



December 2021–January 2022 Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
Join PEEC Friday For 'Home Alone' And Hot Chocolate	Los Alamos Reporter	29,317	\$271.92	\$2,719.15	25-Dec
Explore the land of enchantment from home with state-wide virtual tour series	Las Cruces Sun-News	299,282	\$2,775.84	\$27,758.41	27-Dec
Explore the land of enchantment from home with state-wide virtual tour series	Ruidoso News	12,484	\$115.79	\$1,157.89	27-Dec
Explore the land of enchantment from home with state-wide virtual tour series	Carlsbad Current-Argus	62,998	\$584.31	\$5,843.06	27-Dec
Explore the land of enchantment from home with state-wide virtual tour series	Yahoo news	64,948,780	\$602,399.93	\$6,023,999.35	27-Dec
Explore the land of enchantment from home with state-wide virtual tour series	Alamogordo Daily News	17,270	\$160.18	\$1,601.79	27-Dec
Daily Postcard: Romero Cabin In Downtown Los Alamos	Los Alamos Daily Post	51,613	\$478.71	\$4,787.11	2-Jan
Share the Health	AAA Explorer - Print	135,000	\$1,252.13	\$12,521.25	Jan–March Issue
22 Reasons To Visit New Mexico In 2022By Correspondent Lanee Lee	Forbes Travel Guide Stories	127,042	\$1,178.31	\$11,783.15	5-Jan
Vision For The Valles Caldera National Preserve	Los Alamos Reporter	29,317	\$271.92	\$2,719.15	7-Jan
Totals		65,713,103	\$609,489.03	\$6,094,890.30	

Additional Mentions

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
Historical scientific instruments at Harvard University	HomeNewsHere.com	44,594	\$413.61	\$4,136.09	25-Dec
This Is the Best Supermarket in Your State	Eat This, Not That!	16,162,306	\$149,905.39	\$1,499,053.88	1-Jan
Totals		16,206,900	\$150,319.00	\$1,503,189.98	

*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. While we send 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
128	12,931	50,535	270	5,303	13,156
New Followers	Total Followers	Engagements	Reach		
38	682	542	2,634		

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.