

# REPORT

**TO:** Chair & Members, Communication Subcommittee  
**FROM:** Communications Officer  
**REFERENCE:** C797  
**DATE:** 1 October 2009  
**SUBJECT:** Media Report

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## **MEDIA RELEASES SENT OUT BY COUNCIL VIA DRY CRUST August and September 2009**

- Tasman rejects 'rip off' label
- Lee Dam Project
- Tasman Nelson Environment Awards 2009
- Looking after the beds of rivers and lakes
- Top Team 2009
- Local Government Commission confirms amalgamation petition is limited
- Richmond West
- Top of the South report
- NRB Survey results

## **NEWS COVERAGE IN LOCAL MEDIA**

All press releases were picked up and used by the local media with over 50 individual pieces of press coverage in total.

## **RADIO ADVERTISING**

Advertising went out on all Tasman regional radio stations highlighting:

- Newslines
- Jam magazine
- Boredom Busters
- Environmental awards
- Dog registration
- Grants – rates
- Rates rebates
- Mudcakes & Roses
- Tasman Libraries

- [www.tasman.govt.nz](http://www.tasman.govt.nz)

The Council Lowdown has started again on Fresh FM and will air every week on Monday (11.40 am) and Wednesday (3.40 pm) for 15 minutes. Fresh FM has excellent listener figures for Golden Bay and Motueka and it is this market that we would like to target. The Community Boards will get five minutes every six weeks and the Mayor will have an eight-minute slot every month. Regular information will be broadcast regarding Council meetings, publications and key news stories.

## **ADDITIONAL MEDIA**

The amalgamation guide and further reading on Council's website has seen considerable traffic over the last eight weeks. Well over 1,000 people have visited the guide and over 400 have read the Local Government Commission's letter.

Mark Raffills  
Communications Officer