

May-June 2018 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Kite Festival Takes To The Skies May 19-20	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	5/7/18
Shuttle Service To Bandelier Begins Thursday May 17	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	5/16/18
Pajarito's biking, hiking season opens Friday	Albuquerque Journal	Online	432,925	\$4,015.37	\$40,153.70	5/17/18
Scenes From Los Alamos Arts Council's Kite Festival	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	5/20/18
Best places for Millennials in every state	MSN	Online	95,581,427	\$886,517.73	\$8,865,177.35	5/29/18
Scenic byways offer an on-the-ground view of state's best	Albuquerque Journal	Online	432,925	\$4,015.37	\$40,153.70	5/30/18
Fee increases planned for Bandelier National Monument	Albuquerque Journal	Online	432,925	\$4,015.37	\$40,153.70	5/30/18
Fee increases planned for Bandelier National Monument	Seattle Times	Online	575,200	\$5,334.98	\$53,349.80	5/30/18
Bandelier National Monument entrance fees to increase	KRQE	Online	177,005	\$1,641.72	\$16,417.20	5/30/18
Santa Fe National Forest to close amid fire threat (story details Valles and Bandelier still open)	Santa Fe New Mexican	Online	95,511	\$885.86	\$8,858.60	5/30/18
PEEC: Discover Early Carvings At Valles Caldera	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	5/31/18
Bandelier Offers Beauty, History, Great Day Outdoors	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	6/7/18
Summer Fun On Pajarito Mountain	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	6/8/18
Ski area offers open trails, SummerFest for community	Los Alamos Monitor	Online	4,539	\$42.09	\$420.90	6/8/18
Best Places to Retire in Every State	MSN	Online	95,581,427	\$886,517.73	\$8,865,177.35	6/11/18
Pajarito Mountain Remains Open For Bike And Hike Uplifts Saturdays And Sundays Through Oct. 28	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	6/11/18
Totals			193,380,762	\$1,793,606.49	\$17,936,065.00	

Additional Mentions

A different kind of 'atomic tourist' visits Hanford	Crosscut	Online	100,000	\$927.50	\$9,275.00	6/1/18
'Here is your country'	Albuquerque Journal	Online	432,925	\$4,015.37	\$40,153.70	6/3/18
Totals			532,925	\$4,942.87	\$49,428.70	

*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
	284	4,651	18,093	173	2,866

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.