

LTAB June 20th Marketing Report

Public Relations: Bears and Bandelier

Griffin Action: Written/approved by Kelly Stewart, Kattie Bruell & Team.

Griffin Action: Distributed Tuesday, May 2nd.

Public Relations: 100 Days of Summer

Griffin Action: Written/approved by Kelly Stewart, Leslie Bucklin, Ryn Herrmann.

Griffin Action: Distributed Wednesday, May 31st.

Public Relations: Los Alamos ScienceFest

Griffin Action: Approved by Kelly Stewart, Ryn Herrmann, Suzette Fox.

Griffin Action: Distributed Tuesday, June 20th.

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

ScienceFest: Creative/Media

Action Item: Produced sponsorship video version for airing at Reel Deal.

Action Item: Produced R:30 for airing on KRSN.

Action Item: Formatted/Uploaded creative assets to Pandora & Hulu.

General Tourism Media Campaign: Pandora

Action Item: Tourism campaign ran: 4/15-5/31

Griffin Action: Griffin Action: See activity report.

Print: Los Alamos Visitors Guide

Griffin Action: Currently in Version 9 edits/revisions to content and maps.

Griffin Action: Edits/Revisions through COB June 19th will be made.

Version 10 to be uploaded to Basecamp for LAVG review committee review no later than Wednesday, June 21st.

Print: Ski New Mexico Slopes Magazine

Griffin Item: Coordinating Los Alamos Community page content/photos

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.