

## April 2018 Activity Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Where Small Town America Is Thriving	Forbes	Online	6,800,000	\$63,070.00	\$630,700.00	3/8/18
New Lower Prices. Power Pass on Sale Now with Savings Up to \$199!	OnTheSnow.com	Online	657,403	\$6,097.41	\$60,974.10	3/9/18
Popular Passport program returns	Los Alamos Monitor	Online	5,121	\$47.49	\$474.90	3/14/18
Niche names the best places to live in New Mexico	Albuquerque Business First	Online	5,076	\$47.07	\$470.70	3/14/18
Luján Notes Los Alamos County Again Named Healthiest County In New Mexico According To New Rankings	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	3/14/18
Experience the beauty of Valles Caldera National Preserve	Las Cruces Sun-News	Online	57,192	\$530.45	\$5,304.50	3/15/18
Celebrate the Great Outdoors this Spring in Los Alamos, NM	Gilmer Mirror	Online	2,456	\$22.77	\$227.70	3/20/18
70th Skiesta celebration brings the crowds	Los Alamos Monitor	Online	5,121	\$47.49	\$474.90	3/21/18
Study Finds Los Alamos Among Best Places To Retire In New Mexico	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	3/21/18
These are the healthiest communities in the United States	CBS News	Online	15,366,968	\$142,528.62	\$1,425,286.20	3/26/18
U.S. News and Aetna Foundation Release Inaugural Healthiest Communities Rankings	U.S. News & World Report	Online	13,378,998	\$124,090.20	\$1,240,902.00	3/26/18
U.S. News and Aetna release 'Healthiest Communities' rankings	Vermont Business	Online	7,000	\$64.92	\$649.20	3/27/18
Celebrate the Great Outdoors this Spring in Los Alamos, NM	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	3/29/18
Three Parks and a Millions Years in Los Alamos	New Mexico Magazine	Online	150,000	\$1,391.25	\$13,912.50	4/9/18

<b>Totals</b>			<b>36,463,997</b>	<b>\$338,203.50</b>	<b>\$3,382,035.00</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
184	4,080	18,022	260	3,622

#### 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.