

July–August 2018 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation	Audience	News Ad Value	PR Value	Date
Los Alamos County Drops To Stage I Fire Restrictions ... Local Trails Now Open!	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/9/18
Get back on the trails and find adventure in open spaces in Los Alamos, New Mexico - Fire Restrictions lifted	Grant County Beat	Online	3,047		\$28.26	\$282.60	7/10/18
Los Alamos Science Fest	KOB	Online	231,992		\$2,151.72	\$21,517.20	7/10/18
Los Alamos Science Fest - July 11-15	KSFR	Radio/Online					7/11/18
ScienceFest offers full slate of events	Los Alamos Monitor	Online	5,853		\$54.28	\$542.80	7/11/18
Los Alamos open spaces no longer closed	Sangre de Cristo Chronicle	Online	2,800		\$25.97	\$259.70	7/11/18
ScienceFest Event Schedule	Los Alamos Monitor	Online	5,853		\$54.28	\$542.80	7/11/18
'Secret City' to be revealed at science fest July 11-15	Taos News	Online	36,307		\$336.74	\$3,367.40	7/12/18
Council Proclaims July 11-15 ScienceFest Weekend And July 14 Discovery Day In Los Alamos County	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/12/18
JOIN US AT THE LOS ALAMOS SCIENCEFEST	New Mexico Magazine	Online	150,000		\$1,391.25	\$13,912.50	7/13/18
Federal Agencies Partner To Offer First Tour Of Los Alamos Manhattan Project Facilities	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/13/18
Signs Of ScienceFest 2018 Spotted Downtown	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/13/18
New Mexico Ex-Tax Secretary Delays Plea, Pilot Tours Offer Glimpse Of Atomic Bomb Development Sites	KUNM	Online	7,946		\$73.69	\$736.90	7/14/18
Valles Caldera, Bandelier fire restrictions lifted today	Santa Fe New Mexican	Online	104,023		\$964.81	\$9,648.10	7/15/18
Bandelier, Valles Caldera Lift Fire Restrictions Monday!	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/15/18
Scenes From Final 2018 Los Alamos ScienceFest Event: Viewing The Martian At Bathtub Row Brewery	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/15/18
Pilot Tours Offer Glimpse Of Atomic Bomb Development Sites	KUNM	Online	7,946		\$73.69	\$736.90	7/16/18
Electric car show brings spark of ingenuity to ScienceFest	Los Alamos Monitor	Online	5,853		\$54.28	\$542.80	7/18/18
ScienceFest loaded with experiments	Los Alamos Monitor	Online	5,853		\$54.28	\$542.80	7/18/18
Places in America Where People Live the Longest	Reader's Digest	Online	3,965,427		\$36,779.33	\$367,793.30	7/19/18
Fair & Rodeo Parade Aug. 11	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/26/18
Wild West Thrills and "Back to Your Roots" Country Family Fun Coming to Los Alamos, August 10 – 12	Grant County Beat	Online	3,047		\$28.26	\$282.60	7/31/18
Go Top Secret Fly to Los Alamos, home of the atomic bomb	AOPA Pilot	Online	286,568		\$2,657.91	\$26,579.10	8/1/18
Final Day To Register For Fair & Rodeo Parade Today!	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	8/3/18
Bandelier: Ranger Guided Activities In Frijoles Canyon	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	8/3/18
Saturday night ranger-guided activities offered at Bandelier National Monument	Las Cruces Sun News	Online	52,808		\$489.79	\$4,897.90	8/3/18
2019 Best Public High Schools in New Mexico	Niche	Online	191,667		\$1,777.71	\$17,777.10	8/6/18
The Atomic Age: The first atomic bomb test near Alamogordo Air Field "changed everything"	Alamogordo Daily News	Online	11,196		\$103.84	\$1,038.40	8/7/18
Tickets for 'Opera on the Rocks' now available	Los Alamos Monitor	Online	5,853		\$54.28	\$542.80	8/8/18
Summer Fun Continues At Pajarito Mountain	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	8/9/18
Totals			5,179,579		\$48,040.47	\$480,404.70	

*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
407	5,407	25,411	193	2,855

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.

