

LTAB September 19th Marketing Report

Public Relations: Opera on the Rocks

Griffin Action: Sourced/updated/approved Kelly, distributed Tuesday, August 22nd.

Public Relations: Add Some Color & Adventure this autumn

Griffin Action: Written/approved K. Stewart, distributed Tuesday, September 12th.

Public Relations: Halloweekend (Saturday, October 28th)

Griffin Action: In development.

Print: Ski New Mexico True Magazine

Griffin Action: See Magazine placement.

Social/Digital: Roots Rated (January-February)

Griffin Action: Working w/Melanie Pena, Kelly Stewart on content:

>Gateway 3

>Ski Pajarito

>Bradbury, History Museum, Nature Center

(Note: all content to be hosted on NewMexico.org)

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

Events: NM True Gathering of Communities

Griffin Action: Griffin to staff Thursday, September 14th.

Griffin Item: Will report on event day interactions with October report.

Events: ABQ International Balloon Fiesta

Griffin Action: Griffin to staff PM Balloon Glow, Saturday, October 7th.

Griffin to staff AM Mass Ascension, Saturday, October 14^h.

Griffin Item: Bandelier Park Rangers & Squirrel Mascot secured for AM Ascension.

Griffin Item: Will report on event day(s) interactions with October report.