

June-July 2018 Activity Report

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| Valles Caldera Open To Vistros Despite Fire Los Alamnos Dally Post Online 9,554 888.61 888.00 61,612/18 Los Alamnos Dally Post Online 9,554 888.61 888.00 61,612/18 ScienceFest Returns to Los Alamnos Sangre De Cristo Chronicle Online 2,800 525.97 525.97 62,618 Registration Opener Fiding For Design Public Torus Of Manhattan Project National Historical Park Los Alamnos Mannos Fiding For Design Profest ScienceFest Returns to Los Alamnos National Annos National ScienceFest Returns to Los Alamnos National | Just One Month 'Til Los Alamos ScienceFest! | Los Alamos Daily Post | | | | | |
| Loc Namos Daly Post Conline 9,554 \$88.61 \$88.61 6/22/18 | Father's Day At Pajarito | Los Alamos Daily Post | Online | | \$88.61 | \$886.10 | |
| Sampre De Cristo Chronicie Conline 2,800 \$25.97 \$25.97.0 \$67.8/18 Registration Open Friday For Debut Public Tours Off Manhattan Project National Historical Park Grant County Beat Online 3,047 \$32.26 \$322.60 \$67.2/18 Science-Fest Returns to Los Alamos, Where Discoveries are Made* Grant County Beat Online 3,047 \$32.26 \$322.60 \$67.2/18 Science-Fest at Los Alamos, Municar Online 4,539 \$42.09 \$42.09 \$67.2/18 Science-Fest at Los Alamos, Municar Online 1,237.52 \$41.05.37 \$40.153.70 \$67.2/18 Science-Fest at Los Alamos, Municar Online 1,237.52 \$4.015.37 \$40.153.70 \$79.138 3 closed Manhattan Project sites to open for science fest Sam Francisco Chronice Online 1,237.52 \$11.479.22 \$11.479.22 \$71.479.20 \$71.3/18 3 closed Manhattan Project sites to open for science fest Sam Francisco Chronice Online 1,237.52 \$11.479.22 \$11.479.20 \$71.3/18 3 closed Manhattan Project sites to open for science fest Greenwich Times Online 5,000 \$42.23 \$482.30 \$71.3/18 3 closed Manhattan Project sites to open for science fest Greenwich Times Online \$6,556 \$852.07 \$73.3/18 3 closed Manhattan Project sites to open for science fest Greenwich Times Online \$6,556 \$853.02 \$63.02.20 \$71.3/18 3 closed Manhattan Project sites to open for science fest Greenwich Times Online \$6,556 \$83.02 \$63.02.20 \$71.3/18 3 closed Manhattan Project sites to open for science fest Greenwich Times Online \$6,556 \$83.02 \$63.02.20 \$71.3/18 3 closed Manhattan Project sites to open for science fest Greenwich Times | Valles Caldera Open To Visitors Despite Fire | Los Alamos Daily Post | Online | 9,554 | \$88.61 | \$886.10 | |
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| Science Fest Returns to Los Alamos, Where Discoveries are Made* Cos Alamos Monitor Online 3,047 \$32.26 \$282.60 676/18 Manhatath Project sites to be opened for four subring Science Fest Cos Alamos Monitor Online 4,359 \$42.09 \$42.09 \$542.09 \$67/18 Science Fest at Los Alamos Rurs July 11-15 Albuquerque Journal Print 422,925 \$51,015,37 \$40,133.70 679/18 3 closed Manhatath Project sites to open for science fest AP News Online 167,602 \$11,545.00 \$11,545.00 77/18 3 closed Manhatath Project sites to open for science fest San Francisco Chronicle Online 66,488 \$632.07 \$5,620.70 77/18 3 closed Manhatath Project sites to open for science fest Greenwich Times Online \$5,000 \$443.23 \$482.30 77/18 3 closed Manhatath Project sites to open for science fest The Eagle Online \$6,506 \$636.22 \$5,632.00 77/18 3 closed Manhatath Project sites to open for science fest Richard Courier Online \$5,000 \$443.23 \$482.30 77/18 3 closed Manhatath Project sites to open for science fest Richard Courier Online \$127,761 \$5,11,843.80 \$71/18 3 closed Manhatath Project sites to open for science fest Richard Courier Online \$127,761 \$5,11,843.80 \$71/18 3 closed Manhatatha Project sites to open for science fest Richard Courier Online \$127,861 \$70,000 \$70,000 \$71/18 3 closed Manhatatha Project sites to open for science fest Richard Courier Online \$10,727 \$59.40 \$70,000 \$71/18 \$10,0 | ScienceFest Returns to Los Alamos | Sangre De Cristo Chronicle | Online | 2,800 | \$25.97 | \$259.70 | 6/26/18 |
| Manhattan Project sites to be opened for tours during ScienceFest Albuque-quormal Print 43,295 \$40,093 \$67,718 \$3 \$60,000 \$67,718 \$3 \$3 \$60,000 \$67,718 \$3 \$3 \$60,000 \$67,718 \$3 \$3 \$60,000 \$67,718 \$3 \$3 \$60,000 \$67,718 \$3 \$3 \$60,000 \$67,718 \$3 \$3 \$60,000 \$67,718 \$3 \$3 \$60,000 \$67,718 \$3 \$3 \$60,000 \$15,554 \$3 \$11,479.22 \$11,479.22 \$71,178 \$3 \$3 \$60,000 \$15,554 \$3 \$15,554 \$3 \$77,718 \$3 \$3 \$60,000 \$60,000 \$15,554 \$3 \$60,000 \$77,178 \$3 \$3 \$60,000 \$60,000 \$60,000 \$60,000 \$60,000 \$60,000 \$60,000 \$71,178 \$3 \$60,000 \$60,0 | Registration Opens Friday For Debut Public Tours Of Manhattan Project National Historical Park | Los Alamos Daily Post | Online | | \$88.61 | | |
| Science-Fest at Los Alamos Rums July 11-15 | ScienceFest Returns to Los Alamos, "Where Discoveries are Made" | Grant County Beat | | | | | |
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| ScienceFest Features January Storm And Auto Electric Los Alamos Daily Post Online 9,554 \$88.61 \$886.10 7/6/18 | | | | | | | |
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| Totals 47,898,428 \$444,257.77 \$4,442,577.70 | ScienceFest Features January Storm And Auto Electric | Los Alamos Daily Post | Online | 9,554 | \$88.61 | \$886.10 | 7/6/18 |
| | Totals | | | 47,898,428 | \$444,257.77 | \$4,442,577.70 | |

^{*}News Circulation Audience and News Ad Value is generated through Meltwater and Compete

*Note - In this report, we have compiled tourism-related mentions feautring 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 |
| | 330 | A 9A1 | 19 198 | 208 | 3 282 |

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.

 $\textbf{Monthly Engagements:} \ The \ number \ of \ times \ people \ have \ engaged \ with \ your \ posts \ through \ likes, \ comments \ and \ shares.$



^{*}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).