

# **LTAB November 21<sup>st</sup> Marketing Report**

*Public Relations: Only The Brave pays tribute...*

*Griffin Action: Approved w/Kelly Stewart, distributed Tuesday, October 25<sup>th</sup>.*

*Public Relations: Small Business Saturday*

*Griffin Action: Approved w/Kelly Stewart, distributed Tuesday, November 14<sup>th</sup>.*

*Public Relations: WinterFest > December 1<sup>st</sup> & 2<sup>nd</sup>.*

*Griffin Action: Approved, distribution TBD.*

*Public Relations: Ski Pajarito Opens > TBD*

*Griffin Action: In conjunction with Mountain Capital Partners.*

*Public Relations: 10 Ten Things in Los Alamos*

*Griffin Action: In development for USA Today pitch w/Kelly, Ryn, Suzette & Melanie.*

*Social/Digital: Ski Pajarito Facebook memorable experience campaign*

*Run dates: January 2018*

*Griffin Action: Social posts, compile weekend getaway contest prize.*

*Social/Digital: Gateway 3 Winter Photo contest*

*Run dates: January-February*

*Griffin Action: Social posts, procure three NPS Annual Park Passes.*

*Social/Digital: NCC digital Los Alamos Tourism Campaign*

*Run dates: January – March 2018*

*Griffin Action: Format In-Stream Video:30s from NM True approved spots.*

*Griffin Action: Banners 1000x90 & 300x250 (in process).*

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

*Events: New Mexico Hospitality > Top Hat Awards*

*LACDC's submission: Kelly Stewart finalist in Tourism Professional of Year category.*