

Worldwide Media Coverage of San Francisco's GLBT HISTORY MUSEUM

The opening of The GLBT History Museum in San Francisco on Jan. 13, 2011, drew coverage in thousands of media outlets and on tens of thousands of websites worldwide:

Coverage has been tracked in 75 countries:

Angola	Czech Republic	Latvia	Slovenia
Argentina	Denmark	Lebanon	South Africa
Armenia	Dominican	Lithuania	South Korea
Australia	Republic	Luxembourg	Spain
Austria	Ecuador	Macedonia	Sweden
Azerbaijan	El Salvador	Mexico	Switzerland
Bangladesh	Estonia	Moldova	Syria
Belarus	France	Morocco	Taiwan
Belgium	Georgia	Netherlands	Thailand
Bolivia	Germany	New Zealand	Ukraine
Bosnia & Herzegovina	Greece	Panama	United Arab Emirates
Brazil	Guatemala	Paraguay	United Kingdom
Bulgaria	Hungary	Peru	Uruguay
Canada	India	Philippines	USA
Chile	Indonesia	Poland	Uzbekistan
China	Israel	Portugal	Venezuela
Columbia	Italy	Romania	Vietnam
Costa Rica	Japan	Russia	
Croatia	Jordan	Serbia	
	Kazakhstan	Singapore	

Media reports have been tracked in 36 languages:

Afrikaans	Croatian	German	Lithuanian	Spanish
Arabic	Czech	Greek	Macedonian	Swedish
Armenian	Danish	Hebrew	Polish	Thai
Azerbaijani	Dutch	Hungarian	Portuguese	Vietnamese
Belarusian	English	Indonesian	Romanian	
Bulgarian	Flemish	Italian	Russian	
Catalan	French	Japanese	Serbian	
Chinese	Georgian	Korean	Slovenian	

In addition, the website ActUp.org offers computer-generated translations of the museum media release into another 18 languages ranging from Albanian to Yiddish:

www.actup.org/forum/content/first-us-glbth-history-museum-open-san-francisco-2837/

Nineteen news services have distributed stories and photos: The following news services covered the opening, with thousands of pickups in print and on the Web worldwide: Agence France Presse (France); Agência AngolaPress (Angola); Agencia Reforma (Mexico); Anodis (Mexico); Associated Press/AP (U.S.); Bay City News Service (U.S.); CTK (Czech Republic); Deutsche

GLBT HISTORICAL SOCIETY

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Presse-Agentur/DPA (Germany); EFE (Spain); Getty Images (U.S.); IMK (Ukraine); Indo-Asian News Service/IANS (India); Jiji Press (Japan); Makfax (Macedonia); MIGnews (Russia); Notie-Se (Mexico); Rosbalt (Russia); Télam (Argentina); Xinhua/Associated Press (China).

Major media have covered the story. Major television, radio, print and Web media outlets including the following produced original stories or picked up news service reports:

BAY AREA

<i>Bay Area Reporter</i>	<i>San Jose Mercury-News</i>	KRON TV
<i>Contra Costa Times</i>	KCBS TV	KTVU TV
<i>Oakland Tribune</i>	KGO TV	KCBS Radio
<i>San Francisco Bay Times</i>	KNTV TV	KQED Radio
<i>San Francisco Chronicle</i>	KPIX TV	

NATIONAL

<i>Chicago Tribune</i>	CNN en Español	About.com
<i>Instinct Magazine</i>	MSNBC TV	GLBTQ.com
<i>Los Angeles Times</i>	Fox News TV	Huffington Post
<i>Miami Herald</i>	CBS Radio	Queerty
<i>USA Today</i>	NPR	Salon.com
<i>Washington Post</i>	<i>This Way Out</i> Radio	Towleroad

INTERNATIONAL

<i>De Morgen</i> (Brussels)	<i>Thai Rath</i> (Bangkok)
<i>Dnes</i> (Bulgaria)	<i>The Independent</i> (London)
<i>El Mundo</i> (Madrid)	<i>The Star</i> (Toronto)
<i>Emarat al Youm</i> (United Arab Emirates)	<i>Večernji list</i> (Croatia)
<i>La Reforma</i> (Mexico City)	<i>Volksblad</i> (South Africa)
<i>Libération</i> (Paris)	ABS-CBN Radio & TV (Philippines)
<i>Open Magazine</i> (India)	Pure FM (Belgian national radio)
<i>Página Siete</i> (Bolivia)	Radio RCN (Medellin, Columbia)
<i>Svenska Dagbladet</i> (Stockholm)	RTV SLO Radio & TV (Slovenia)
<i>Sydney Morning Herald</i> (Australia)	RTVE (Spanish national public television)
<i>Ta Nea</i> (Athens)	UTRO Radio (Russia)
<i>Tempo Interaktif</i> (Indonesia)	National Museum of China website (Beijing)

Coverage has gone viral on the Web: The story went viral on the Web on Jan. 12–13, 2011. For the 24-hour period preceding January 11 at 11 p.m. Pacific Time, a Google search for the term “GLBT History Museum” produced 16 pages; for the 24-hour period preceding January 13 at 11 p.m. Pacific Time, the number of pages jumped to a peak of approximately 70,400 (in many cases reflecting ephemeral RSS feeds).

As of January 25, the total number of pages for the preceding month containing the term “GLBT History Museum” was approximately 30,500. The actual number of pages referring to the museum is significantly higher, given that the English-language name of the institution is not used on many pages in other languages, which therefore require separate searches. For example, a search using the commonest term in Spanish-language stories (“museo gay”) plus the term “San Francisco” finds approximately 27,400 pages for the month preceding January 25.