

**October–November 2021 Report**

**Earned Media**

Public Relations

News Headline	Outlet Name	News Circulation	Audience	News Ad Value	PR Value	Date
Fall Colors Trees Along Central In Downtown Los Alamos	Los Alamos Daily Post	30,360		\$281.59	\$2,815.89	9-Oct
Celebrate Community At PEECnic! Saturday Oct. 16	Los Alamos Daily Post	30,360		\$281.59	\$2,815.89	9-Oct
PEEC's Annual Member Appreciation Event 'PEECnic' Is Saturday	Los Alamos Reporter	20,860		\$193.48	\$1,934.77	11-Oct
Los Alamos County Celebrates Main Gate Park History And Creation With Sign Unveiling	Los Alamos Reporter	20,860		\$193.48	\$1,934.77	14-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Durango Herald	243,420		\$2,257.72	\$22,577.21	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Journal	90,262		\$837.18	\$8,371.80	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	San Antonio Express-News	1,170,938		\$10,860.45	\$108,604.50	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	Chron.com	15,438,086		\$143,188.25	\$1,431,882.48	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	Midland Daily News	138,922		\$1,288.50	\$12,885.02	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Middletown Press	148,790		\$1,380.03	\$13,800.27	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	SFGate	17,759,240		\$164,716.95	\$1,647,169.51	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	Greenwich Time	290,037		\$2,690.09	\$26,900.93	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Argus-Press	38,054		\$352.95	\$3,529.51	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	Plainview Herald	59,353		\$550.50	\$5,504.99	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Alton Telegraph	218,200		\$2,023.81	\$20,238.05	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Denver Gazette	86,985		\$806.79	\$8,067.86	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Titusville Herald	43,408		\$402.61	\$4,026.09	16-Oct
Valles Caldera Volunteers In Race To Document Dendroglyphs	Associated Press	322,889		\$2,994.80	\$29,947.95	16-Oct
All Youth Cyclists Invited To Participate In Free Mountain Bike Race Saturday At Pajarito	Los Alamos Reporter	20,860		\$193.48	\$1,934.77	17-Oct
Calling All Youth Cyclists: Free Mountain Bike Race At Pajarito Mountain Saturday Oct. 23	Los Alamos Daily Post	30,360		\$281.59	\$2,815.89	17-Oct
More than a century of skiing in New Mexico	The Santa Fe New Mexican	406,093		\$3,766.51	\$37,665.13	17-Oct
Los Alamos County Celebrates Main Gate Park History And Creation With Sign Unveiling	Los Alamos Daily Post	30,360		\$281.59	\$2,815.89	18-Oct
More than a century of skiing in New Mexico	The Taos News	82,479		\$764.99	\$7,649.93	20-Oct
First Pajarito Trail Fest Youth Mountain Bike Race Oct. 23	Los Alamos Daily Post	30,360		\$281.59	\$2,815.89	20-Oct
First Pajarito Trail Fest Youth Mountain Bike Race Oct. 23	NewsBreak	860,000		\$7,976.50	\$79,765.00	20-Oct
Best places to live in America	Big Rapids News	41,411		\$384.09	\$3,840.87	21-Oct
Best places to live in America	Jacksonville Journal-Courier	70,018		\$649.42	\$6,494.17	21-Oct
Best places to live in America	Manistee News	15,623		\$144.90	\$1,449.03	21-Oct
Best places to live in America	Herald Review	2,840		\$26.34	\$263.41	21-Oct
Best places to live in America	WFMY	1,294,350		\$12,005.10	\$120,050.96	21-Oct
Best places to live in America	Midland Daily News	138,922		\$1,288.50	\$12,885.02	21-Oct
Best places to live in America	News Nirvana	11,997		\$111.27	\$1,112.72	21-Oct
Halloween Returns Oct. 29-31 To Spook Los Alamos!	Los Alamos Daily Post	30,360		\$281.59	\$2,815.89	21-Oct
Halloween Returns To Haunt Los Alamos Oct. 29-31	Los Alamos Reporter	20,860		\$193.48	\$1,934.77	21-Oct
Pumpkin Carving Party, Masquerade Recital And Pumpkin Glow Back This Year On Oct. 30	Los Alamos Reporter	20,860		\$193.48	\$1,934.77	21-Oct
Fall Colors Spread Across Downtown Los Alamos	Los Alamos Daily Post	30,360		\$281.59	\$2,815.89	21-Oct
First Annual Pajarito Youth Bike Fest A Success	Los Alamos Reporter	20,860		\$193.48	\$1,934.77	25-Oct
First 'Pajarito Youth Bike Fest' Mountain Bike Race Rocks!	Los Alamos Daily Post	30,360		\$281.59	\$2,815.89	25-Oct
Technicolor Wanderlust	Departures	37,123		\$344.32	\$3,443.16	25-Oct
Los Alamos Trick-Or-Treat On MainStreet Haunts Downtown This Friday From 4-6, Masks	Los Alamos Reporter	20,860		\$193.48	\$1,934.77	26-Oct
County Provides Guidance For COVID-19 Safe Practices At Halloween Events	Los Alamos Reporter	20,860		\$193.48	\$1,934.77	27-Oct
Los Alamos County Provides Guidance For COVID Safe Practices At Halloween Events	Los Alamos Daily Post	30,360		\$281.59	\$2,815.89	27-Oct
Community Invited To Halloween Fun With PEEC!	Los Alamos Daily Post	30,360		\$281.59	\$2,815.89	28-Oct
This Small Town In New Mexico Was Named One Of The Most Affordable Places To Live In Only In Your State		4,426,614		\$41,056.84	\$410,568.45	28-Oct
Celebrate Halloween With PEEC	Los Alamos Reporter	20,860		\$193.48	\$1,934.77	28-Oct
Five Things to Do This Weekend	New Mexico Magazine	150,000		\$1,391.25	\$13,912.50	28-Oct
Scenes From 2021 LAAC Pumpkin Glow Event	Los Alamos Daily Post	30,360		\$281.59	\$2,815.89	31-Oct
Trick Or Treating On Main Street Friday	Los Alamos Reporter	20,860		\$193.48	\$1,934.77	31-Oct
Historical Society's Nov. 9 Lecture Explores Atomic America And How Students Today Lea	Los Alamos Reporter	20,860		\$193.48	\$1,934.77	1-Nov
<b>Totals</b>		<b>44,149,474</b>		<b>\$409,486.37</b>	<b>\$4,094,863.71</b>	

\*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
140	12,604	84,913	400	4,289	12,818
New Followers	Total Followers	Engagements	Reach		
46	614	409	35,400		

**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.

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