

July-August 2019 Activity Report

Earned Media

Public Relations

News Headline

SENIORS ENJOY NEW MEXICO

News 13 on KRBO at 7AM

KRQE News 13 This Morning at 7am

ScienceFest Special Section Now Online!

ScienceFest 2019 Kicks Off Tuesday July 9

Geeking out in the Atomic City: Los Alamos ScienceFest

Chevel Shepherd Will Perform in Friday Night Concert

Creativity Strikes at Los Alamos Science Fest!

ScienceFest Science On Tap At projectY: Dr. Hunter McDaniel On Feeding The Future With Quantum Dots

Action 7 News More in the Morning - ScienceFest

ScienceFest Activities Through Sunday July 14

"2001: A Space Odyssey" At Los Alamos Nature Center Planetarium For ScienceFest Thursday

Scenes From ScienceFest Kick Off Event At Pond

Los Alamos ScienceFest 2019 is Underway!

ScienceFest offers variety of fun, healthy activities

Public Invited To Enter Unmanned Aerial Vehicles in 2019 Los Alamos ScienceFest Drone Zone Competition!

Large Crowd Gathers For ScienceFest Concert At Pond

ScienceFest Discovery Day Activities Schedule, Trolley And Parking Map

2019 Los Alamos ScienceFest Discovery Day Activities Schedule, Trolley And Parking Map

On The Job In Los Alamos: Canopies For ScienceFest

PEEC Celebrates ScienceFest Discovery Day!

ScienceFest gets off the ground

It's a Date - Science Fair

Scenes From ScienceFest Electric Car Show Today

Chevel Shepherd Has Arrived In Los Alamos!

Scenes From LAAC ScienceFest Chalk Walk

Scenes From Chevel Shepherd Concert Friday Night

Meet Red Rover Author Roger Wiens At BSMA Booth During ScienceFest At Ashley Pond Park Today

Chevel Shepherd Draws Crowd To Summer Concert

Scenes Of 2019 Los Alamos ScienceFest Discovery Day

Vintage Car Show At 2019 Los Alamos ScienceFest

Los Alamos MainStreet Thanks Community And Visitors For Successful ScienceFest 2019!

Here's the best city to live in each state in the US

Branching out at Bandler

It's Los Alamos County Fair And Rodeo Time!

Scenes From Fuller Lodge Art Center Arts & Crafts Fair

Scenes From 2019 County Fair & Rodeo Parade

Hill Stompers Take First Place In Los Alamos County Fair & Rodeo Parade

Eat And Explore Life Like A Bear Aug. 24 At The Nature Center's Bear Festival

Totals

* 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
Facebook	296	8,152	181,020	290	15,823

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.

	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
	Senior Citizen Travel	3,249	\$30.13	\$301.34	1-Jul
	New Mexico's CW	17,160	\$159.16	\$1,591.59	1-Jul
	Fox New Mexico	142,304	\$1,319.87	\$13,198.70	1-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	2-Jul
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	The Santa Fe New Mexican	76,507	\$709.60	\$7,096.02	4-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	7-Jul
	KSFR	1,042	\$9.66	\$96.65	8-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	8-Jul
	KOAT-ABC (ABC)	95,832	\$888.84	\$8,888.42	8-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	9-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	9-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	9-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	9-Jul
	LAMonitor.com	5,809	\$53.88	\$538.78	9-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	10-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	11-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	11-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	11-Jul
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	LAMonitor.com	5,809	\$53.88	\$538.78	11-Jul
	New Mexico Magazine	53,239	\$493.79	\$4,937.92	11-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	12-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	12-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	12-Jul
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	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	13-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	13-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	13-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	17-Jul
	USA Today	866,791	\$8,039.49	\$80,394.87	27-Jul
	Santa Fe New Mexican	76,507	\$709.60	\$7,096.02	6-Aug
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	9-Aug
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	10-Aug
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	11-Aug
	Los Alamos Reporter				11-Aug
	Los Alamos Reporter				13-Aug
Totals		1,634,903	\$15,163.73	\$151,637.25	