



## November–December 2020 Activity Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	News Circulation	Audience	News Ad Value	PR Value	Date
Bandelier National Monument Waives Fees For Veterans Day Wednesday	Los Alamos Reporter	14,454		\$134.06	\$1,340.61	5-Nov
Virtual Veterans Day Events You Can Experience From Home	Travel Awaits	628,805		\$5,832.17	\$58,321.66	10-Nov
LANL: Preserving Manhattan Project Historic Sites	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	11-Nov
The Secret City: Project Y mobile app is back	Newsweek	227,822		\$2,113.05	\$21,130.49	12-Nov
Spots Available For Manhattan Project Lecture Nov. 17	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	12-Nov
The Secret City: Project Y Mobile App Is Back	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	12-Nov
The ultimate guide to space tourism in New Mexico	Lonely Planet	3,253,132		\$30,172.80	\$301,727.99	13-Nov
Best Place To Live on a \$100,000 Salary in Every State	Yahoo! Finance	40,338,359		\$374,138.28	\$3,741,382.80	13-Nov
What's happening around New Mexico Nov 13 – Nov 19	Krqe.com	926,618		\$8,594.38	\$85,943.82	13-Nov
Los Alamos Celebrates Manhattan Project National Historical Park Fifth Anniversary	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	13-Nov
PEEC Hosts Turkey Talk Tuesday	Los Alamos Reporter	14,454		\$134.06	\$1,340.61	13-Nov
New Mexico ski resorts will delay opening amid pandemic	The Durango Herald	300,033		\$2,782.81	\$27,828.06	18-Nov
Stay 'Home For The Holidays' This Year ... County Manager Issues Holiday Message, Update On Annual Tree Lightin	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	23-Nov
County Manager Issues Holiday Message: Stay 'Home For The Holidays' This Year	Los Alamos Reporter	14,454		\$134.06	\$1,340.61	23-Nov
Los Alamos WinterFest, 'Home For The Holidays', Returns Dec. 4-6 With Safe, Family-Friendly Activities	Los Alamos Reporter	14,454		\$134.06	\$1,340.61	25-Nov
Los Alamos WinterFest 'Home For The Holidays' Dec. 4-6	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	26-Nov
Los Alamos WinterFest 2020 'Home For The Holidays' Runs Dec. 4-6	Los Alamos Reporter	14,454		\$134.06	\$1,340.61	1-Dec
Ski Report	AP (Hosted)	525,648		\$4,875.39	\$48,753.85	2-Dec
Celebrate The Holidays Sustainably With PEECI	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	3-Dec
<b>Totals</b>		<b>46,555,641</b>		<b>\$431,803.57</b>	<b>\$4,318,035.70</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
	111	11,385	9,702	143	680	11,632
<b>Instagram</b>						
	<b>New Followers</b>	<b>Total Followers</b>	<b>Engagements</b>			
	171	171	124			

**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.