

May 2018 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Once Shrouded in Secrecy, the Birth Place of the Atomic Age Is Now an Open Book Surrounded by Glorious High Desert	Sunset Magazine	Print	4,536,000	\$42,071.40	\$420,714.00	April Issue
Earth Day At Los Alamos Nature Center April 21	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/14/18
In Los Alamos, Earth Day stretches into a week	Albuquerque Journal	Online	432,925	\$4,015.37	\$40,153.70	4/15/18
Special Dinner At Bandelier Features 'The Edge Effect: Re-Imagining The East Jemez Landscape' April 27	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/17/18
Earth Day Festival At Nature Center Saturday	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/17/18
Region offers variety of ways to get back to nature for Earth Day	Los Alamos Monitor	Online	5,121	\$47.49	\$474.90	4/18/18
Spend Earth Day Working On Los Alamos Trails April 22	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/19/18
Secret Cities: Upcoming Exhibition Will Explore the Architecture and Planning of U.S. Nuclear Sites	Metropolis	Online	50,000	\$463.75	\$4,637.50	4/19/18
Bandelier: Free Entrance Launches National Park Week And Art Exhibit Opening At Fire Tower April 21	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/20/18
Scenes From PEEC 2018 Earth Day Festivities	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/22/18
15 seriously underrated U.S. national parks you should visit this summer	Hello Giggles	Online	2,055,206	\$19,062.03	\$190,620.30	4/24/18
Tsankawi Village Trail at Bandelier	Taos News	Online	16,456	\$152.62	\$1,526.20	4/26/18
The national treasures hiding in your backyard (Valles and Bandelier)	The Daily Dot	Online	2,925,690	\$27,135.77	\$271,357.70	4/27/18
Off the map: the secret cities behind the atom bomb	The Guardian	Online	49,228,830	\$456,597.39	\$4,565,973.90	5/3/18
Inside the Secret Cities Designed for the Manhattan Project	Architectural Record	Online	52,463	\$486.59	\$4,865.90	5/3/18
NATIONAL BUILDING MUSEUM UNVEILS SECRET CITIES EXHIBIT	Builder	Online	118,375	\$1,097.92	\$10,979.20	5/4/18
Three Planned Communities that Helped Build the Atomic Bomb	Architect Magazine	Online	167,214	\$1,550.90	\$15,509.00	5/7/18

Totals			59,645,604	\$553,212.89	\$5,532,128.90	
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Additional Mentions

Santa Fe in the spring: Soak up the sun, art, history and more in New Mexico's capital	AMNewYork	Online	335,900	\$3,115.47	\$31,154.70	4/25/18
Report: National Parks boost spending in New Mexico	KRQE	Online	130,582	\$1,211.14	\$12,111.40	4/27/18

Totals			466,482	\$4,326.61	\$43,266.10	
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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
250	4,304	21,690	190	4,056

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.