

June Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
First Bear Festival May 13	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	5/4/17
Eat And Celebrate Nature Like A Bear And Experience The Great Outdoors At Bandelier National Monument	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	5/10/17
Los Alamos to host bear-safety event this weekend	KRQE	Online	206,032	\$1,910.95	\$19,109.50	5/12/17
Los Alamos seeks detente with its neighbors — bears	Albuquerque Journal	Online	326,917	\$3,032.15	\$30,321.55	5/12/17
Promoter says goodbye to Los Alamos music scene with final concert series	Santa Fe New Mexican	Online	132,302	\$1,227.10	\$12,271.01	5/13/17
Kite Festival takes flight this weekend in WR	Los Alamos Monitor	Online	6,715	\$62.28	\$622.81	5/17/17
'100 Days Of Summer' Kicks Off Friday!	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	5/24/17
Pajarito's Summer Begins Today!	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	5/27/17
Nothing To Do? ... So Not True! Los Alamos County Hosts 100 Days of Summer Program	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	6/8/17

Totals			803,001	\$7,447.83	\$74,478.37	
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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).

*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	Delivered-2,019,542	9,942	0.98%
Drive markets: Dallas-FT.Worth, Houston-Galveston, Denver-Boulder, Phoenix, Albuquerque					Benchmark is 0.68

Social Media

Facebook	New Likes	Total Likes	Average Weekly Reach	Notable Post-Reach
	58	2,358	1575	SummerFest ScienceFest ChamberFest Tuesdays at the Pond Summer Concert Series

