



September–October 2019 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
Manhattan Project National Historical Park offers tours at Los Alamos	Los Alamos Monitor	8,865	\$82.22	\$822.23	5-Sep
Explore Geology Of Valles Caldera Saturday Sept. 14	Los Alamos Daily Post	26,846	\$249.00	\$2,489.97	6-Sep
Family Star Party And Family Night At Los Alamos Nature Center Tuesday	Los Alamos Daily Post	26,846	\$249.00	\$2,489.97	9-Sep
Smashing the pumpkin carving record	Los Alamos Monitor	8,865	\$82.22	\$822.23	11-Sep
Los Alamos Pumpkin Carving World Record Attempt	KRQE	464,576	\$4,308.94	\$43,089.42	16-Sep
33 National Monuments Everyone Should Visit at Least Once	Cheapism	111,800	\$1,036.95	\$10,369.45	24-Sep
Unleash Your Inner Scientist and Find Creative Inspiration with your Family in Los Alamos, NM	Grant County Beat	11,709	\$108.60	\$1,086.01	24-Sep
Reasons to celebrate Saturday	Albuquerque Journal	307,827	\$2,855.10	\$28,550.95	26-Sep
Bandelier Is Fee-Free Saturday For National Public Lands Day, Night Sky Fiesta And More	Los Alamos Reporter				26-Sep
Bandelier Fall Fiesta	toswell Daily Record (Print Calendar)	25,000	\$231.88	\$2,318.75	29-Sep
Countdown: 26 Days To Pumpkin Carving World Event!	Los Alamos Daily Post	26,846	\$249.00	\$2,489.97	30-Sep
Bandelier's Annual Fall Fiesta Is Saturday	Los Alamos Reporter				1-Oct
KOAT-ABQ (ABC) — Action 7 News Live at 5:00 (Fall Fiesta, Fall Colors)	KOAT	340,198	\$3,155.34	\$31,553.36	2-Oct
KOAT-ABQ (ABC) — Action 7 News Live at 6:00 (Fall Fiesta, Fall Colors)	KOAT	340,198	\$3,155.34	\$31,553.36	2-Oct
Totals		1,699,576	\$15,763.57	\$157,635.67	

*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 feautring 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
212	8,490	46,690	283	9,378

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.