



the glenn group

Nevada Sesquicentennial Celebration PR Report
May 8, 2014

Following is an update regarding The Glenn Group's public relations activities for April. This has been a very busy planning month.

Media Relations/Communications:

- Media Coverage – We've identified more than 75 statewide media stories and many social media mentions.
- Media Partners – Several meetings have taken place with new regular story ideas coming from our broadcast media partners. We'll keep everyone apprised as these unfold.
- Press Releases – Press releases included: the conclusion of sales for the second design of the Sesquicentennial medallions, May events listings, Third Medallion Contest Announcement, and publicity support for National History Day, Native Beadwork at Old Las Vegas Mormon Fort, the Helen Stewart Birthday Tea Event and Reno's Biggest Little Birthday Party.
- Nevadan Stories Blog – We've had some great new "Nevadan stories" for the blog. D4 is posting blog entries regularly to provide and refresh the content.

Community Relations:

- Social media – Facebook fan base continues to increase, with close to 100 additional "likes" in the month of April. Total average reach during this period was 549 fans, with an average engagement of 178 people, which includes the unique number of people who liked, clicked, or commented on a post. Over the past 30 days, 530 tweets have mentioned hashtag #NV150.
- Sesquicentennial Stamp – We are building a community outreach component around the unveiling of the U.S. Postal Service's commemorative state stamp. This may include a pen pal program and a workshop with arts students.
- Reno Rodeo Program Ad – We have provided an ad to the Reno Rodeo for inclusion in their annual program/magazine.

Upcoming:

- Press Events/Releases – Design unveiling of the third medallion voted on by Nevada's school children, unveiling of the U.S. Postal Service Sesquicentennial Stamp on May 29, Stephen's Press Sesquicentennial book launch on June 12, and support publicity for the 36th Star – Nevada's Journey.