



August–September 2021 Report

Earned Media

Public Relations

News Headline	Outlet Name	Circulation Au	News Ad Value	PR Value	Date
Dark Sky Program At Spirio Field In White Rock Tonight!	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	7-Aug
A State-by-State Guide to the Best Road Trip Stops (Bandelier)	Yahoo! Lifestyle (US)	13,667,226	\$126,763.52	\$1,267,635.21	9-Aug
Council Proclaims August 2021 Bear Month In Los Alamos	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	13-Aug
Dedication Of Lizard Art Sculptures At Nature Center Aug. 28	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	13-Aug
PEEC Hosts Annual Bear Festival At Nature Center Aug. 28	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	13-Aug
Scenes From 2021 Summer Arts & Crafts And County Fairs	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	15-Aug
Eat Like A Bear On Friday, Aug. 27 At The Los Alamos Nature Center	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	19-Aug
PEEC: Eat Like A Bear At Los Alamos Nature Center Aug. 27	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	20-Aug
Los Alamos Bear Festival celebrates local wildlife	ABQJournal Online	535,431	\$4,966.12	\$49,661.23	21-Aug
PEEC's Annual Bear Festival Is Saturday	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	23-Aug
Pajarito Environmental Education Center hosts annual Bear Festival	Krqe.com	904,097	\$8,385.50	\$83,855.00	24-Aug
Ribbon-Cutting For 'Lizard' Sculptures By Richard Swenson Held Saturday At Los Alamos	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	28-Aug
Lots To See At Annual Bear Festival Saturday At Los Alamos Nature Center	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	29-Aug
Scenes From Art Dedication At Los Alamos Nature Center	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	30-Aug
What every state is best known for	Yahoo news	68,148,531	\$632,077.63	\$6,320,776.25	30-Aug
Scenes From 2021 Bear Fest At Los Alamos Nature Center	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	30-Aug
Get Outside This Fall With PEEC's After-School Clubs!	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	2-Sep
Sunday's Party At Pajarito Enduro Race Draws 130+ Cyclists	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	6-Sep
Pajarito Mountain Celebrates Labor Day Hosting Forearm Fatiguing Enduro Style Race O	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	8-Sep
Totals		83,739,194	\$776,681.02	\$7,766,810.24	

*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

Social Media

Facebook

New Likes	Total Likes	Monthly Reach	Monthly Page Views	Monthly Engagements	Followers
163	12,149	36,180	325	2,095	12,367
New Followers	Total Followers	Engagements	Reach		
32	546	2,835	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.