



December 2020–January 2021 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
Georgia Strickfaden To Speak About Manhattan Project Women From Las Vegas, NM, During Thursday's Night Wit!	Los Alamos Reporter	14,454	\$134.06	\$1,340.61	9-Dec
Preparing Historic Oppenheimer House For Public Viewing	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	10-Dec
Take A 'StoryWalk' And Shop Nature Center In Person	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	20-Dec
View Of Winter Waterfall At Ashley Pond	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	20-Dec
Valles Caldera National Preserve Announces Holiday Closure And Winter Activities	Los Alamos Reporter	14,454	\$134.06	\$1,340.61	21-Dec
Valles Caldera Announces Holiday Closure, Winter Activities	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	22-Dec
Outdoor StoryWalk* At Los Alamos Nature Center Ready For Visitors	Los Alamos Reporter	14,454	\$134.06	\$1,340.61	22-Dec
Pajarito Mountain Opens Cafe At Lodge Thursday Jan. 7	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	6-Jan
Ski Report	AP - Federal News Network	751,677	\$6,971.80	\$69,718.04	6-Jan
'Significant role': Documentary looks into Alamogordo's part in development of atomic bomb - (LANL highlighted)	Albuquerque Journal	307,827	\$2,855.10	\$28,550.95	8-Jan
Totals		1,304,976	\$12,103.65	\$121,036.52	

*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
16	11,358	5,732	114	874	11,611

Instagram

New Followers	Total Followers	Engagements	Reach
85	256	151	988

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.