



October-November 2020 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation		PR Value	Date
		Audience	News Ad Value		
Santa Fe, Taos resorts put ski passes up for sale	Santa Fe New Mexican	444,933	\$4,126.75	\$41,267.54	10-Oct
Local Hiker Coco Rae Authors Trail Guide To Valles Caldera National Preserve	Los Alamos Reporter				17-Oct
Travel Virtually With LANL Physicist Martin Cooper Friday	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	20-Oct
Free Registration For Los Alamos Halloweenweek Drive In	Los Alamos Reporter				23-Oct
Los Alamos Arts Council Adds To Halloweenweek 2020 Fun With Several Pumpkin Carving Events	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	26-Oct
Fifth Anniversary Of Manhattan Project National Historical Park Offers Special Events And Programs In Nov	Los Alamos Reporter				27-Oct
County: Five-year Anniversary For Manhattan Project National Historical Park Offers Special Events In Nov	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	27-Oct
Pajarito Mountain Glows With October Snow Tuesday Afternoon	Los Alamos Reporter				27-Oct
Halloweenweek Events Lined Up For Thursday	Los Alamos Reporter				28-Oct
Los Alamos Halloweenweek 2020 Runs Oct. 29-31	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	29-Oct
Los Alamos Halloweenweek Runs Oct. 29 Through Oct. 31	Los Alamos Reporter				29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Associated Press	20,971,391	\$194,509.65	\$1,945,096.52	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Acentral.com	3,621,850	\$33,592.66	\$335,926.59	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Benzinga	3,565,105	\$33,066.35	\$330,663.49	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Big Spring Herald	125,260	\$1,161.79	\$11,617.87	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Borger News Herald	182,551	\$1,693.16	\$16,931.61	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Camedia-FinancialContent	231	\$2.14	\$21.43	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Chronicle Journal	125,260	\$1,161.79	\$11,617.87	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Daily Herald	20,303	\$188.31	\$1,883.10	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Deer Park Tribune	125,260	\$1,161.79	\$11,617.87	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	EIN Presswire	124,628	\$1,155.92	\$11,559.25	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Fox 21 Delmarva	5,716	\$53.02	\$530.16	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	FOX 40 WICZ TV	85,314	\$791.29	\$7,912.87	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	GlobeNewswire	2,975,385	\$27,596.70	\$275,966.96	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Investornetwork	6,558	\$60.83	\$608.25	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Malvern Daily Record	4,000	\$37.10	\$371.00	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Mammoth Times	11,182	\$103.71	\$1,037.13	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Market Screener	1,368,500	\$12,692.84	\$126,928.38	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Markets - Ask	5,358	\$49.70	\$496.95	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Markets Insider - Business				
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Insider	5,804,059	\$53,832.65	\$538,326.47	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Minyanville	2,434	\$22.58	\$225.75	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Morning News	125,260	\$1,161.79	\$11,617.87	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Morningstar	2,402,265	\$22,281.01	\$222,810.08	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Newsok	95,451	\$885.31	\$8,853.08	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Observer Reporter	31,000	\$287.53	\$2,875.25	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Pittsburgh Post-Gazette	2,655,169	\$24,626.69	\$246,266.92	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Poteau Daily News	3,518	\$32.63	\$326.29	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Starkville Daily News	10,000	\$92.75	\$927.50	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Antlers American	1,012	\$9.39	\$93.86	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Buffalo News	1,269,449	\$11,774.14	\$117,741.39	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Community Post	294	\$2.73	\$27.27	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Daily Press	516,984	\$4,795.03	\$47,950.27	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Daily Times Leader	2,210	\$20.50	\$204.98	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Decatur Daily Democrat	4,885	\$45.31	\$453.08	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Evening Leader	298,481	\$2,768.41	\$27,684.11	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Inyo Register	2,927	\$27.15	\$271.48	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Kane Republican	643	\$5.96	\$59.64	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Newport Daily Express	3,947	\$36.61	\$366.08	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Observer News Enterprise	4,837	\$44.86	\$448.63	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Pilot News	9,128	\$84.66	\$846.62	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Post and Mail	115,960	\$1,075.53	\$10,755.29	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Punxsutawney Spirit	4,648	\$43.11	\$431.10	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Ridgway Record	7,917	\$73.43	\$734.30	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Saline Courier	42,907	\$397.96	\$3,979.62	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Statesman Examiner	3,600	\$33.39	\$333.90	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Sweetwater Reporter	182,551	\$1,693.16	\$16,931.61	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Valley City Times Record	2,464	\$22.85	\$228.54	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	The Wapakoneta Daily News	4,791	\$44.44	\$444.37	29-Oct
Los Alamos History Museum Provides Immersive Experience - Virtually and In-Person	Yahoo! Finance	40,715,849	\$377,639.50	\$3,776,394.99	29-Oct
Manhattan Project National Park virtually celebrates five years	KRQE	963,612	\$8,937.50	\$89,375.01	5-Nov
Los Alamos Celebrates Five-Year Anniversary Of Manhattan Project National Historical Park With Virtual Events	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	5-Nov
What's happening around New Mexico Nov 6 – Nov 12	KRQE	963,612	\$8,937.50	\$89,375.01	6-Nov
Totals		90,222,759	\$836,816.09	\$8,368,160.90	

*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 Engagemen	Followers
349	11,300	16,636	229	1,340	11,478

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.