

November 2017 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Things to Do for Fall Pumpkin Celebrations	Food Network Magazine	Print	1,750,000	\$16,231.25	\$162,312.50	Oct-17
Halloween: Treat For Business And Family Alike!	Los Alamos Daily Post	Online	22,592	\$209.54	\$2,095.40	10/15/17
New Mexico-filmed 'Only the Brave' tells story of Hotshots who died in Arizona blaze	Las Cruces Sun-News	Online	49,589	\$459.93	\$4,599.30	10/20/17
New Mexico-filmed 'Only the Brave' tells story of Hotshots who died in Arizona blaze	Albuquerque Journal	Online	258,929	\$2,401.56	\$24,015.60	10/20/17
New Mexico-filmed 'Only the Brave' tells story of Hotshots who died in Arizona blaze	Des Moines Register	Online	424,684	\$3,938.94	\$39,389.40	10/20/17
Scenes From 'Only The Brave' Premiere Friday	Los Alamos Daily Post	Online	22,592	\$209.54	\$2,095.40	10/22/17
Flat Jack Spotted On Central Avenue Promoting Halloween In Downtown Los Alamos Oct. 27-28	Los Alamos Daily Post	Online	22,592	\$209.54	\$2,095.40	10/25/17
Locals attend premier of 'Only the Brave' Friday	Los Alamos Monitor	Online	5,497	\$50.98	\$10.19	10/25/17
Get Ready For The Glow Factor Tonight!	Los Alamos Daily Post	Online	22,592	\$209.54	\$2,095.40	10/28/17
What's new on the West's best ski slopes this season	Dallas Morning News	Online	264,908	\$2,457.02	\$24,570.20	11/2/17
Your Questions Answered On Guided Tours Of Los Alamos Historic District	Los Alamos Daily Post	Online	22,592	\$209.54	\$2,095.40	11/3/17
Winter Guide What's happenin' and hoppin' across N.M. (WinterFest)	Weekly Alibi	Online	39,563	\$366.94	\$3,669.40	11/9/17
Totals			2,906,130	\$26,954.32	\$269,543.20	

Additional Mentions:

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Only The Brave: Movie based on Granite Mountain Hotshots, Yarnell Hill Fire premieres in Tempe	ABC15 Arizona	Online	699,012	\$6,483.33	\$64,833.30	10/10/17
Tragic Yarnell Fire story hits big screen in 'Only The Brave'	White Mountain Independent	Online	10,000	\$92.75	\$927.50	10/27/17
Movie review: 'Only the Brave'	Taos News	Online	20,072	\$186.16	\$1,861.60	10/29/17
Totals			729,084	\$6,762.24	\$67,622.40	

*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.

Social Media

Facebook

New Likes	Total Likes	Monthly Reach	Monthly Page Views	Monthly Engagements
268	3,329	37,064	231	5,570

Totals

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.