

## **Information and Publicity Subcommittee Chairperson's report July 2006**

### **1 Newsline The Mag – Review**

During the LTCCP process we heard several comments about Tasman Newsline the Mag which I believe we should consider at today's meeting in order that we can reply to submitters before the end of July 2006.

Specific issues for discussion at today's meeting will include:

- frequency of Tasman Newsline the Mag.
- format of Tasman Newsline the Mag

Subcommittee members will recall that a workshop held on 23 February 2006 considered, amongst other things, the frequency of Tasman Newsline The Mag publication, together with content and advertising matters. The outcomes to that discussion were adopted at a subsequent meeting of the Subcommittee, where it was agreed that Tasman Newsline The Mag would be published on a two-weekly basis, principally in acknowledgement of:

- the October 2005 independent NRB survey identified 96% of the District being aware of and reading, Tasman Newsline The Mag
- the need to keep stories current
- the need to provide balance

Further, the workshop agreed that we wished to pursue, as a complement to the fortnightly editions of Tasman Newsline The Mag, an upgraded website, and use of community newspapers, as these are circulated to all properties within the District.

### **2 Suggestions for future articles**

- Considering other users of outdoor areas such as beaches and reserves
- Vehicles on beaches, especially the damage they do when driven over sand dunes
- Dogs on beaches, esplanade reserves and parks
- How to make a submission – People need to know that a submission can be only a few lines – not necessarily a couple of pages
- Waste management – reduce, reuse and refuse to accept packaging
- Develop a separate youth-focused quarterly publication that would pay for itself through advertising

### **3 Advertising Guidelines**

Today we will be finalising the guidelines for advertising, product promotion and editorial in TDC publications. The guidelines will then be recommended to Corporate Services for approval.

Elaine Henry  
Chair