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A) ACTIVITIES

TYPE	DETAILS	FIELD
Monthly Activity Report	Provided monthly activity and results report, and media report for March 2009.	Internal Coordination
Documentation	Produced comprehensive documentation of media coverage and catalogue appearances for March 2009 on a DVD and shipped copies to Kevin Langston for further distribution at GDEC, as well as to Antje Abshoff and David Nicholson.	Internal Coordination
Monthly Financial Report	Provided monthly financial compilation for March 2009.	Internal Coordination
Information Management	Continued to collect and coordinate information on the new Georgia state law mandating an International Driving Permit from foreign drivers who hold national drivers licenses not written in English.	Internal Coordination
Group Visit	Wolfgang Streitboerger took a 9-person group from Germany to Atlanta, Madison and Athens on a southern tour from April 19 to 21, 2009 Werner Michels of the tour operator AAR. The visits will be part of a southern tour for members of the Skat International organization of travel professionals. Saw Marguerite Copeland in Madison and Amy Clark in Athens.	Internal Coordination / Trade
Visit State Offices	Wolfgang Streitboerger met with Assistant Commissioner Kevin Langston at his office on April 20 to coordinate the European efforts.	Internal Coordination
Web Development	www.georgia-usa.de : In April the site attracted 4982 unique visitors. We counted 13,301 page views and 52,322 hits.	Internet
Web Development	www.georgia-usa.de : The World Media Festival www.worldmediafestival.org/ informed us of the new German website having earned a 3 rd prize for this year's awards for government websites. The prizes will be delivered May 13, 2009. The festival of media communications is one of the most renowned in Europe with sponsors such as major publishing companies and corporations such as IBM.	Internet
Web Development	We updated the entries for High Museum and Savannah Music Festival to feature the time after the Emperor exhibit and to feature the 2010 festival. We changed the permit of the news and press material about the International Drivers Permit to account for the fact that the requirement of having the permit will stay.	Internet
Web Monthly Promotion	www.georgia-usa.de : Produced the Special of the Month feature for May 2009: "Atlanta Jazz Festival 2009 and a Full Month of Jazz".	Internet

Web Monthly Promotion	www.georgia-usa.de/gewinnen.php : For the online raffle we produced the question of the month for May featuring the Atlanta Jazz Festival 2009. We drew the winner for April out 32 participants, and sent the Georgia music CD to the winner.	Internet
Web Monthly Promotion	http://www.georgia-usa.de/gewinnen.php . We drew the winner for April and sent the CD prize to the winner.	Internet
Web Updating	www.deep-south-usa.de : For the online raffle we produced the question of the month for May and sent the Southern Comfort prize to the winner.	Internet
Consumer Fulfillment	Fulfilled 100 consumer inquiries for brochures sending package with personalized letter. The total number for Fiscal Year 2008/2009 is 1147.	Consumers
Consumer Consulting	We continued answering consumer questions about the International Drivers Permit.	Consumers
Sales Mission	Continued planning of a German sales mission to take place in the week of July 13 to 17, 2009.	Trade
Trade Show	InternationalPow Wow, Miami, May 2009: Planned appointments and made travel arrangements for Wolfgang Streitboerger to attend.	Trade
Training	Neckermann Reisen Intranet Training: One part of an integrated Deep South USA promotion with the major tour operator Neckermann Reisen, which also included the successful Thanksgiving-themed travel agent training in Hamburg (see November 2008 report) is an Intranet promotion to train their travel agents online. We contributed funding. The four-week promotion went online on April 7 and is accessible to 45,000 registered travel agents. The presentation is formatted as a Powerpoint file and can be viewed at www.georgiaonmymind.de/pdf/200904NECKERMANNtravelagenttrainin g0407to0505.ppt	Trade
Tour development	Skytours Promotion in Switzerland: A mailing to Swiss travel agents and travel agents apparently took place in early April 2009 as planned, but we are still waiting for the documentation. It may have been moved to May. The mailing promotes a 14-day fly & drive with 10 nights in South Carolina and 3 in Atlanta and 1 in Savannah. To promote it, they print 20,000 flyers. 8000 of those are mailed to consumers, and 12,000 to travel agents. Part of the deal is that we negotiated the package is no longer be called "South Carolina" but "South Carolina & Georgia" and will be printed as such. The promotion will also be online.	Trade
Tour Development	Indianerreisen, Germany: They are a tour operator specializing in tours with a focus on native Americans. In April they published their 2009 catalogue, which includes a new 16-day Fly & Drive "Southern Escape" from Atlanta to Miami with two overnights in Atlanta and one in Savannah, and a stop at the New Echota Historic Site.	Trade
Tour Development	Explorer Fernreisen, Germany: They published their 2009 print catalogue USA/Canada in April. They feature a 12-day Fly & Drive "Durch den tiefen Sueden" with two overnights in Atlanta and four hotels in Atlanta: Days Inn Downtown, Atlanta Marriott Marquis, Clarion Atlanta Airport and Comfort Inn & Suites. Catalogue also includes motorcycle and camper rentals from Atlanta. In Savanna, they sell Comfort Suites Historic District, Hilton Garden Inn Historic District and Doubletree Hotel. This new print catalogue includes and makes permanent much of what we established as a special promotion in 2008.	Trade

Tour Operator Supplies	Hotelplan, Glattbrugg, Switzerland, Fabio Negro: Sent GA maps.	Trade
Tour Operator Supplies	Fertig Reisen, Muenster, Kai Hillmann. Sent a basic set of GA brochures.	Trade
Tour Operator Supplies	Intercontact, Remagen, Moritz Schuermann: Sent GA maps.	Trade
Travel Agent Supplies	Arrowtours, Bruetten, Switzerland Pia Haengaertner: Sent a basic set of GA brochures.	Trade
Travel Agent Supplies	TUI Reiscecenter, Berlin, André Rothe: Sent GA brochures, maps and poster for a consumer information weekend.	Trade
Database Work	Media database: Continued updating of our media database.	Media
Advertisement	America Journal: Made arrangements to secure advertising space for Georgia in an upcoming edition with a special feature about the South.	Media
Media Visit	Tri-Ergon German TV project: We concluded planning and then the actual filming in Georgia. The crew filmed Savannah, the Golden Isles, King and Prince Beach and Golf Resort, Okefenokee Wildlife Refuge, Newell Lodge, Tifton, Plains, The Plains Inn, Helen and Rock City Gardens. The documentaries are now being edited. The first airings are expected for later this year. Raphael Tenschert escorted the FAM. Thank you very much for all CVBs and attractions involved for the great support.	Media
Media Visit	Deutschlandradio/Norddeutscher Rundfunk radio, Knut Benzner: We planned for a visit the state from April 29 to May 6, 2009. In this, we worked closely with Stefanie Paupeck.	Media
Possible Media Visit	Tele, Switzerland: They are a major TV guide. We discussed a possible reporter visit to Georgia in June or July of 2009.	Media

B) MEDIA RESULTS

Note: Below we list media results from February and new finds from previous months. The circulation numbers and advertising values stated here are for the month and for the entire Fiscal Year since July 2008.

Proofs of all articles and other media appearances are on the monthly documentation CD sent to State office, but can also be requested one-by one for transmission via E-mail if needed.

Print Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/04/30	America Journal	Travel magazine, Germany	Announcement of Deep South USA story in the next issue	Work with editors	38500	500
2009/04/18	Siegener Zeitung	Daily newspaper, Siegen	International Driving Permit	Press release "International Driving Permit", February 24, 2009	64700	200
2009/04/15	Neue Post	Weekly	Deep South USA	Hans	770900	3760

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
		yellow press journal, Germany	Savannah: Historic District, River Front	Schloemer, Jennifer Johnston, Savannah visit, Feb. 2008		
2009/04/15	Madame	Women's monthly, magazine, Germany	Deep South USA: Savannah: Antebellum mansions, river cruises with Murder Mystery Cruise, River Street Inn, The Olde Pink House	FAM November 2008, Cordula Merbeler, Stefan Funke	147100	34840
2009/04/11	Suedkurier	Daily newspaper, Konstanz	Antebellum Trail, Feature Story Athens: University of Georgia, Music clubs, Wuxtry, double-barreled cannon, Waddel Brumby House, T.R.R.-Cobb-House, Clinton: Old Clinton Eatonton Macon Madison: Heritage Hall, Kolb-Foster-House Milledgeville: Old Capitol Building, Old Governor's Mansion Watkinsville	Dpa/gms news service, Christian Roewekamp FAM, May 2008	147100	26200
2009/04/11	Ludwigsburger Kreiszeitung	Daily newspaper, Ludwigsburg	Announcement of a new German tour operator and a 16-days-fly & drive tour: Southern Escape: Atlanta	Tour operator release	46800	200
2009/04/11	Leipziger Volkszeitung	Daily newspaper, Leipzig	Announcement of a new German tour operator and a 16-days-fly & drive tour: Southern Escape: Atlanta	Tour operator release	234000	500
2009/04/10	Neue Westfaelische	Daily newspaper, Bielefeld	Announcement of a new German tour operator and a 16-days-fly & drive tour: Southern Escape: Atlanta	Tour operator release	240700	1000

2009/04/10	Die Glocke	Daily newspaper, Oelde	Announcement of a new German tour operator and a 16-days-fly & drive tour: Southern Escape: Atlanta	Tour operator release	58000	500
2009/04/10	Neue Osnabruecker Zeitung	Daily newspaper, Osnabrueck	Announcement of a new German tour operator and a 16-days-fly & drive tour: Southern Escape: Atlanta	Tour operator release	309400	1000
2009/04/10	Westfaelische Nachrichten	Daily newspaper, Muenster	Announcement of a new German tour operator and a 16-days-fly & drive tour: Southern Escape: Atlanta	Tour operator release	115200	500
2009/04/04	Maerkische Allgemeine	Daily newspaper, Potsdam	International Driving Permit	Press release "International Driving Permit", February 24, 2009	152500	500
				Circulation/\$\$\$ in March 2009:	2,324,900	69700
				Circulation Entire Fiscal Year:	19,487,660	752,925 Euro Fixing April 30. 2009: x 1.3281 US\$ 999,960

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS
				Total entire Fiscal Year:	3,000,000
					No ads on the respective channel

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
					Total entire Fiscal Year	21,600 Euro Fixing April 30. 2009: x US\$ 28,470

Electronic Newsletters by E-Mail

DATE	TITLE	CATEGORY	THEMES	SOURCE	NO. RECIPIENTS
				Total entire Fiscal Year:	1,338,000

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/04/15	Madame	Women's monthly, magazine, Germany	Deep South USA. Georgia parts were: Savannah: Antebellum Mansions, River Cruises: Murder Mystery Cruise, River Street Inn, The Olde Pink House	FAM November 2008, Cordula Merbeler, Stefan Funke	http://www.madame.de/madame_themen/reportage1.html	3000
2009/04/15	Madame	Website of monthly women's magazine, Germany	Savannah: River Street Inn, The Olde Pink House	FAM November 2008, Cordula Merbeler, Stefan Funke	http://www.madame.de/madame_themen/reisetipp2.html	1000
2009/04/07	Schwarzaufweiss	News Website, Germany	New German Georgia Website	Press release "New German Website" January 8, 2009	http://www.schwarzaufweiss.de/touristnews.htm#georgia	100
					Total \$\$\$	4100
					Total entire Fiscal Year	110,050 Euro Fixing April 30. 2009: x 1.3281US\$ 146,150

Paid Advertisements

DATE	TITLE	CATEGORY	THEMES	SOURCE OF \$\$\$	CIRCULATION
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Features "Special of the Month" on www.georgia-usa.de

Month	Theme	Link
May 2009	The Savannah Jazz Festival 2009	http://www.georgiaonmymind.de/neu_mai09.php
April 2009	Spring Events in Athens	http://www.georgiaonmymind.de/neu_apr09.php

C) CATALOGUE RESULTS

As on monthly documentation CD sent to State offices