

Complimentary Admission Policy for Members of the Media - Internal

The media admissions policy for Georgia Aquarium and Marineland Dolphin Adventure enables working media to become familiar with the facility's many featured galleries and, at the same time, enjoy a day with family. This courtesy is extended to active members of the news media only, not including administration, sales or retired personnel. Complimentary admission is available to working media in the following categories:

Print Media: Publishers, editors, reporters, writers and photographers

Broadcast Media: Station managers, news directors, assignment editors, producers (news/features), on-air personnel (anchors/hosts/DJs/reporters) and videographers

Freelance Media: Complimentary admission is provided to freelance writers and producers with written confirmation from the assigning news outlet

Online News Media: Publishers, editors, reporters, writers, and photographers with established online news media outlets will be regarded as print media.

Blogger Media- Complimentary admission for bloggers will be decided upon by the Public Relations department on a case by case basis. If the blogger is determined to have a valuable reach and follow, they will be regarded as print media.

- As a non-profit organization, it is Georgia Aquarium's policy to offer members of the media one complimentary general admission ticket and a 10% discount for any guests traveling with them to the Aquarium on the day of their visit. Complimentary media tickets include admission to Georgia Aquarium or Marineland Dolphin Adventure and do not include parking fees.
- The public relations team researches each media outlet and request. The team will review inbound requests on a case-by-case basis. Special considerations and prioritizations of each request into one of the following parameters:
 - **Level A:** National media, Atlanta-based news stations, Atlanta-area neighborhood newspapers, major cities in our designated drive markets, key market cities and major publications
 - We may give more than one ticket in order to develop a relationship or give appreciation for past stories.
 - **Level B:** Trade publications, neighborhood publications, outside media markets, outlets with lower circulations or viewership
 - Depending upon the intent and impact of the relationship and the potential value (viewership or circulation #'s), we may override the policy.
 - **Level C:** Outlets with low circulations or viewership, irrelevant to our strategy
 - We will more than likely not request to make exceptions.
- Complimentary tickets are at the discretion of facility management and may not be available during high attendance days (i.e. holidays, Spring Break).

- If members of the media show up with more people than previously discussed, especially family members, then the PR team will evaluate the level of media and then decide a course of action. If it is level B or C, then we will offer other attendants the normal media discount of 10%.
- All requests **must** be received by a PR representative 48 hours prior to visit. If you are a working member of the media, and would like to request to film, photograph or writer about your experience at Georgia Aquarium or Marineland Dolphin Adventure, please contact media@georgiaaquarium.org. Requests for weekend days made after noon on Thursday will not be granted. Please note that filming is not allowed on weekends due to heavy guest traffic, for the benefit of our media partners and guest experience. The PR department is closed on weekends. Office hours are 9 a.m. to 6 p.m. You should receive a phone call or email confirming your visit.

Media on Assignment: News media on assignment must request interviews and photo sessions in advance through the Public Relations department. This will ensure that appropriate personnel will be available at the time of the visit. All media on assignment must be escorted during their visit. Family members and friends will not be permitted to accompany media on assignment without prior approval.

Premium Programs: If members of the media on assignment show interest in covering various premium programs at Marineland Dolphin Adventure or Georgia Aquarium, they will be given one complimentary slot in said program. Such programs include: Behind-the-scenes tour, Journey with the Gentle Giants, Beluga & Friends Interactive Program, The Immersion, Discover Dolphins, Dolphin Designs, Touch & Feed and Trainer for a Day. Please note that space in these programs is limited and only preapproved personnel may participate.