



May–June 2019 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
SUMMER GUIDE 2019 - Hit the road or staycation for fun in the sun	Weekly Alibi	Online	35,000	\$324.63	\$3,246.25	5/9/2019
Los Alamos Creative District: Tuesdays At The Pond Entertainment Series Kicks Off With Some Jazz May 14	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.13	5/11/2019
Shuttle Service To Bandelier Begins Thursday May 17	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.13	5/16/2019
Summer Concert Series starts Friday	Los Alamos Monitor	Online	4,842	\$44.91	\$449.10	5/22/2019
Summer Kicks Off With Summerfest At Pajarito June 8	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.13	5/23/2019
Let's go fly a kite	Los Alamos Monitor	Online	4,842	\$44.91	\$449.10	5/24/2019
Daily Postcard: Bandelier Shuttle In White Rock	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.13	5/27/2019
A Universe Of Summer Fun Begins At Pond June 3	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.13	5/31/2019
Valles Caldera Hosts Annual Fiesta En El Valle	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.13	6/4/2019
Meet a wolf at the Nature Center today	Los Alamos Monitor	Online	4,842	\$44.91	\$449.10	6/5/2019
Valles Caldera to host Fiesta en el Valle Saturday	Los Alamos Monitor	Online	4,842	\$44.91	\$449.10	6/5/2019
Los Alamos ScienceFest Features 'Eureka!' Discoveries, STEM Learning, Free Chevel Shepherd Concert	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.13	6/5/2019
Summerfest set for Saturday at Pajarito Mountain	Los Alamos Monitor	Online	4,842	\$44.91	\$449.10	6/5/2019
Los Alamos Summer Concert Series: Liver Down The River Kicks Off ChamberFest At Ashley Pond Friday	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.13	6/6/2019
Sidelines - June 6, 2019 (SummerFest)	Taos News	Online	17,466	\$162.00	\$1,619.97	6/6/2019
Hubbell Trading Post Comes To Bandelier National Monument	Los Alamos Reporter	Online				6/10/2019
What's At The Bradbury This Month	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.13	6/11/2019
Totals			162,662	\$1,508.69	\$15,086.90	

Media Calendar Mentions

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Los Alamos ScienceFest	AAA	Online	1,260,500	\$11,691.14	\$116,911.38	6/5/2019
Totals			1,260,500	\$11,691.14	\$116,911.38	

Additional Mentions

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
See New Mexico's top high schools, ranked by U.S. News	Albuquerque Business First	Online	5,076	\$47.08	\$470.80	4/30/2019
Manhattan Project: Walk with a ranger, learn more about Wheat	Oak Ridge Today	Online	6,422	\$59.56	\$595.64	5/31/2019
Totals			11,498	\$106.64	\$1,066.44	

*News Circulation Audience and News Ad Value is generated through Meltwater and SimilarWeb

*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
300	7,616	36,591	176	4,616

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.