



July–August 2021 Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
Los Alamos ScienceFest Continues Through Sunday With Electric Vehicle Show And Other	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	9-Jul
Los Alamos ScienceFest Continues With Electric Vehicle Show Saturday And Other Demos	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	9-Jul
Opinion: My Colorado story (mentions Bandelier and Los Alamos)	Colorado Springs Independent	38,876	\$360.57	\$3,605.75	9-Jul
Five Things to Do This Weekend in New Mexico	New Mexico	206,199	\$1,912.50	\$19,124.96	9-Jul
PEEC Celebrating 2021 ScienceFest Today And Saturday!	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	9-Jul
Amateur Naturalist: The World Of Small Canyons, Part 1	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	10-Jul
Pajarito Astronomers: Dark Night At Spirio Field Tonight	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	10-Jul
Explore Pollinators And Gardening At The Nature Center Wednesday	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	13-Jul
Explore Pollinators & Gardening At Nature Center July 14	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	13-Jul
Explore The Current Status Of UFO Investigations At Friday's PEEC Astronomy Talk	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	14-Jul
PEEC: Explore The Current Status Of UFO Investigations At Astronomy Talk With Rick Wal	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	15-Jul
Los Alamos Ranch School was as an outdoor sanctuary for young men before housing the	ABQJournal Online	556,168	\$5,158.46	\$51,584.58	17-Jul
Elaine D. Briseño: Los Alamos Ranch School was as an outdoor sanctuary for young men b	Yahoo news	66,088,198	\$612,968.04	\$6,129,680.36	18-Jul
Meet Goats And Rattlesnakes At Nature Center Wednesday!	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	20-Jul
Meet Goats And See Rattlesnakes At The Nature Center During Wednesday's Summer Fa	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	20-Jul
15 Top-Rated Tourist Attractions in New Mexico	PlanetWare	267,741	\$2,483.30	\$24,832.98	26-Jul
Register Now For PEEC's August Camps	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	26-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Midland Daily News	110,279	\$1,022.84	\$10,228.38	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Houston Chronicle	2,170,383	\$20,130.30	\$201,303.02	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	SFGate	18,841,773	\$174,757.44	\$1,747,574.45	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	The Argus-Press	29,660	\$275.10	\$2,750.97	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	The Middletown Press	146,779	\$1,361.38	\$13,613.75	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Greenwich Time	185,170	\$1,717.45	\$17,174.52	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	San Antonio Express-News	1,422,623	\$13,194.83	\$131,948.28	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Chron.com	17,110,102	\$158,696.20	\$1,586,961.96	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	MyPlainview.com	53,344	\$494.77	\$4,947.66	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	AP (Hosted)	310,605	\$2,880.86	\$28,808.61	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	The Titusville Herald	33,441	\$310.17	\$3,101.65	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	The Telegraph	176,241	\$1,634.64	\$16,346.35	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Midland Reporter Telegram	108,493	\$1,006.27	\$10,062.73	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Beaumont Enterprise	97,547	\$904.75	\$9,047.48	27-Jul
PEEC Hosts Week Full Of Events	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	The Register Citizen	51,504	\$477.70	\$4,777.00	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	New Haven Register	363,422	\$3,370.74	\$33,707.39	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Krqe.com	872,175	\$8,089.42	\$80,894.23	27-Jul
Pajarito Mountain Presents Beer & Bands Saturday Aug. 7	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	28-Jul
You Can Actually Go See The Cabin From Longmire	Looper	15,967,417	\$148,097.79	\$1,480,977.93	29-Jul
The Most Famous Invention from Every State	Reader's Digest	8,074,575	\$74,891.68	\$748,916.83	29-Jul
Registration Opens For PEEC's Weeklong Summer Camps	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	29-Jul
Seize the last days of summer	The Santa Fe New Mexican	333,689	\$3,094.97	\$30,949.65	29-Jul
The Best Road Trip Stops in Every State	Yahoo! Lifestyle (US)	11,480,374	\$106,480.47	\$1,064,804.69	30-Jul
PEEC Seeks Help Testing Updated Los Alamos Trails App	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	30-Jul
Bandelier in bloom	ABQJournal Online	556,168	\$5,158.46	\$51,584.58	31-Jul
Bandelier Announces Two Fee-Free Days in August	News Radio 770	4,826	\$44.76	\$447.61	1-Aug
Bandelier National Monument offering two free days in August	Krqe.com	872,175	\$8,089.42	\$80,894.23	1-Aug
Gearing Up	The Santa Fe Reporter	83,882	\$778.01	\$7,780.06	3-Aug
Totals		147,158,609	\$1,364,896.10	\$13,648,960.98	

*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
194	11,983	19,976	240	1,386	12,198

Instagram

New Followers	Total Followers	Engagements	Reach
20	514	400	607

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.