

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation	News Ad Value	PR Value	Date
		Audience			
15 Friendliest Small Towns In The U.S.	TravelAwaits	3,805,295	\$35,294.11	\$352,941.11	5-Jun
Los Alamos Voted Among 15 Friendliest Small Towns In U.S.	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	5-Jun
Road Trip Stops In Every State You Need to Add to Your List	MSN Travel	785,803	\$7,288.32	\$72,883.23	10-Jun
Road Trip Stops In Every State You Need to Add to Your List	Yahoo!	29,967,624	\$277,949.71	\$2,779,497.13	10-Jun
15 Best Small Town Restaurants Across The U.S.	TravelAwaits	3,805,295	\$35,294.11	\$352,941.11	13-Jun
Bandelier National Monument Reopens Visitor Center, Announces Summer Ranger Prog	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	15-Jun
For many, it's a rush to Bandelier, national parks	Yahoo! News	29,967,624	\$277,949.71	\$2,779,497.13	16-Jun
After year of isolation, adventure-seekers rush to Bandelier, national parks	Yahoo! News	29,967,624	\$277,949.71	\$2,779,497.13	17-Jun
After year of isolation, adventure-seekers rush to Bandelier, national parks	Santa Fe New Mexican	373,192	\$3,461.36	\$34,613.56	17-Jun
FIVE THINGS TO DO THIS WEEKEND	New Mexico Magazine	150,000	\$1,391.25	\$13,912.50	17-Jun
The Best Hidden Gem Destinations, According to RV Experts (Valles Caldera)	Cheapism	1,122,237	\$10,408.75	\$104,087.48	18-Jun
Seeking Participants For PEEC Electric Vehicle Show	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	26-Jun
Show Off Your Electric Car At July 10 Electric Vehicle Show	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	26-Jun
Bandelier National Monument Announces Optional Weekend Shuttle To Begin July 3	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	28-Jun
Bandelier: Optional Weekend Shuttle Begins Saturday	KKOB	4,609	\$42.75	\$427.48	28-Jun
Bandelier: Optional Weekend Shuttle Begins Saturday	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	28-Jun
Hybrid Los Alamos ScienceFest Set For July 6-11, 'Discovery Boxes' Available For Reserva	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	28-Jun
Los Alamos ScienceFest 2021 Returns July 6-11 For Hybrid Event, 'Discovery Boxes' Availi	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	28-Jun
Discover Aha-Moments At Los Alamos ScienceFest Virtually Or In-Person ... Driven By Sci	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	29-Jun
Discover aHA-Moments at Los Alamos ScienceFest, July 6-11, Virtually or In-Person	Grant County Beat	27,092	\$251.28	\$2,512.78	29-Jun
U.S. News Ranks Healthiest Communities for 2021	U.S. News and World Report	38,477,915	\$356,882.66	\$3,568,826.62	29-Jun
ScienceFest Preschool Discovery Boxes Still Available For Reservation	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	2-Jul
ScienceFest Discovery Boxes Ready For Pickup By Reservation Tuesday July 6	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	3-Jul
NASA's 'Lucy' mission featured at Los Alamos ScienceFest	Albuquerque Journal	307,827	\$2,855.10	\$28,550.95	4-Jul
NASA's 'Lucy' mission featured at Los Alamos ScienceFest	Yahoo! News	29,967,624	\$277,949.71	\$2,779,497.13	4-Jul
Los Alamos ScienceFest 2021 Underway And Runs Through July 11	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	6-Jul
Los Alamos ScienceFest Kicks Off Tonight At Fuller Lodge With The Hill Stompers Followe	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	6-Jul
Folk Rock Band Dusty Low Debuts Friday In Los Alamos Summer Concert Series Second L	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	6-Jul
Los Alamos ScienceFest Kickoffs At Fuller Lodge With Hill Stompers This Evening	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	6-Jul
Folk Rock Band Dusty Low Debuts At Los Alamos Summer Concert Series Second Live Shc	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	6-Jul
Bradbury Science Museum Reopens In Time For ScienceFest	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	7-Jul
ScienceFest: COVID And Disease Modeling Panel And Screening Of 'Flubber' Slated For Tr	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	7-Jul
County Council Proclaims July 6-11 As Los Alamos ScienceFest In Los Alamos County	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	7-Jul
PEEC Is Celebrating ScienceFest With A Variety Of Events	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	7-Jul
County Council Proclaims July 6-11 'ScienceFest Week'	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	7-Jul
Incredible ancient ruins in America	MSN Travel	785,803	\$7,288.32	\$72,883.23	7-Jul
Los Alamos ScienceFest: Exclusive Virgin Galactic Virtual Tour & Q&A; UbiQD CEO Talk &	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	8-Jul
ScienceFest : Exclusive Virgin Galactic Virtual Tour & Q&A With UbiQD CEO	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	8-Jul
FIVE THINGS TO DO THIS WEEKEND	New Mexico Magazine	150,000	\$1,391.25	\$13,912.50	8-Jul
PEEC Celebrating 2021 ScienceFest Today And Saturday!	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	9-Jul
Totals		170,494,380	\$1,581,335.37	\$15,813,353.75	

*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

Social Media

Facebook

New Likes	Total Likes	Monthly Reach	Monthly Page Views	Monthly Engagements	Followers
150	11,832	138,414	641	14,789	12,043

Instagram

New Followers	Total Followers	Engagements	Reach
34	494	341	3,230

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.