



## May-June 2021 Report

### Earned Media Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
FIVE THINGS TO DO THIS WEEKEND	New Mexico Magazine	150,000	\$1,391.25	\$13,912.50	6-May
Beloved 'Gatekeeper' Made Manhattan Project Work	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	7-May
Homeschool Families Invited On Virtual Field Trip May 25	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	8-May
Los Alamos History Museum Offers Virtual Field Trip May 25 For Homeschool Families	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	8-May
Why Are National Parks Important? Environmental, Social, and Economic Benefits	Treehugger	3,012,507	\$27,941.00	\$279,410.02	14-May
The Best Place To Live on a \$100,000 Salary in Every State (White Rock)	Yahoo! Finance	66,401,641	\$615,875.22	\$6,158,752.20	17-May
Mountaineers: Features Llama Packing In Escalante Country	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	18-May
PEEC Is Throwing A Pollinator Party On Saturday	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	19-May
Valles Caldera National Preserve basks in the glow of being named an International Dark Sky Park	Albuquerque Journal	307,827	\$2,855.10	\$28,550.95	20-May
Community Invited To PEEC Pollinator Party May 22	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	20-May
Los Alamos Mountaineers May 25 Virtual Event Features 'Llama Packing In The Escalante Country'	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	22-May
Nature On Tap: Get Ready To Start An Outdoor Business!	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	22-May
Registration Open For PEEC Summer Camps And Clubs	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	24-May
Los Alamos Nature Center Adopts New Hours And No Mask Policy For vaccinated individuals beginning Tuesday June 1	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	26-May
Have An Adventure With PEEC This Summer!	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	26-May
Wonderful places to celebrate indigenous American heritage (Bandelier)	MSN Travel	785,803	\$7,288.32	\$72,883.23	27-May
Los Alamos Creative District Announces Tuesdays At The Pond Summer Performance Line-Up	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	28-May
Nature Center Adopts New Hours And Mask Policy Starting June 1	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	28-May
<b>Totals</b>		<b>71,124,384</b>	<b>\$659,678.66</b>	<b>\$6,596,786.62</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 & 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 View	Monthly Engagemen	Followers
243	11,712	111,067	245	12,629	11,916

#### Instagram

New Followers	Total Followers	Engagements	Reach
20	460	262	971

**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.