

// Leipzig, 07.June.2012 - [Leipzig Tourismus und Marketing](#)

## Leipzig-Podcasts

You can now discover Leipzig by ear: Leipzig Tourismus und Marketing (LTM) GmbH will present an audio series on the city's strong suits.



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Together with BEBE Medien GmbH LTM GmbH Leipzig created 7-10 minute podcasts. The introduction offers a comprehensive podcast that provides a first impression of the city. The additional audio pieces revolve around culture (two parts), creative Leipzig, logistics, science and quality of life.

The podcasts take the listener on a journey to important and impressive scenes in Leipzig. Depending on the theme, this might be the University of Leipzig, scientific research institutes, hubs of commerce like the Leipzig/Halle airport and Amazon, as well as cultural points of interest, museums and churches. In order to give the listeners a glimpse of the variety in Leipzig, a number prominent figures and politicians were interviewed. Besides Gewandhaus director Prof. Andreas Schulz, Thomaskantor Christoph Biller, and Zoo Director Dr. Jörg Junhold, Leipzig's head mayor Burkhard Jung, Saxony's Economic Minister Sven Morlok and the State Minister of Saxony for Science and Art Prof. Sabine von Schorlemer shared their voices.

Of the seven podcasts planned, four are currently available for download on the Internet and iTunes; the remaining three will follow shortly. For LTM GmbH, the podcasts complement existing information in written and visual form – such as the *Rendezvous in Leipzig* brochure and the Leipzig film. The concepts for the podcasts were developed together with BEBE Medien GmbH, who was responsible for carrying out the entire project.

Listen in at [www.leipziger-freiheit.de](http://www.leipziger-freiheit.de) and on iTunes.

### Partial list of interviewees:

- DJ Matthias Tanzmann, Label “Moon Harbour”
- Thomaskantor Christoph Biller
- Amazon Location Manager Yilmaz Cavit
- Environmental Research Centre Director Georg Teutsch
- Saxony's Economic Minister Sven Morlok

- Saxony's Minister of Science Sabine von Schorlemer
- Leipzig Zoo Director Jörg Junhold
- Beate Schücking, Headmaster of University of Leipzig
- German National Library Director Michael Fernau
- Andreas Macke, Head of the Institute for Troposphere Research
- Bernhard Comrie, Director of Linguistics Department at the Max-Planck-Institute for Evolutionary Anthropology in Leipzig
- HHL Headmaster Andreas Pinkwart

## Statements from Press Conference

### **Volker Bremer (Managing Director of LTM GmbH):**

“I'm very pleased with the collaboration with BEBE Medien GmbH, who is an outstanding representative of the young Leipzig Creative Cluster. This branch, to which we also make our own contribution, is important primarily to connect with a young audience. The podcast series rounds out our activities in the area of new media, such as Facebook, YouTube and Twitter, very well.”

### **Marit Schulz (Marketing Manager at LTM GmbH):**

“In the six podcasts on different topics, we felt it was important to hear from people who are branch experts or are knowledgeable in the scenes. We've already received lots of positive feedback, including universities who reported potential student interest in the series. In the future we'd like to work on additional topics. Audio content will be available in English soon as well.”

### **Christian Bollert (Managing Director of BEBE Medien GmbH):**

“Based on the briefing submitted by LTM GmbH, we were determined to create something that was not a sightseeing tour, but rather a comprehensive journey through this multifaceted city. The ratings and comments, in addition to the iTunes rankings, are an initial indication that we succeeded in this regard. The podcast format is a great platform to appeal to a young, mobile target group.”

# Media for this article

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