

## September–October 2021 Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	News Circulation		News Ad Value	PR Value	Date
		Audience				
Pajarito Astronomers Dark Sky Event Tonight At Spirio Field In White Rock	Los Alamos Reporter	19,429		\$180.20	\$1,802.04	10-Sep
Road Trip Stops in Every State You Need to Add to Your List	Yahoo! Lifestyle (US)	14,452,249		\$134,044.61	\$1,340,446.09	15-Sep
History On Tap Online: A Brief History Of Valles Caldera National Preserve	Los Alamos Reporter	19,429		\$180.20	\$1,802.04	16-Sep
Historical Society Presents Exclusive Behind-The-Scenes Talk On 'Adventures Of A Mathematician' With Writer/Director And Producer	Los Alamos Reporter	19,429		\$180.20	\$1,802.04	17-Sep
Los Alamos Historical Society Presents Behind-The-Scenes Talk About Film Based On Stan Ulam Autobiography	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	18-Sep
County: Experience Exclusive Premier Of Adventures Of A Mathematician And Q&A With Filmmakers In Los Alamos	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	23-Sep
County: Experience Exclusive Premiere Of Adventures Of A Mathematician And Q&A With Filmmakers In Los Alamos	NewsBreak	860,000		\$7,976.50	\$79,765.00	23-Sep
Los Alamos: Stunning Fall Colors, Three National Parks	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	24-Sep
Movie Premier of Adventures of a Mathematician plus Q&A with Filmmakers	Santa Fe Reporter	60,000		\$556.50	\$5,565.00	27-Sep
County Launches Public Art Collection Website	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	28-Sep
Screening Of 'Adventures Of A Mathematician' Moves To Fuller Lodge Tonight	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	30-Sep
Dark Sky Program At Spirio Field In White Rock Tonight!	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	2-Oct
Explore The World Of Bats This Thursday Evening With PEEC	Los Alamos Reporter	19,429		\$180.20	\$1,802.04	5-Oct
PEEC: Explore The Exciting World Of Bats Thursday	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	6-Oct
<b>Totals</b>		<b>15,733,010</b>		<b>\$145,923.67</b>	<b>\$1,459,236.68</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 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		Followers
			Views	Engagements	
218	12,347	66,914	275	3,829	12,564
New Followers	Total Followers	Engagements	Reach		
30	576	1,104	40,846		

**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.