



July–August 2019 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
NEW MEXICO CASTS AN ENCHANTING SPELL ON A ROAD TRIP ADVENTURE (Valles and Bandelier)	Enterprise	5,740,000	\$53,238.50	\$532,385.00	17-Aug
Eat and Explore Life Like a Bear	Roswell Daily Record	25,000	\$231.88	\$2,318.75	18-Aug
Premiere of 'Superpower Dogs' To Screen Aug. 31 At Los Alamos Nature Center Planetarium	Los Alamos Reporter				22-Aug
Step into a 'secret city' where the atomic bomb was created in Los Alamos, N.M.	LA Times	690,870	\$6,407.82	\$64,078.19	22-Aug
Bandelier Fee Free Day Sunday Celebrates National Park Service 103rd Birthday	Los Alamos Daily Post	19,999	\$185.49	\$1,854.91	23-Aug
Bandelier to waive fees Sunday for Park Service's 103rd birthday	Los Alamos Monitor	4,708	\$43.67	\$436.67	23-Aug
Bear Festival - Action 7 News in the Morning	KOAT	340,198	\$3,155.34	\$31,553.36	24-Aug
Third Annual Bear Festival At Nature Center Aug. 24	Los Alamos Daily Post	19,999	\$185.49	\$1,854.91	24-Aug
Incredible ancient ruins in the USA you probably didn't know existed	MSN	194,630,847	\$1,805,201.11	\$18,052,011.06	3-Sep
Manhattan Project National Historical Park Offers Tours At Los Alamos	Los Alamos Daily Post	19,999	\$185.49	\$1,854.91	5-Sep
Explore The Geology Of The Valles Caldera Saturday Sept. 14	Los Alamos Reporter				5-Sep
Explore Geology Of Valles Caldera Saturday Sept. 14	Los Alamos Daily Post	19,999	\$185.49	\$1,854.91	6-Sep
Totals		201,511,619	\$1,869,020.27	\$18,690,202.66	

*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
	201	8,306	135,062	249	12,530

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.