

# LTAB April 18<sup>th</sup> Marketing Report

*Public Relations: Earth Day and National Parks Week*

*Griffin Action: Approved Kelly Stewart, released: April 11<sup>th</sup>.*

*Public Relations: USA Today*

*Griffin Action: Compiled publication requested content on Natl. Parks, Summer Events, Manhattan Project & General Tourism info & video.*

*PR/Social Media/Facebook > Griffin Action: See activity report.*

*Los Alamos Annual Events*

*Griffin Action: In coordination with LACDC posted events to NM.org, KUNM, ABQ Journal, Los Alamos Monitor, KOB TV4 and Weekly Alibi, Texas Monthly.*

*Print: NM Magazine (ScienceFest)*

*Action Item: June edition> designed, approved, Co-Op'd/distributed.  
w/ 300x 250 ad and url*

*Print: Los Alamos Visitors Guide*

*Griffin Action: Currently in round two content revisions w/Kelly Stewart.*

*Griffin Action: Round two maps w/L. Bucklin, K. Stewart & R. Herrmann.*

*Griffin Action: Ad Sales to date: \$30,970.00*

*Griffin Action: Collection of Advertiser layouts and payments.*

*Print: Concert & Sporting Event Post Cards*

*Action Item: Concert > await final on concerts at White Rock.*

*Action Item: Sport >await Ski Pajarito Hike/Bike content, due on 4/21.*

*Tourism Media Campaign: Pandora*

*Action Item: Tourism campaign runs: 4/15-5/31*

*Griffin Action: Metrics report to follow after schedule completion.*

*ScienceFest: Creative/Media*

*Action Item: Continued coordination w-Ryn/Suzette on creative & media.*