



January–February 2020 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
Events aplenty on New Mexico slopes	Santa Fe New Mexican	278,840	\$2,586.24	\$25,862.41	16-Jan
Backcountry Film Festival Slated For Thursday At The Reel Deal Theater	Los Alamos Reporter				18-Jan
Backcountry Film Festival	Weekly Alibi	35,000	\$324.63	\$3,246.25	20-Jan
An Atomic Marker Hidden in Plain Sight	BBC	12,740,968	\$118,172.48	\$1,181,724.78	29-Jan
16 Best Weekend Getaways and Day Trips from Santa Fe (Bandelier)	VacationIdea	810,000	\$7,512.75	\$75,127.50	31-Jan
A Road Trip Through New Mexico's Odd and Enchanting Landmarks (Bandelier)	Men's Journal	1,326,000	\$12,298.65	\$122,986.50	31-Jan
Explore our forests by snowshoe with the PEEC	Los Alamos Monitor	18,985	\$176.09	\$1,760.86	1-Feb
A Walk in the Park - You just wear me out	Healthy Living News	60,000	\$556.50	\$5,565.00	3-Feb
Making the most of a family tradition	Santa Fe New Mexican	278,840	\$2,586.24	\$25,862.41	13-Feb
8th Annual White Rock Artist Market Registration Is Now Open	Los Alamos Reporter				12-Feb
Registration Open: 8th Annual White Rock Artist Market	Los Alamos Daily Post	31,733	\$294.32	\$2,943.24	13-Feb
	Los Alamos Reporter				

Totals		15,580,366	\$144,507.89	\$1,445,078.95	
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Additional Mentions

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
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
Holley: Raising a glass to those Texas tales waiting to be told	Houston Chronicle	2,000,000	\$18,550.00	\$185,500.00	17-Jan
WHICH NATIONAL PARKS ARE FREE ON MARTIN LUTHER KING JR. DAY?	Newsweek	1,330,000	\$12,335.75	\$123,357.50	20-Jan
Amazing Family Vacation Packages Worth Every Penny	Red Tricycle	1,074,949	\$9,970.15	\$99,701.52	1-Feb

Totals		5,271,740	\$48,895.39	\$488,953.89	
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*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
326	9,560	30,338	257	3,865

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.