

# STAFF REPORT

**TO:** Chair and Members Communications Subcommittee

**FROM:** Publicity Officer

**REFERENCE:** C797

**DATE:** 15 May 2009

**SUBJECT:** **Publicity Officer Report – 25 May 2009**

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A very busy month in April/May as the draft LTCCP was designed, laid up and went to print with associated publicity material and summary document. The printing of the submission forms prior to the hearings was also carried out in a very tight time frame. The Murchison centenary celebration material, including the book was another major project which was concluded successfully during the last two months. A number of ongoing consultation projects were also handled together with the Council staff concerned.

## **Newsline The Mag**

Re-design of this is on hold pending some other design options. It would be good if this could be resolved to coincide with the adoption of the Branding Manual, Communication Policy and Style Book.

## **Branding Manual**

The final changes as recommended by the secretaries group will go to the managers meeting on Monday 23 May 2009. Hopefully the managers will approve these changes, as well as the associated policy and style document (although the secretaries have not yet given their recommendations on this), so that the manual can be completed and then adopted. One of the sections that can be completed later will be the internal forms that staff use on their computers – letterheads, complimentary slips, fax sheets, NCS forms – these will be stored on the public drive.

## **Communication Strategy**

The draft operational plans associated with this will be presented at the meeting in July 2009. The final operational plans will be dependent somewhat on the outcome of the discussion around internal/external communications role. In the meantime, the plans presented in July 2009 will be based around the existing contract for the current external role.

## **Dry Crust Staff**

We have had three staff changes over the last two months making for challenging times as we continued to meet all Council's requirements. Barb Dunn left on 2 April 2009, Caroline Jackson at the beginning of May 2009 and Caroline Crick will depart next week but will continue with contract work as required.

The **editorial co-ordinator's** role has been filled with the appointee beginning work in the first week of June 2009. An experienced communications manager, he will increase Dry Crust's ability to offer even more in the way of communication management.

**Bob Irvine**, a journalist, writer and sub editor, formerly with the Nelson Mail, has been on a four month contract with Dry Crust and has accepted a permanent, full time position from the beginning of June 2009.

**A third journalist** appointment will be announced once the outcome of Council's current deliberations over the communication role is known. The interviews have already been carried out for this role.

**Stefan Hanspach** has taken over the content management role of Council's web site and also works with **Jeff Simmonds**, Dry Crust's web developer, to trouble shoot and carry out development tasks as requested.

**Aaron Ward** has taken over the collation and lay out of the Newline Updates and all public notices and also works on graphics and publication projects.

**Kiriana Glasson** continues to co-ordinate all the graphic work projects and lay out of publications.

**Leigh Becker** works in the art room on graphics and lay out projects.

**Brian Gillard** is the advertising sales person and his work has resulted in a steady increase in the amount of advertising carried by Council publications.

**Paula** carries out the administration role and also handles Council projects requiring distribution, print broking, event management and general co-ordination.

**Rosanna** handles finances and HR matters - as she has done for the last 14 years.

I, **Mark**, co-ordinate the whole operation as I have done since 1992 when I produced the very first quarterly Council Newsletter, some 17 years ago.

## **Tasman Collection**

Sales continue with orders coming in from bookshops and other outlets on a regular basis. We are currently editing and updating the lay out of the Tasman

Collection books – Turning on the Power, A Place To Live and A Lifestyle for All Seasons – book and DVD.

We are also working with the Waimea College senior graphics and media course on a revamped marketing campaign for this year's programme.

### **Media Report**

The staff changes have meant that I have not had the personnel to carry out the normal clipping service and so the media report for this period is not currently up-to-date. This will resume from the beginning of June and there will be a report for the next Communications Subcommittee meeting.

### **Current Work**

The attached sheet outlines the jobs currently underway. The work includes the next two issues of Newslite The Mag, the next edition of Mudcakes & Roses plus the revamp, writing and lay out of the winter edition of Boredom Busters, editing and updating the lay out of the Tasman Collection books.

Mark Raffills  
**Communication Officer**