

## February 2018 Activity Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Top Ten Aha-Adventures For 2018 In Los Alamos ... Where Discoveries Are Made	Los Alamos Daily Post	Online	19,368	\$179.63	\$1,796.30	1/10/18
A little snow, but not enough	Santa Fe New Mexican	Online	97,861	\$907.66	\$9,076.60	1/11/18
No fees Monday at local national park service sites	Albuquerque Journal	Online	162,140	\$1,503.84	\$15,038.40	1/12/18
Nobel winners make appearance in Los Alamos	SFGate	Online	10,318,594	\$95,704.95	\$957,049.50	1/17/18
Mysteries At The Museum Episode Features Los Alamos And Manhattan Project On Travel Channel Tonight	Los Alamos Daily Post	Online	19,368	\$179.63	\$1,796.30	1/18/18
Manhattan Project: Mysteries at the Museum	Travel Channel	Online	943,621	\$8,752.08	\$87,520.80	1/18/18
Travel Channel to Feature Los Alamos Tonight	Los Alamos Monitor	Online	8,031	\$74.48	\$744.80	1/18/18
Weekend storm brings much-needed snow to ski resorts	KOB	Online	275,651	\$2,566.66	\$25,566.60	1/22/18
Snow has come to New Mexico	Santa Fe New Mexican	Online	97,861	\$907.66	\$9,076.60	1/25/18
<b>Totals</b>			<b>11,942,495</b>	<b>\$110,776.59</b>	<b>\$1,107,665.90</b>	

### Additional Mentions

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
How NASA Might Sustain Life on Mars and the Moon Using Mini Nuclear Reactors	Fortune	Online	858,557	\$7,963.11	\$79,631.10	1/19/18
Wesley Heights home retains echoes of another era	Washington Post	Online	359,158	\$3,331.19	\$33,311.90	2/9/18
<b>Totals</b>			<b>1,217,715</b>	<b>\$11,294.30</b>	<b>\$112,943.00</b>	

\*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
141	3,767	15,899	325	2,918

#### 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.