

**April Activity Report**

**Earned Media**

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Check out Banderlier National Monument on Trip to Southwest	Bluff Country Reader	Online	5,000	\$46.37	\$463.75	3/15/17
Los Alamos County ranked No. 1 in state for quality of life and longevity	Santa Fe New Mexican	Online	132,302	\$1,227.10	\$12,271.01	3/16/17
PEEC: Last Two Guided Snowshoe Hikes Of Season	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	3/16/17
The 5 Best New Mexico Hikes (Banderlier)	Civilized.	Online	180,000	\$1,669.50	\$16,695.00	3/17/17
Tropical connection (Valles Caldera)	Albuquerque Journal	Online/Print	411,918	\$3,820.54	\$38,205.40	3/17/17
National Park Service to open birthplace of atomic bombs	Fox News Travel	Online	28,617,579	\$265,428.05	\$2,654,280.50	3/22/17
Walk into the Past in Historic Santa Fe (Banderlier)	Delta Optimist	Online	15,000	\$139.12	\$1,391.25	3/24/17
National Parks are a National Treasure (Banderlier)	The Volante	Online	35,000	\$324.62	\$3,246.25	3/29/17
Los Alamos County Named Healthiest In State	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	3/29/17
Five Fun Ways to Celebrate National Park Week	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	3/31/17

<b>Totals</b>			<b>29,475,420</b>	<b>\$273,384.51</b>	<b>\$2,733,845.26</b>	
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\*News Circulation Audience and News Ad Value is generated through Meltwater and Compete

\*PR Value is determined by multiplying the News Ad Value by 10, this a public relations industry standard (which takes into account third party opinion values and strategic messaging).

**Additional Mentions**

	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Our View: All Trails Lead to Santa Fe (Banderlier)	Santa Fe New Mexican	Online	132,302	\$1,227.10	\$12,271.01	3/27/17

\*Note - In this report, we have compiled tourism-related mentions featuring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included. Additionally, we send and pitch at least one news release per month. While we get the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.

**Online Campaigns**

Campaign	Flight Start Date	Flight End Date	Impressions	Clicks	CTR
General Tourism Marketing- "What Can You Say Video:30 series	4/15/17	5/31/17	Projected-2,000,000	TBA/Completion	TBA/Completion
Drive markets: Dallas-FT.Worth, Houston-Galveston, Denver-Boulder, Phoenix, Albuquerque					

**Social Media**

Facebook	New Likes	Total Likes	Average Weekly Reach	Notable Post-Reach
	80	2,300	1970	PEEC Red Dot Trail Hike Los Alamos History Walking Tour Healthiest in Sate NPS Fee Free Days LA Elementary Sweeps Randings



<b>Totals</b>				
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