

August–September 2025 Report

Earned Media

Public Relations

News Headline

	Outlet Name	News Circulation	Audience	News Ad Value	PR Value	URL	Date
Unlock History On The Go With The Oppenheimer Festival 2025 Road To The Hill Audio Tour	Los Alamos Reporter	15,286		\$141.78	\$425.33	https://los	2025-08-08
Oppenheimer Festival returns to Los Alamos starting Aug. 16	KRQE-TV	641,642		\$5,951.23	\$17,853.69	https://ww	2025-08-08
Oppenheimer Festival returns to Los Alamos starting Aug. 16	Yahoo! News	19,856,268		\$184,166.89	\$552,500.66	https://ww	2025-08-08
The Real-Life 'Atomic City' Is A New Mexico Hub For Manhattan Project Sites, Canyon Trails, And	Islands Magazine	6,513,332		\$60,411.15	\$181,233.46	https://ww	2025-08-09
From Coast to Coast: 50 Family-Friendly Hikes Across 50 States	Macaroni Kid	21,098		\$195.68	\$587.05	https://na	2025-08-10
PEEC & LEWF To Host Eat Like A Bear Event Aug. 22	Los Alamos Daily Post	53,098		\$492.48	\$1,477.45	https://lac	2025-08-10
Happening This Week At SALA: Community Films, New Reels, And Launch Of Oppenheimer Festival	Los Alamos Daily Post	53,098		\$492.48	\$1,477.45	https://lac	2025-08-11
The 10 Snowiest Cities in New Mexico for Winter Lovers	NewsBreak	17,070,968		\$158,333.23	\$474,999.68	https://ww	2025-08-12
Opening Day Of Oppenheimer Festival Aug. 16 Includes 'Walk To Restore The House'	Los Alamos Reporter	15,286		\$141.78	\$425.33	https://los	2025-08-12
Daily Postcard: Calliope Hummingbird In Los Alamos	Los Alamos Daily Post	53,098		\$492.48	\$1,477.45	https://lac	2025-08-13
Paws briefs: Bear Fest is coming to Los Alamos in August	The Santa Fe New Mexican	328,954		\$3,051.05	\$9,153.15	https://ww	2025-08-13
Honoring Historian Nancy Bartlett: The Spirit Of Peace, Legacy, And Exploration Opens Oppenheimer Festival	Los Alamos Daily Post	53,098		\$492.48	\$1,477.45	https://lac	2025-08-16
Los Alamos historian honored at Oppenheimer Festival	Carlsbad Current-Argus	8,861		\$82.19	\$246.56	https://ww	2025-08-17
These ancient cliff dwellings once housed atomic bomb scientists in New Mexico	MSN.com	104,713,925		\$971,221.65	\$2,913,664.96	https://ww	2025-08-18
Best Small Town to Visit in Every State	AOL	30,383,090		\$281,803.16	\$845,409.48	https://ww	2025-08-18
Oppenheimer Festival in Los Alamos and more	KRWG-TV	15,260		\$141.54	\$424.61	https://ww	2025-08-19
Learn About Local Wildlife At Bear Fest In Los Alamos Saturday, Aug. 23	Los Alamos Reporter	15,286		\$141.78	\$425.33	https://los	2025-08-20
This Week At SALA: Oppenheimer Festival Continues	Los Alamos Daily Post	53,098		\$492.48	\$1,477.45	https://lac	2025-08-20
Learn About Local Wildlife At Bear Fest In Los Alamos Saturday, Aug. 23	Los Alamos Reporter	15,286		\$141.78	\$425.33	https://los	2025-08-20
SALA: Five Great Things To Do In Los Alamos This Weekend	Los Alamos Reporter	15,286		\$141.78	\$425.33	https://los	2025-08-22
Events Around Los Alamos This Weekend: Aug. 22–24	Los Alamos Daily Post	53,098		\$492.48	\$1,477.45	https://lac	2025-08-22
PEEC: Tree Climbing For Science And Conservation Aug. 26	Philanthropy News Digest	99,854		\$926.15	\$2,778.44	https://ph	2025-08-23
PEEC: Tree Climbing For Science And Conservation Aug. 26	Los Alamos Daily Post	53,098		\$492.48	\$1,477.45	https://lac	2025-08-23
Mountaineer Program Aug. 26 To Feature Tree Climbing	Los Alamos Reporter	15,286		\$141.78	\$425.33	https://los	2025-08-24
PEEC Hosts 'Human Impact on Wildlife': A Presentation by Bonnie Klamm	Los Alamos Reporter	15,286		\$141.78	\$425.33	https://los	2025-08-25
Scenes From PEEC's 2025 Bear Fest At Nature Center	Los Alamos Daily Post	53,098		\$492.48	\$1,477.45	https://lac	2025-08-25
Tracking Wildlife On The Pajarito Plateau Workshop Sept. 13	Los Alamos Daily Post	53,098		\$492.48	\$1,477.45	https://lac	2025-08-26
PEEC Hosts 'Human Impact on Wildlife': A Presentation by Bonnie Klamm	NewsBreak	17,070,968		\$158,333.23	\$474,999.68	https://ww	2025-08-26
Fall Trippin': A Fiesta of Fall Foliage	ABQ	11,887		\$110.25	\$330.76	https://ab	2025-08-27
Oppenheimer And The H-Bomb: A Historic Lecture By LANL Historian Nicholas Lewis Aug. 28 A	Los Alamos Reporter	15,286		\$141.78	\$425.33	https://los	2025-08-27
Oppenheimer And The H-Bomb: A Historic Lecture With Nicholas Lewis Aug. 28	Los Alamos Daily Post	53,098		\$492.48	\$1,477.45	https://lac	2025-08-27
Happening This Final Weekend Of Oppenheimer Festival 2025!	Los Alamos Reporter	15,286		\$141.78	\$425.33	https://los	2025-08-29
Screen Time: August 29-September 4	The Santa Fe New Mexican	328,954		\$3,051.05	\$9,153.15	https://ww	2025-08-29
Daily Postcard: Cooper's Hawk Perches At Nature Center	Los Alamos Daily Post	53,098		\$492.48	\$1,477.45	https://lac	2025-08-31
Totals		197,786,713		\$1,834,471.76	\$5,503,415.29		

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

*PR Value is determined by multiplying the News Ad Value by 3, 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. While we send 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

Monthly Reach	Monthly Engagements	Followers
69,935	657	15,593

Instagram

Total Followers	Engagements	Reach
1,502	197	14,057

Reach: The number of people who saw any of your Page posts.

Monthly Engagements: The number of times people have engaged with your posts through likes, comments and shares.

Followers: The number of people who follow the page and receive updates in their newsfeed.

Instagram Engagements: The number of times people have engaged with your posts through likes and comments.