, was made for finer women!	<a href="#">Finer Women Rising</a>	7,500
8/1/16	Guest of a Guest	Diner en Blanc ShopHop: Prep Parties to be Held in Georgetown Stores	<a href="#">Guest of a Guest</a>	2,500
8/1/16	DC City Biz List	Diner en Blanc Prep Parties to be held in Georgetown Mon. Aug. 15	<a href="#">DC City Biz List</a>	3,500
8/1/16	Event Hint Calendar	<b>Diner en Blanc 2016</b>	<a href="#">Event Hint</a>	500
8/2/16	Brighton + Brinley	Tips for Attending Diner en Blanc	<a href="#">Brighton + Brinley</a>	500
8/14/16	Christine Social	Rent the Runway, Goorin Brothers, Ledbury and Dean & DeLuca to Host An Evening of Shopping and Preparation for DC's Third Annual Diner en Blanc	<a href="#">Christine Social</a>	1,000
8/15/16	Washingtonian	Get Ready for Diner en Blanc with Prep Parties at These Georgetown Stores	<a href="#">Washingtonian - Prep Parties</a>	125,642

8/16/16	Bisnow	Diner en Blanc Prep!	<a href="#">Bisnow</a>	32,000
8/17/16	The Seventh District	What to Wear to Diner en Blanc	<a href="#">The Seventh District</a>	12,000
8/18/16	Men's Life DC	Diner en Blanc Returning to DC	<a href="#">Mens Life DC</a>	1,500
8/22/16	NKEM Life	Diner en Blanc Survival Kit	<a href="#">NKEM Life</a>	500
8/27/16	Twitter: Tommy McFly		<a href="#">Tommy McFly Tweet 1</a> <a href="#">Tommy McFly Tweet 2</a> <a href="#">Tommy McFly Tweet 3</a> <a href="#">Tommy McFly Tweet 4</a>	36,000
8/27/16	Instagram: Christine Social		<a href="#">Christine Social Instagram</a> <a href="#">Christine Social Instagram 2</a>	168
8/28/16	The GW Hatchet	Inside D.C.'s White Hot Party	<a href="#">The GW Hatchet</a>	5,476
8/29/16	DCist	Diner en Blanc Returns to D.C. for Another White-Clad Dinner Pageant	<a href="#">DCist</a>	568,000

8/29/16	DC Magazine	Le Diner en Blanc: The People	<a href="#">DC Magazine</a>	55,000
8/29/16	Washingtonian	A Bedazzled Beard and a Sailboat Ceneter piece are Just the Start of Creativity at Diner en Blanc 2016	<a href="#">Washingtonian</a>	125,642
8/29/16	French Twist DC	Diner en Blanc Recap	<a href="#">French Twist DC</a>	8,000
8/29/16	The Hungry Lobbyist	Diner en Blanc Returns to DC	<a href="#">Hungry Lobbyist</a>	1,824 article reads 10,000 Instagram followers
8/29/16	My Little Bird	Washington's Diner en Blanc Delights the Night	<a href="#">My Little Bird</a>	2,100
8/29/16	Famous DC	Diner en Blanc: Picnic of the Fabulous	<a href="#">Famous DC</a>	9,000
8/29/16	DC by Design	Scenes from Le Diner en Blanc	<a href="#">DC by Design</a>	11,000
8/29/16	Pix of DC	Photo Album	<a href="#">Pix of DC (Facebook)</a>	628
8/30/16	Capitol File	Parties: Diner en Blanc 2016	<a href="#">Capitol File</a>	55,000
8/30/16	DC Fashion Fool	Diner en Blanc: The All-White Affair	<a href="#">DC Fashion Fool</a>	10,300
9/7/16	Ann + Jane Living	Why You Should Put Diner en Blanc DC on Your Things To Do List	<a href="#">Ann + Jane Living</a>	1,000

9/7/16	Little Black Blog	Diner en Blanc 2016	<a href="#">Little Black Blog</a>	1,000
9/7/16	The Seventh District	7 <sup>th</sup> Street: Diner en Blanc Street Style	<a href="#">Seventh District Street Style</a>	12,000
9/22/16	National Geographic	Diner en Blanc 2016	<a href="#">National Geographic - Your Shot</a>	275
10/1/16	DC Magazine	On the Scene: White Night	<a href="#">DC Magazine - On the Scene</a>	55,000

#### TELEVISION

Date	TV Channel	Segment	Hyperlink	Reach
8/25/16	ABC7	Good Morning Washington	<a href="#">ABC7 WJLA</a>	300,000
8/31/16	ABC News	Entertainment Tonight	<a href="#">ABC News</a>	9.7 million

#### RADIO

Date	Radio Station	Segment		Reach
8/26/16	94.7 Fresh FM	The Tommy Show	See attached MP3	1.1 Million Viewers