



the glenn group

Nevada Sesquicentennial Celebration PR Report
August 5, 2014

Following is an update regarding The Glenn Group's public relations activities for July. The month included a lot of planning around the fourth Sesquicentennial medallion contest/voting, the Heritage Train and other initiatives not yet unveiled.

Media Relations/Communications:

- Media Coverage – We have identified more than 125 stories/clips for the month of July including media interviews for the Harley Davidson ticket sales with the Morning Blend and Channel 3 in Las Vegas; KOH weekly event update in Reno; Reno Gazette-Journal's series about Burning Man; Nevada 150 events and opportunities interview with Lotus Broadcasting in Las Vegas; USS Battleship coverage in Reno and Las Vegas; 36th Star coverage in Reno and Las Vegas; fourth medallion coverage in Reno and Las Vegas; and, Sage Ridge School's visit to the Fringe Festival in Scotland.
- Press Releases – July press releases included: two July events listings, fourth commemorative Sesquicentennial medallion contest announcement, 36th Star-Nevada's Journey to Statehood, Sage Ridge School visits Scotland, USS Battleship Nevada and Las Vegas Nevada Day parade call for entries.
- Nevadan Stories Blog – We have had a number of very rich stories, including Kay Winters wonderful memoir, to add to our "Nevadan stories" blog.

Community Relations:

- Social media – Facebook fan base continues to increase, with close to 118 additional "likes" in the month of July. Total average reach per day during this period was 1,142 fans, with an average engagement of 84 people a day, which includes the unique number of people who liked, clicked, or commented on a post. Over the past 30 days, 46 tweets have mentioned hashtag #NV150.

Upcoming:

- Press Events/Releases – Reveal the winning design of and mint the fourth commemorative Sesquicentennial medallion; publicity support for The Smith Center Gala, 36th Star – Nevada's Journey, statewide Nevada Day Parades and the Heritage Train.



the glenn group

36th Star

<http://www.rgj.com/story/news/2014/07/30/emancipation-proclamation-coming-reno-th-exhibit/13393905/>

<http://www.ktvn.com/story/26156850/museum-of-art-exhibit-celebrates-nevada-statehood>

<http://www.reviewjournal.com/nevada-150/exhibit-shows-road-nevada-statehood>

U.S.S Nevada

<http://www.kolotv.com/home/headlines/Nevada-Honors-Heroic-Battleship-On-Its-100th-Anniversary-266835111.html>

<http://www.reviewjournal.com/nevada-150/uss-nevada-commemorated-carson-city>

<http://www.recordcourier.com/news/12133859-113/nevada-uss-battleship-navy>

http://www.mohavedailynews.com/news/ceremony-to-mark-uss-nevada-s-th-anniversary/article_30919c28-08d1-11e4-8bbd-001a4bcf887a.html

http://elkodaily.com/news/state-marks-th-anniversary-of-uss-nevada/article_7fd62b7a-0aaf-11e4-a22c-0019bb2963f4.html

4th Medallion

<http://www.nbcnews.com/id/55707256/>

<http://www.sfgate.com/news/article/Nevadans-voting-for-final-150th-birthday-medallion-5644493.php>

<http://thisisreno.com/2014/07/new-commorative-medallion-design-vote/>

<http://www.ktvn.com/story/26093460/statewide-contest-announced-for-final-sesquicentennial-medallion>