



September–October 2020 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
PEEC: Explore Middle Rio Grande Valley History Tuesday	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	12-Sep
PEEC To Offer Outdoor Clubs For Kids In October	Los Alamos Reporter				17-Sep
Ruth Bader Ginsburg's operatic western escape: Santa Fe	Los Angeles Times	690,870	\$6,407.82	\$64,078.19	18-Sep
Entrance Fees Waived At Bandelier National Monument Sept. 26 For National Public Lands Day	Los Alamos Reporter				21-Sep
Bandelier Celebrates National Public Lands Day Sept. 26	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	22-Sep
Goodnight, Los Alamos Wins Best Children's Picture Book Award At 2020 New Mexico-Arizona Book Awards	Los Alamos Reporter				28-Sep
Fall Beauty Of Pajarito Mountain Undiminished By Smoky Skies	Los Alamos Reporter				4-Oct
Exploring The Parks: Setting Foot In Valles Caldera National Preserve	National Parks Traveler	221,729	\$2,056.54	\$20,565.36	6-Oct
Trick-Or-Treat On MainStreet Cancelled But Los Alamos Halloween Will Still Haunt The Community Oct. 29-31	Los Alamos Reporter				6-Oct
Totals		993,443	\$9,214.18	\$92,141.84	

*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	Followers
36	11,007	6,663	127	1,051	11,183

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.

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