

Georgia Tourism, Germany / Austria / Switzerland

FISCAL YEAR 2009-2010 (July 2009-June 2010)

UP TO SEPTEMBER 30, 2009

MEDIA WORK, RESULTS

News Wire Service Broadcasts

DATE	SERVICE	CATEGORY	THEMES	SOURCE	COVERAGE / NOTES

Print Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/09/12	Westfalen Blatt	Daily newspaper, Bielefeld	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum	Press release "Jimmy Carter Museum reopens", August 17, 2009	152400	1000
2009/09/05	Maerkische Oderzeitung	Daily newspaper, Frankfurt on the Oder river	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	99900	18900
2009/08/29	Die Welt	Daily newspaper, nationwide	Southern Literary Trail: Atlanta: Margaret Mitchell House Columbus: Carson McCullers Center Milledgeville: Andalusia	Work with editors	294400	8400

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/08/13	Speyerer Morgenpost	Daily newspaper, Speyer	Coca Cola in Atlanta Atlanta: World of Coca Cola, CNN Center, Georgia Aquarium, Lenox Square, Martin Luther King Jr. National Historic Site	Work with editors	6000	1500
2009/08/08	Rhein-Neckar Zeitung	Daily newspaper, Heidelberg	Georgia Coast: Golden Isles, Okefenokee Wildlife Refuge	Press release "Georgia's shrimp coast", July 29, 2009	121000	1700
2009/08/01	Western Mail	Country music magazine	Atlanta: Centennial Olympic Park, World of Coca Cola, Stone Mountain Park, The Westin Peachtree Plaza	Work with the editor Kai Ulatowski	16500	500

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2009/08/01	ADAC Reisefuehrer USA- Suedstaaten	Travel book	<p>17 pages Georgia</p> <p>Atlanta: CVB, Atlanta History Center, Atlanta Int. Hostel, Atlantic Station, Centennial Park, CNN, Drury Inn Airport, Ebenezer Baptist Church, Fernbank, GA Aquarium, GA Railroad Freight Depot, State Capitol, Governor's Mansion, Hartsfield-Jackson, Highland Tap, High, Jimmy Carter Library & Museum, Margaret Mitchell House, Marriot Stone Mountain Inn, MARTA, MLK Jr. attractions, Mary Mac's, Memorial Hall, World of Coca Cola, Six Flags, Stone Mountain Park, Taurus, Underground, Varsity, Virginia Highland, Westin Peachtree Plaza</p> <p>Columbus: Columbus Museum, Riverwalk, Goetchius, Marriott, Civil War Naval Museum, Visitors Ctr.</p> <p>Golden Isles: Visitors Bureau, Fort Frederica, Frederica House, Golfing, Jekyll Historic District, Jekyll, St. Simons, Villas by the Sea</p> <p>Macon: Georgia Music Hall of Fame, Cannonball House, Hay House, CVB, Ocmulgee Monument</p> <p>Savannah: Factors Walk, Isaiah Davenport House, Foley House Inn, Mercury Lounge, Mrs. Wilkes, Owens-Thomas, Riverfront Plaza, River Street, Sav. History Museum, Sav. Hostel & Pension, Ships of the Sea Museum, Telfair, Visitors Center, William Scarborough House</p> <p>Callaway Gardens</p> <p>Providence Canyon State Park</p>	Work with the editors	10000	0

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
					Circulation:	0
						32000 Euro Fixing Sept. 30. 2009: x 1.4692 US\$ 47,000

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	LISTENERS	Ad Value
2009/08/21 10:00 am	Country Radio Switzerland	Online Radio	Georgia Coast: Brunswick, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	20000	500
				Total:	20000	500 Euro Fixing Sept. 30. 2009: x 1.4692 US\$ 730
					No advertisements on channel marked 0	

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2009/08/12 11:55pm Repeat run of 2008/08/06 show	Kabel 1	Documentary „Ocean behind bulletproof glass” Atlanta: Georgia Aquarium, Centennial Olympic Park	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for handling.	43'00"	All of Germany/Austria/Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	234700
2009/08/06 11:05pm	Kabel 1	Documentary „Ocean behind bulletproof glass” Atlanta: Georgia Aquarium, Centennial Olympic Park	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for handling.	43'00"	All of Germany/Austria/Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	310600
2009/08/02 12:00 noon Repeat run of 2008/08/09 show	NTV	Travel show "Der Reise Shop": Atlanta Savannah	Travel show "Der Reise Shop" produced by tour operator Berge & Meer to promote their Southern F&D "USA/Suedstaaten" . We contributed photography and information	4'30" total Georgia part: app 0'40"	All of Germany/Austria/Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	1800

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2009/08/01 11:30 am Repeat run of 2008/08/09 show	NTV	Travel show "Der Reise Shop": Atlanta Savannah	Travel show "Der Reise Shop" produced by tour operator Berge & Meer to promote their Southern F&D "USA/Suedstaaten" . We contributed photography and information	4'30" total Georgia part: app 0'40"	All of Germany/Austria/Switzerland on the air and via cable, all of Europe via free analogue and digital satellites	1800
					Total	548900 Euro Fixing Sept. 30. 2009: x 1.4692 US\$ 806,400

Electronic Newsletters by E-Mail

DATE	TITLE	CATEGORY	THEMES	SOURCE	NO. RECIPIENTS
2009/07/15	FVW Newslite	Leading travel trade newsletter by travel trade journal fvw	Georgia Sales Mission 2009 in Hamburg: Antebellum Trail: Athens, Macon Atlanta: Carter Center for Civil and Human Rights, Georgia Aquarium Folkston: Okefenokee Wildlife Refuge Golden Isles: Jekyll Island, Sea Island, St. Simons Island Reed Creek Park Savannah Civil War Sesquicentennial Warm Springs: Little White House Ziplining at Banning Mills	FVW at Georgia sales mission media dinner	12000
				Total:	12000

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/08/29	Die Welt	Daily newspaper, nationwide	Southern Literary Trail: Atlanta: Margaret Mitchell House Columbus: Carson McCullers Center Milledgeville: Andalusia	Work with editors	http://www.welt.de/die-welt/kultur/literatur/article4420778/Die-Haeuser-des-Suedens.html	1000

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2009/08/24	Amerikareisen	Tour operator site, Austria	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://www.canadareisen.at/content/blogsection/7/30/	200
2009/08/19	Tourism Insider	Travel site, Germany	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://tourism-insider.com/reise/news/vor-barack-obama-regierte-jimmy/#post-3137	500
2009/08/18	Fine Art Reisen	Travel site, Germany	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://fineartreisen.de/html/20090818_20830.php	500
2009/08/17	VUSA Germany	Website of German Visit USA Committee	Reopening of the Jimmy Carter Library and Museum Atlanta: Jimmy Carter Library and Museum Plains: Jimmy Carter National Historic Site	Press release "Jimmy Carter Museum reopens", August 17, 2009	http://www.vusa-germany.de/index.php?id=19&tx_ttnews[tt_news]=957&tx_ttnews[backPid]=6&cHash=00e5616932	500
2009/08/03	VUSA Germany	Website of German Visit USA Committee	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.vusa-germany.de/index.php?id=19&tx_ttnews[tt_news]=940&tx_ttnews[backPid]=30&cHash=8db9a5eada	500
2009/08/01	Kabel 1	Website of TVstation	Description of the tv show on the Georgia Aquarium on August 6 and the rerun on August 12	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for handling.	http://www.kabel eins.de/php-bin/functions/TVProgramm/index_popup.php?action=onDetail&id=11241231	500
2009/08/01	Kabel 1	Website of TV station	Announcement of tv show on the Georgia Aquarium on August 6 and the rerun on August 12	Producer Kai Boecking contacted us in August 2007, requesting assistance for this project, as reported Sept. 2007. We handed the project over to Stefanie Paupeck for handling.	http://www.kabel eins.de/doku_reportage/k1_doku/	500

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2009/08/01	Berge & Meer	Website of Travel show	Atlanta Savannah	"Der Reise Shop" produced by tour operator Berge & Meer to promote their Southern F&D "USA/Suedstaaten". We contributed photography and information	http://www.berge-meer.de/C1256BB00329F9C/vwContentByKey/W27SHEA6261NATHDE?Open&vp=180000&agn=180008	500
2009/07/31	Magazin USA	Travel site, Germany	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.magazinusa.com/us/states/show.aspx?state=ga&doc=28&dsc=Georgia-Kueste	500
2009/07/31	Magazin USA	Travel site, Germany	Georgia Coast: Golden Isles, The Wild Georgia Shrimp Festival	Press release "Georgia's shrimp coast", July 29, 2009	http://www.zeitungstusa.de/2009/07/jekyll-island-georgia-garnelen-shrimp-festival-im-september/	500
2009/07/29	Fine Art Reisen	Travel site, Germany	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.fineartreisen.de/html/20090729_20516.php	500
2009/07/29	Gourmet Report	Culinary site, Germany	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.gourmetreport.de/artikel/29810/Georgias-Kueste-der-suessen-Garnelen.html	500
2009/07/29	Amerikareisen	Tour operator site, Austria	Georgia Coast: Brunswick, Credle's Adventures, Golden Isles, Okefenokee Wildlife Refuge, Savannah	Press release "Georgia's shrimp coast", July 29, 2009	http://www.amerikareisen.at/content/blogsection/7/30/	500
2009/07/15	FVW	Travel trade journal site	Antebellum Trail: Athens, Macon Atlanta: Carter Center, Center for Civil and Human Rights, Georgia Aquarium Folkston: Okefenokee Wildlife Refuge Golden Isles: Jekyll Island, Sea Island, St. Simons Island Reed Creek Park Savannah Civil War Sesquicentennial Warm Springs: Little White House Ziplining at Banning Mills	Sales mission July 2009, Hamburg media dinner	http://www.fvw.de/index.cfm?objectid=7E1B2926-D865-CDBB-39CCA2375F1E6FC7	2000

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
						9200 Euro Fixing Aug. 31. 2009: x 1.4276 US\$ 13,100

Paid Advertisements

DATE	TITLE	CATEGORY	THEMES	SOURCE OF \$\$\$	CIRCULATION
2009/07/01	America Journal	Travel magazine, Germany	All of Georgia	GDECD	38500

Features "Special of the Month" on www.georgia-usa.de

Month	Theme	Link
October 2009	Georgia Aquarium	www.georgiaonmymind.de/neu_akt09.php
September 2009	Peanuts-related attractions in Georgia	www.georgiaonmymind.de/neu_sep09.php
August 2009	Movie Locations in Georgia	www.georgiaonmymind.de/neu_aug09.php
July 2009	Callaway Gardens Stimulus Package	www.georgiaonmymind.de/neu_jul09.php