

LTAB April 17th Marketing Report

Public Relations: ScienceFest (Teaser release)

Griffin Action: Written & approve Ryn, Kay Linda & Kelly Stewart. distributed 4/10.

Public Relations: Celebrate the Great Outdoors in Los Alamos

Griffin Action: Written, edited, approved w/Kelly Stewart distributed Tuesday 3/29.

Public Relations: Bandelier Shuttle Service/Kite Festival/Outdoor Events.

Griffin Action: Under development and review with Kelly Stewart.

Events: ScienceFest

Griffin Action: Production/Editing TV30 videos for Reel Deal Theater & Broadcast TV.

Griffin Action: Co-working w/LACDC on creative for Print, Audio & Video.

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

Social/Digital: Pajarito Memories and Photos contest

Griffin Action: Total of 37 entries. Winning entry: Cathy Hinojosa.

MMP CoOp Grant Fiscal Year 2019

Griffin Action: CoOp meetings, writing and approval with Kelly Stewart for submission.

*Griffin Action: Reached out to NMTrue and Connelly & Associates for access to campaign performance analytics for Coop campaigns ran to date.
(Available after 4/30, to be included in May LTAB report)*

New Mexico Tourism Partnership

Griffin Action: Revised ScienceFest Event posting w/Kay Linda Crawford and NM.org.

MMP Production: Stack Adapt

Griffin Action: All photo, native and video content submitted and approved by New MexicoTrue & Connelly and Associates.

NewMexico.org

Griffin Action: Coordination with Kelly Stewart to update content on Los Alamos in North Central Region section of New Mexico.org.