



the glenn group

Nevada Sesquicentennial Celebration PR Report  
September 3, 2014

Following is an update regarding The Glenn Group's public relations activities for August. The month included significant planning around the fourth Sesquicentennial medallion contest/voting, the Heritage Train and other initiatives.

***Media Relations/Communications:***

- Media Coverage – We have identified approximately 85 stories/clips for the month of August including the voting contest for the fourth Sesquicentennial medallion, Smith Center concert, Sesquicentennial Fair and many ongoing stories from our media partners.
- Press Releases – August press releases included: two August events listings, fourth commemorative Sesquicentennial medallion contest announcement, Smith Center Concert/Show, UP/Battle Born Express Heritage Train, final sales for third medallion and Las Vegas Nevada Day parade.
- Nevadan Stories Blog – We have added a number of very rich stories to add to our “Nevadan stories” blog.

***Community Relations:***

- Collateral – The Glenn Group helped to develop and design the Nevada Day Parades Fact Sheet and is working on the design for pro-bono ads for the Las Vegas Review-Journal and the Metro Chamber.
- Social media – Our total average reach per day during August as 742 fans, with an average engagement of 77 people a day, which includes the unique number of people who liked, clicked, or commented on a post. Over the past 30 days, 40 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, 36<sup>th</sup> Star – Nevada's Journey, statewide Nevada Day Parades and the Heritage Train.