

LTAB March 21st Marketing Report

Public Relations: Spring Break/ Trails App/Passport

Griffin Action: Approved Kelly Stewart, released: February 22nd

Public Relations: Nordic Ski Club

Griffin Action: Approved Kelly Stewart, released: March 14th

Public Relations: Secret City

Griffin Action: Approved K. Stewart, for Byways Magazine: March 14th

Coordination with Kelly on photos/video for release

PR/Social Media/Facebook > Griffin Action: See activity report.

Los Alamos Annual Events

Griffin Action: Posted events to NM.org, KUNM, ABQ Journal, Los Alamos Monitor, KOB TV4 and Weekly Alibi, Texas Monthly.

Print: NM Magazine & Texas Monthly Magazine

Action Item: April/May print designed, approved, co-op'd & distributed.

Print: Los Alamos Visitors Guide

Action Item: Currently in content layout and map revisions.

Ad Sales to date: \$29,770.00

Spring Break: Pandora

Action Item: Campaign ran Monday, February 20th - Friday, March 10th

Griffin Action: See activity report.

ScienceFest: Creative / Media

Action Item: Coordination with Ryn/Suzette on creative and media.