



the glenn group

Nevada Sesquicentennial Celebration PR Report
September 23, 2014

Following is a brief update regarding The Glenn Group's public relations activities for September.

Media Relations/Communications:

- Media Coverage – We had nice coverage for the minting of the fourth and final Sesquicentennial medallion. As well, we had significant social media mentions during the ceremony. Other media mentions in the last few weeks included the Las Vegas Parade call for entries, Sesquicentennial themed Harley Davidson at the Reno Air Races, the Smith Center Concert and the event at the Eureka Opera House. Since the last meeting, we have managed follow-up media stories for the Las Vegas Parade call for entries and worked with Alaska Airlines to finalize a story for their in-flight magazine, Horizon, to share events and activities happening throughout the state during October.
- Press Releases – September press releases included: events listings, fourth commemorative Sesquicentennial medallion announcement, Harley Davidson visit to the Air Races, Smith Center Concert/Show, Corn Mazes, and the Governor's Poster and Essay Contest.
- Nevadan Stories Blog – We have added a number of very rich stories to add to our "Nevadan stories" blog.

Community Relations:

- Social media – Our total average reach per day from September 1-16 was 524 fans, with an average engagement of 47 people a day, which includes the unique number of people who liked, clicked, or commented on a post. At the time of this report, 38 tweets have mentioned hashtag #NV150.

Upcoming:

- Press Events/Releases – Planning for Home Means Nevada initiative, Sesquicentennial Saddle and the statewide Nevada Day Parades.