

August–September Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Footsteps Through the Ancient Past in New Mexico	Voice of America	Online	2,553,493	\$23,683.64	\$236,836.47	8/1/17
Tickets Available For Sixth Annual Opera On The Rocks Performing At Bandelier National Monument Sept. 30	Los Alamos Daily Post	Online	12,385	\$114.87	\$1,148.70	8/4/17
Bandelier National Monument Plans Restoration Work	US News & World Report	Online	13,320,375	\$123,546.47	\$1,235,464.78	8/9/17
Bandelier National Monument Plans Restoration Work	Santa Fe New Mexican	Online	113,132	\$1,049.29	\$10,492.99	8/10/17
Valles Caldera Preserve will host eclipse-viewing event	Albuquerque Journal	Online	199,128	\$1,846.91	\$18,469.12	8/14/17
Solar eclipse viewing event planned at Valles Caldera	KRQE	Online	148,258	\$1,375.09	\$13,750.92	8/14/17
Enjoy Out-Of-This-World Experience At Outdoor Performance Of Opera On The Rocks At Bandelier	Los Alamos Daily Post	Online	12,385	\$114.87	\$1,148.70	8/22/17
Visit Eight National Parks In NM Fee Free Friday	Los Alamos Daily Post	Online	12,385	\$114.87	\$1,148.70	8/23/17
Cliff Dwellings waves its fee Friday on behalf of National Park Service's 101st birthday	Silver City Sun-News	Online	6,105	\$56.62	\$566.23	8/24/17
Los Alamos Historical Society Celebrates Ranch School's 100th Birthday	Los Alamos Daily Post	Online	12,385	\$114.87	\$1,148.70	9/8/17
Totals			16,390,031	\$152,017.50	\$1,520,175.31	

*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

Social Media

Facebook

New Likes	Total Likes	Monthly Reach	Monthly Page Views	Monthly Engagements
279	2,820	15,788	148	3653



Likes: The number of new people who have liked your page in any given month.

Reach: The number of people who saw any of your Page posts.

Page Views: The number of times a Page's profile has been viewed by logged in and logged out people.

Monthly Engagements: The number of times people have engaged with your posts through likes, comments and shares.