

STAFF REPORT

TO: Chair & Members, Communications Subcommittee
FROM: Mark Raffills
DATE: 2 April 2008
SUBJECT: **Media Coverage**

Purpose

To update subcommittee members on March 2008 media coverage.

Media releases

Target	Achieved
100 percent of media releases sent out were used by newspapers.	100%

Media Releases for the Month

Snail warning at Mapua - media release unaltered by daily paper and communities.
Bikewise Week - events throughout the district well covered by both the daily and community papers.
Ecofest - calling for homes for Ecofest tour - community and daily papers.
Water restrictions remain
Water restrictions lifted
Wa\$ted TV show - Nelson Mail reviewed show very favourably
Road safety - Thirsty Thursday - coverage across the region of show visiting secondary schools.

Other Council media coverage

Community Boards, biosecurity issues, port name, stopbanks, Motueka McDonald's, water take proposal, targeted rates, Golden Bay Library move, logging in Richmond hills, Sea Week, Way2Go programme, Tasman Community profile release, roading issue and Collingwood Motor Camp.

Recommendation

That the Media Coverage report dated 2 April 2008 be received.

Mark Raffills
Communications Officer