

June-July 2018 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation	Audience	News Ad Value	PR Value	Date
Just One Month 'Til Los Alamos ScienceFest!	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	6/12/18
Father's Day At Pajarito	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	6/15/18
Valles Caldera Open To Visitors Despite Fire	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	6/16/18
Look Like Oppie? You Could Win A SelfieDrone 7s!	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	6/22/18
ScienceFest Returns to Los Alamos	Sangre De Cristo Chronicle	Online	2,800		\$25.97	\$259.70	6/26/18
Registration Opens Friday For Debut Public Tours Of Manhattan Project National Historical Park	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	6/26/18
ScienceFest Returns to Los Alamos, "Where Discoveries are Made"	Grant County Beat	Online	3,047		\$28.26	\$282.60	6/26/18
Manhattan Project sites to be opened for tours during ScienceFest	Los Alamos Monitor	Online	4,539		\$42.09	\$420.90	6/27/18
ScienceFest at Los Alamos Runs July 11-15	Albuquerque Journal	Print	432,925		\$4,015.37	\$40,153.70	6/29/18
3 closed Manhattan Project sites to open for science fest	AP News	Online	1,237,652		\$11,479.22	\$114,792.20	7/3/18
3 closed Manhattan Project sites to open for science fest	San Francisco Chronicle	Online	167,602		\$1,554.50	\$15,545.00	7/2/18
3 closed Manhattan Project sites to open for science fest	New Haven Register	Online	68,148		\$632.07	\$6,320.70	7/3/18
3 closed Manhattan Project sites to open for science fest	Greenwich Times	Online	5,200		\$48.23	\$482.30	7/3/18
3 closed Manhattan Project sites to open for science fest	The Eagle	Online	68,596		\$636.22	\$6,362.20	7/3/18
3 closed Manhattan Project sites to open for science fest	KTAR News	Online	127,761		\$1,184.98	\$11,849.80	7/3/18
3 closed Manhattan Project sites to open for science fest	Bristol Herald Courier	Online	75,700		\$702.11	\$7,021.10	7/3/18
3 closed Manhattan Project sites to open for science fest	CT Post	Online	152,368		\$1,413.21	\$14,132.10	7/3/18
3 closed Manhattan Project sites to open for science fest	Fairfield Citizen	Online	10,727		\$99.49	\$994.90	7/3/18
3 closed Manhattan Project sites to open for science fest	The Joplin Globe	Online	31,328		\$290.56	\$2,905.60	7/3/18
3 closed Manhattan Project sites to open for science fest	Albany Times Union	Online	66,835		\$619.89	\$6,198.90	7/3/18
3 closed Manhattan Project sites to open for science fest	My Plainview	Online	1,368		\$12.68	\$126.80	7/3/18
3 closed Manhattan Project sites to open for science fest	My San Antonio	Online	730,863		\$6,778.75	\$67,787.50	7/3/18
3 closed Manhattan Project sites to open for science fest	Seattle PI	Online	1,083,358		\$10,048.14	\$100,481.40	7/3/18
3 closed Manhattan Project sites to open for science fest	KRQE	Online	177,005		\$1,641.72	\$16,417.20	7/3/18
3 closed Manhattan Project sites to open for science fest	Star Tribune	Online	1,344,450		\$12,469.77	\$124,697.70	7/3/18
3 closed Manhattan Project sites to open for science fest	KANW	Online	1,027		\$9.52	\$95.20	7/3/18
3 closed Manhattan Project sites to open for science fest	Midland Daily News	Online	29,095		\$269.85	\$2,698.50	7/3/18
3 closed Manhattan Project sites to open for science fest	ABC News	Online	14,276,691		\$132,416.30	\$1,324,163.00	7/3/18
3 closed Manhattan Project sites to open for science fest	Houston Chronicle	Online	1,500,000		\$13,912.50	\$139,125.00	7/3/18
3 closed Manhattan Project sites to open for science fest	SF Gate	Online	11,106,751		\$103,015.12	\$1,030,151.20	7/3/18
3 closed Manhattan Project sites to open for science fest	The Register Citizen	Online	16,764		\$155.48	\$1,554.80	7/3/18
3 Closed Manhattan Project Sites To Open for Science Fest	U.S. News and World Report	Online	14,001,228		\$129,861.39	\$1,298,613.90	7/3/18
3 Closed Manhattan Project Sites To Open for Science Fest	The New York Times	Online	590,000		\$5,472.25	\$54,722.50	7/3/18
Three Closed Manhattan Project Sites Open For Science Festival	KRWG	Online	14,351		\$133.10	\$1,331.00	7/3/18
3 closed Manhattan Project sites to open for science fest	Albuquerque Journal	Online	432,925		\$4,015.37	\$40,153.70	7/3/18
Day Trips & Beyond: July Events Roundup	Austin Chronicle	Online	80,000		\$742.00	\$7,420.00	7/3/18
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

*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
330	4,941	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.

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