



December 2019-January 2020 Activity Report

Earned Media

Public Relations

| News Headline | Outlet Name | News Circulation Audience | News Ad Value | PR Value | Date |
|--|-----------------------|---------------------------|--------------------|---------------------|--------|
| Pajarito Mountain Kicks Off Ski Season Friday! | Los Alamos Daily Post | 31,733 | \$294.32 | \$2,943.24 | 12-Dec |
| Pajarito Mountain Ski Area, NM OPENS for Winter Operations | SnowBrains | 223,222 | \$2,070.38 | \$20,703.84 | 13-Dec |
| Enjoy solstice walk at Bandelier National Park | Taos News | 14,000 | \$129.85 | \$1,298.50 | 19-Dec |
| Daily Postcard: Early Morning On Pajarito Mountain | Los Alamos Daily Post | 31,733 | \$294.32 | \$2,943.24 | 21-Dec |
| Santa Teaches Kids To Ski On Pajarito Mountain | Los Alamos Daily Post | 31,733 | \$294.32 | \$2,943.24 | 25-Dec |
| Recent storms gives ski resorts a visitor boost | KOB | 431,637 | \$4,003.43 | \$40,034.33 | 30-Dec |
| Plenty of great events this season | Santa Fe New Mexican | 278,840 | \$2,586.24 | \$25,862.41 | 2-Jan |
| Great winter activities to do around the state | NM Living | 543,186 | \$5,038.05 | \$50,380.50 | 3-Jan |
| National World War II Museum To Present Manhattan Project Electronic Field Trip | Los Alamos Reporter | | | | 7-Jan |
| Take Your Training to New Heights in 2020 | NewsBreak.com | 860,000 | \$7,976.50 | \$79,765.00 | 8-Jan |
| Take Your Training to New Heights in 2020 | Cycling West | 15,000 | \$139.13 | \$1,391.25 | 9-Jan |
| The most secret U.S. national park – and how to visit | USA Today - 10Best | 866,791 | \$8,039.49 | \$80,394.87 | 9-Jan |
| Entry Is Free To Bandelier National Monument For Martin Luther King, Jr. Day Jan. 20 | Los Alamos Reporter | | | | 12-Jan |
| Bandelier Fee Free Martin Luther King Jr. Day | Los Alamos Daily Post | 31,733 | \$294.32 | \$2,943.24 | 12-Jan |
| Get free admission to more than 100 national parks on Martin Luther King Jr. Day | USA Today | 866,791 | \$8,039.49 | \$80,394.87 | 16-Jan |
| Totals | | 4,226,399 | \$39,199.85 | \$391,998.51 | |

Additional Mentions

| News Headline | Outlet Name | News Circulation Audience | News Ad Value | PR Value | Date |
|--|----------------------|---------------------------|-------------------|--------------------|--------|
| Finding a place outdoors in the winter | Santa Fe New Mexican | 278,840 | \$2,586.24 | \$25,862.41 | 15-Dec |
| Totals | | 278,840 | \$2,586.24 | \$25,862.41 | |

*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 |
|-----------|-------------|---------------|--------------------|---------------------|
| 338 | 9,248 | 31,534 | 240 | 4,235 |

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.