

## January 2018 Activity Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Slopes slow to get snow, but lifts ready for action this weekend	Santa Fe New Mexican	Online	97,861	\$907.66	\$9,076.60	12/7/17
Pajarito Mountain, Sandia Peak ski areas announce opening dates	KOB	Online	275,651	\$2,566.66	\$25,566.60	12/13/17
Pajarito Mountain Kicks Off Ski Season Saturday!	Los Alamos Daily Post	Online	19,368	\$179.63	\$1,796.30	12/13/17
New and improved trails, more snowfall get the season going	Santa Fe New Mexican	Online	97,861	\$907.66	\$9,076.60	12/14/17
Bandelier: Holidays, Winter Solstice, Fee Free Days	Los Alamos Daily Post	Online	19,368	\$179.63	\$1,796.30	12/15/17
Bandelier expects busy holiday season	Los Alamos Monitor	Online	8,031	\$74.48	\$744.80	12/22/17
9 perfectly romantic winter travel destinations	The Week	Online	2,712,665	\$25,159.96	\$251,599.60	12/24/17
Mysteries At The Museum: A Real Life Experience In Los Alamos	Los Alamos Daily Post	Online	19,368	\$179.63	\$1,796.30	12/24/17
Sipapu: First to open, last to close (information on Pajarito included)	Taos News	Online	20,199	\$187.34	\$1,873.40	12/27/17
Trevor's Travels: Los Alamos played a pivotal role in bringing World War II to an end	Daily Bulletin	Online	68,734	\$637.50	\$6,375.00	12/31/17
Bike Flow Trail Regains Momentum	Los Alamos Daily Post	Online	19,368	\$179.63	\$1,796.30	1/4/18

<b>Totals</b>			<b>3,358,474</b>	<b>\$31,159.78</b>	<b>\$311,497.80</b>	
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### Additional Mentions

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Southwest attractions abound for Herd fans heading to bowl	The Herald Dispatch	Online	20,000	\$185.50	\$1,855.00	12/9/17
Three ski areas offer a change from the big resorts	Albuquerque Journal	Online	173,071	\$1,605.23	\$16,052.30	12/10/17
Local volunteer groups help maintain cross country ski trails	Albuquerque Journal	Online	173,071	\$1,605.23	\$16,052.30	12/10/17
Baseball And The Atom Bomb	Forbes	Online	6,800,000	\$63,070.00	\$630,700.00	1/2/18
Giants of fast food have early connections to Oak Ridge	OakRidger	Online	49,570	\$459.76	\$4,597.60	1/3/18

<b>Totals</b>			<b>7,215,712</b>	<b>\$66,925.72</b>	<b>\$669,257.20</b>	
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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.

### Social Media

#### Facebook

New Likes	Total Likes	Monthly Reach	Monthly Page Views	Monthly Engagements
168	3,336	15,106	241	4,410

#### 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 by people.

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